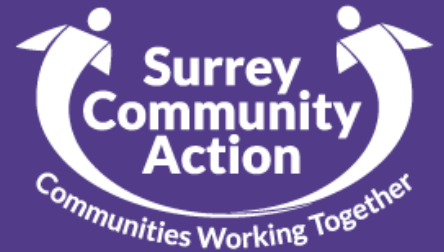




**COLLABCON**

THE COLLABORATION  
CONVERSATION



# CHARITY MASH-UP 2024

THE COLLABORATION  
CONVERSATION

THURS 26 SEPTEMBER

Exploring collaboration  
within the sector

**PROGRAMME**



**Qlic**  
IT FOR CHARITIES



# Timetable

*The Marketplace is closed during presentations in the Nave.  
Please move promptly to workshops and presentations.*

9.15–9.55 Registration and Marketplace (The Nave)

10:00 **Conference open** (The Nave )

10.00–10.05 **Welcome from our sponsor** (The Nave)

Pavan Sawhney - Qlic IT

10.10–10.55 **The Collaboration Conversation** (The Nave)

- Michelle Blunsom MBE (CEO, East Surrey Domestic Abuse Services)
- Jonathan Lees (Managing Director, The Good Company)
- Kerry Outlaw (Interim CEO, Kent ACRE)

Moderated by Jason Gaskell CEO, Surrey Community Action.

We are facing a time when resources are under ever increasing pressure, and demand for our services is increasing, so we have a real challenge to do to more with less. How can we do that? Effective collaboration can be a way to make  $1 + 1 = 3$ , but it can also be quite scary and intimidating. How do I go about it? Will any savings be worth it? Will my charity be absorbed by another?

10.55–11.05 **Move to workshops** (*please move promptly to and from workshops*)

11.05–11.45 **A.M. Workshops**

**Major donor fundraising: stronger together** (The Gallery)

Louise Morris, Summit Fundraising

**Making a collaboration work in practice** (The Skylight)

Emma Ewing, Big Fish Training

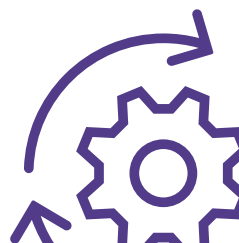
**"Reserves Policy? - Where's the Budget!"** (The Octagon)

Brian Seaton, Small Charity Support



# Timetable

- 11.45–12.10 Break – Marketplace open (The Nave)
- 12.10–12:20 Move to workshops (*please move promptly to and from workshops*)
- 12.20–1.00 **P.M. Workshops**  
**GDPR** (The Octagon)  
Jason Gaskell, Surrey Community Action
- An Introduction to Co-production** (The Gallery)  
Nikki Roberts and Yasmin Broome, Surrey Coalition for Disabled People
- Empowering Change: The Impact of Partnering with Student Volunteers for Charities** (The Skylight)  
Luke Russell and Louise McGarr, Royal Holloway University of London
- 1.00–1.10 **Move to plenary session** (The Nave)
- 1.10–1.30 **Collaboration from a national perspective** (The Nave)  
Debra Allcock Tyler - CEO, Directory of Social Change
- 1.30–1.35 **Closing address** (The Nave)  
Jason Gaskell, CEO Surrey Community Action
- 1.35–2.30 **Marketplace, lunch and networking** (The Nave)
- 2.30 **Close**



# Meet the Panel

## Michelle Blunsom MBE

Michelle has worked in the field of domestic abuse for the last 22 years and has held her current role as Chief Executive of East Surrey Domestic Abuse Services for over a decade. She is responsible for overseeing the strategic and operational management and delivery of multiple specialist domestic abuse services.

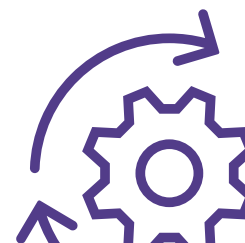
She is one of the foremost Domestic Abuse Trainers in Surrey and is a recognised DA Matters Trainer and Domestic Abuse, Stalking, Harassment & Honour Based Abuse (DASH) Trainer.

As CEO for ESDAS Michelle is the Lead Provider for the Surrey Domestic Abuse Partnership who together deliver specialist community based domestic abuse services across Surrey. In 2016 she was awarded the Chief Constables Commendation and in the New Year's Honours 2018 she became a Member of the Most Excellent Order of the British Empire (MBE) for her services to survivors of domestic abuse.

## Jonathan Lees

Jonathan started the Epsom & Ewell Foodbank in Oct 2012, which morphed into Good Company last year and currently includes 5 food banks, Epsom Pantry, Epsom & Ewell Refugee Network and the East Surrey Poverty Truth Commission.

Jonathan started his working life in a bank but soon moved into the voluntary and faith sector, training as a youth worker. His passion for justice has seen him elected as a local councillor (alongside standing in two General Elections) and leading a church for 10 years, which started a number of local initiatives aimed at supporting the local community. He has three grown children, loves cycling and lives in Epsom & Ewell.



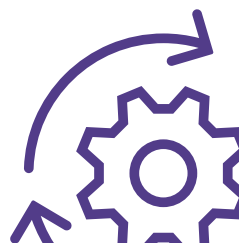
# Meet the Panel

## Kerry Outlaw

Kerry is a veteran in the field of change management, cultural change and risk, having had a successful career in investment banking before establishing her own consultancy post her MBA.

Over the past 20 years or so, alongside her consultancy business working with large organisations such as Barclays bank, HSBC and some NHS boards, Kerry has been a volunteer for the Cranfield Trust providing her strategic change and team coaching skills to a number of charity clients including Water Aid, Headway, a number of domestic and sexual abuse charities and most recently Action with Communities in Rural Kent (ACRK). Since ACRK closed in January '23, Kerry has been contracted by ACRE to establish a new Kent member for ACRE. Learning the lessons of why ACRK failed and taking into account the various pressures on organisations within the charitable sector, Kerry is fully invested in ensuring that collaboration is at the heart of the new organisation.

Kerry has a proven track record of encouraging the innovation and collaboration required to successfully build partnerships, redesign and implement new operating models where there is a growth agenda, or where the current state is becoming obsolete or unsustainable. Her passion lies in identifying sustainable strategies to re-invent or re-build strategic and cultural resilience in organisations in support of creating value for the ultimate customer or beneficiary.



# A.M Workshops

## Major donor fundraising: stronger together

The funding landscape has never been tougher with many non-profits needing to diversify and grow their charity's income.

Is major donor fundraising the answer?

Increasingly charities of all sizes are looking to either set it up as a new income stream, or develop existing major donor fundraising.

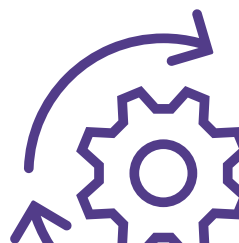
But how can you work together with the wealthiest in society, and internally across your staff and volunteer base, to succeed in raising large gifts for your mission?

Come along for this thought-provoking session with Louise Morris, major donor specialist, international speaker, coach and trainer on why collaboration internally and externally in major donor fundraising is not just best practice, but essential.

### **Louise Morris - Summit Fundraising**

Summit Fundraising proudly takes a relationship-first, authentic approach to major fundraising. Not only does this remove the "ick" and discomfort, but it works and has already attracted over 2,500 fundraisers and leaders to the free Summit major donor fundraising community.

Louise has 15 years' major gifts fundraising experience in charities of all sizes and causes, and a strong corporate background. As a former Fundraising Director and trustee, she understands the challenges you face and has helped over 200 charities with the knowledge and confidence to raise more large gifts through successful major donor fundraising.



# A.M Workshops

## Making a collaboration work in practice

When it comes to successful collaborations, getting everyone working seamlessly together is often harder than we think. Sometimes the friction comes when we least expect it and what should work on paper is actually like herding cats or pulling teeth!

This short session will help you to plan in advance to avoid some of the pitfalls and ensure your collaboration starts well and continues to run as smoothly as possible.

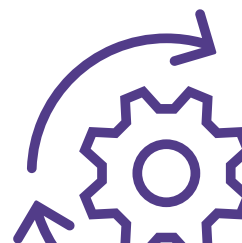
You'll discover:

- What to think about in advance
- How to avoid the obvious and not-so-obvious issues
- How and why to monitor progress and what to do about the findings
- How to maintain a culture of a successful collaboration.

## Emma Ewing - Big Fish Training

Emma has over 23 years of experience in the PR, marketing and corporate communications sector, with a career spanning in-house, government and agency. She understands the pressures involved in working with clients and the press - and thus has first-hand experience of motivating account teams in a hard-working, potentially stressful environment.

Emma Ewing studied business and computer science and worked in high-tech PR before starting her own training company in 2001. Big Fish Training helps organisations foster their talent, instil confidence and nurture professionalism by training people to communicate effectively.



# A.M Workshops

## "Reserves Policy? - Where's the Budget!"

All registered charities, regardless of their charitable status or annual income, are required either: (i) to have a Reserves Policy, explaining what financial resources they are holding and why, or (ii) to explain explicitly why they don't feel that they need to have a Reserves Policy.

This workshop presentation will:

- look at why the official guidance on Reserves Policies seems so confusing, inconsistent and, at time self-contradictory
- suggest what the typical non-accountant volunteer trustees can do to present to their donors, supporters and the public in general, reports which will assure them that "a reasonable proportion" their donations has been used to deliver the charity's objects to its beneficiaries and for the public benefit
- suggest how those reports can also be made compliant with the statutory obligation for Trustees' Annual Report & Accounts to include a Reserves Policy consistent with Charity Commission guidance.

## Brian Seaton, Small Charity Support

Brian started his career as an academic research biochemist. He then spent 9 years as a contributor to the international aid programmes of the UK Government, IAEA and WHO training medical laboratory scientists in developing countries.

Returning to a more settled life in the UK, Brian joined the acute sector of the NHS. He first worked as a senior manager before becoming an executive director of health informatics. In this role he was responsible for managing the information systems and services needed to run a large hospital. After retiring from the NHS, Brian has been able to spend more time supporting the charity sector.

As the lead trustee of Small Charity Support, he's drawn on his earlier experiences to provide a range of guidance to the typical non-accountant, non-lawyer volunteer trustees running the 75% of "small" charities in their spare time with minimal or no paid professional administrative support.





# P.M Workshops

## GDPR

GDPR. It's far more than just asking people to tick a box on a "do not contact" form, but it's not as complex as it seems at first glance, or some make it seem. Whether you are new to GDPR, or just need a refresher, why not join us for a whistle-stop tour of what GDPR is, why we should care, and what should we do about it. Jason Gaskell has trained over 150 organisations from across the voluntary sector to help them on their GDPR journey, as well as going through his own as CEO of SCA, so he knows how to make it simple and accessible to all.

## Jason Gaskell

In his role as CEO, Jason leads the organisation and helps to set up new and innovative projects and services. He helps charities and community groups thrive in difficult circumstances, whether advising organisations and commissioners on how to get the best out of each other, helping community groups access new funding sources or sharing his understanding of the changing not-for-profit environment.

Jason has extensive experience of tactical, strategic and change management within not-for-profit organisations, with a focus on community development, project development and organisational development.



# P.M Workshops

## Co-production

Have you thought about coproducing but not sure how to go about it? Well, we can help. We have been coproducing with our members for many, many years and will share in this workshop how to coproduce, the benefits of coproduction and talk about the hot topic of payment for coproduction.

Coproducing needs to be carefully planned but placing the person with lived experience at the heart of everything we do has huge benefits to both the organisation, the individuals with lived experience that are coproducing and the wider public.

## Nikki Roberts

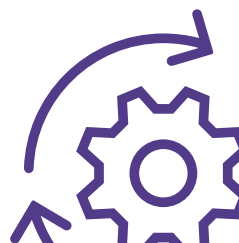
A professional communicator, with more than a decade of experience in the charity sector, Nikki now leads The Coalition and is excited about leading the organisation through its next chapter. Nikki is a tireless campaigner for equality and is a champion of the value of lived experience and peer support.

In addition, Nikki has established and run a peer-support based Community Interest Company that supports parents of autistic children to navigate their way through diagnosis and beyond.

## Yasmin Broome

Yasmin is the Involvement Lead at The Coalition.

Yasmin and her team support all the Disability Empowerment Network (DENS) and Special Interest group meetings. The team also run The Coalition's social programme, which provides their members with an online social activity every day. The team also coordinates Access All Areas visits to towns in Surrey to check accessibility. They regularly feed into consultations and engagement to ensure disabled people's voices are heard.



# P.M Workshops

## **Empowering Change: The Impact of Partnering with Student Volunteers for Charities**

Student volunteers offer a diverse range of skills and fresh perspectives to voluntary organisations. Their passion for learning and eagerness to tackle new challenges often lead to different ideas and innovative solutions.

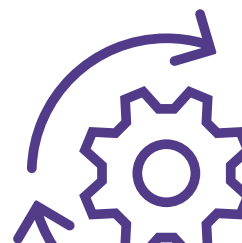
From digital natives who seamlessly navigate the latest technologies to creatives with a keen eye for design, student volunteers bring talents, energy and enthusiasm that can be used across numerous roles.

In this workshop, the award-winning Royal Holloway Volunteering team will talk about how charities can best appeal to student volunteers, and how engaging in youth volunteering can have the dual benefit of supporting your organisation whilst simultaneously developing the skills, experience and mental wellbeing of the young people giving their time.

### **Royal Holloway Volunteering Team**

The team nurtures partnerships with approximately 300 local, national and international organisations to support a volunteering culture at the University, in addition to student-led Social Action projects, Community Research, Sports Volunteering and Global opportunities. The University has made an #iwill pledge to enhance student skills and experience through their involvement in community volunteering, is an approved vInspired award provider, and in 2024 launched a Staff Volunteering Programme to augment the opportunities provided to students.

Royal Holloway Volunteering have a close collaborative partnership with Voluntary Support North Surrey, with whom they coordinate the annual Runnymede & Spelthorne Volunteer Awards – an intergenerational celebration of community action. In addition, registered community partners can be included in a number of events on campus, including the biennial Partners' Conference or the Festival of Volunteering, or make use of the Volunteering Hub – a designated space for students, staff and community partners to collaborate.



# Plenary session

## **Debra Alcock-Tyler, Directory of Social Change**

We are delighted to welcome Debra to give us her thoughts on collaboration from a national perspective, guaranteed to be forthright, though provoking, entertaining and inspiring.

Debra has worked in the charitable and voluntary sector for over 30 years. Amongst numerous other roles, she is Vice President of the Soldiering On Through Life Trust Awards and co-chairs the judging panel with General the Lord Dannatt. She is a Trustee of In Kind Direct, one of the Prince's Foundation Charities, and a trustee of the Berkshire Community Foundation. She is also an Africa Advocacy Foundation Ambassador for women and girls at risk of or affected by Female Genital Mutilation (FGM). She has served as a trustee of several charities including being the co-founder of the Small Charities Coalition and was its first Chair. She served on the Charity Commission's SORP committee for over 7 years and was the Vice-Chair of Governors of Whiteknights primary school for 6 years.

She is a renowned public speaker with many years' experience of training and coaching and internationally published author of several books on management and leadership including *It's Tough at the Top*; *The Pleasure and the Pain*; *It's Murder in Management* and *It's a Battle on the Board*. Debra has a regular monthly column in *Third Sector* magazine and has appeared on Radio 4's *The Moral Maze*.





# Marketplace



Local giving for local need

# Marketplace

Our conference would not be possible without the support of our sponsor, Qlic IT and the other organisations in the marketplace, so do take time to visit them.

**However, please note that the Marketplace will be closed during sessions taking place in the Nave**



At Qlic we make your IT simple. We specialise in helping charities and not-for-profits deliver effective services through pro-active support and free consultancy.

Our services include:

- Managed IT Support
- Project Management
- Cloud Solutions
- Managed Cyber Security
- Expert Website Design

We're more than just 'the IT guy'. We're your partners. We fit right in with your team, helping every day run smoothly.



# Marketplace

Funded by



**Community  
Foundation**  
for Surrey

The Community Foundation for Surrey is an independent charitable foundation that brings together people and organisations who wish to give to the community with voluntary organisations providing positive solutions to the many challenges within our communities.

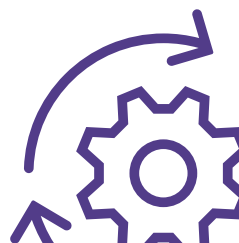
Companies, individuals, families and trusts can establish a fund with the Foundation, which supports a growing programme of grant-making to communities.

The Community Foundation for Surrey is part of a national network of 47 Community Foundations, one of the fastest growing philanthropic movements in the UK. Founded in the heart of local communities, each Community Foundation is unique, identifying local needs and mobilising local resources.



Heathrow Community Trust is an independent grant-making charity which receives funding from Heathrow Airport Limited, noise fines levied on airlines when they break the noise regulations, and other airport companies, as well as funding from Heathrow staff via their fundraising activities.

Our funding enables community projects in nine boroughs around Heathrow, including Spelthorne and Runnymede.



# Marketplace



Edwards Insurance Brokers is a family run business that specialise in church insurance, charity insurance and commercial insurance. Established in 2004, we're in the business of making sure sourcing insurance is a positive experience.

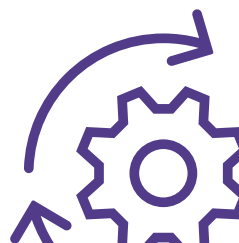
A true specialist broker, our knowledge of church and charity sectors as well as commercial policies gives peace of mind to a wide range of organisations.



Do you agree that everyone in our community should be able to afford life's essentials? And yet over the past ten years, we have seen an increasing number of people turning to food banks for help. We are calling on local charities, public agencies and businesses to sign up to the End Poverty Pledge.

The aim is to build a movement of people and organisations who are committed to doing what they can to reduce poverty and improve the lives of people experiencing financial hardship. Please sign the Pledge and find out how we can each play our part in creating a poverty-free future in Surrey.

For more information, see: <https://goodcompany.org.uk/end-poverty-surrey/>





# Marketplace



Surrey Heartlands is a partnership of organisations working together – with staff, patients, their carers, families, and the public – to support people to live healthier lives.

Called the Surrey Heartlands Health and Care Partnership, we are formally known as an 'Integrated Care System' (or ICS for short). That means we take collective responsibility for improving the health of the local population, managing resources (including money) and making sure services are high quality.

---



Menzies is a leading UK business advisory and accountancy firm with international reach. We help accelerate your ambition, with a proven track record supporting both businesses and individuals to successfully reach their goals.

We focus on optimising our clients financially, operationally and strategically across Audit, Tax & Compliance, Accounts Advisory, Financial Planning and Transaction Services. Our 10-sector specialist teams work with Menzies experts in Strategic Business Advisory, International Expansion, Outsourced Services and Financial Planning, to create value and transition clients to the next stage in their journey.



# Marketplace



Cranfield Trust is the leading provider of pro bono consultancy and management support for charities in the UK. Our network of highly skilled volunteer consultants and advisers helps charities succeed and thrive by offering mentoring, management consultancy, peer support, advice, training and information.

Every year our network of over 1,300 highly skilled volunteers from the commercial sector shares knowledge and experience with charities by providing independent advice and support on everything from business planning, to charity governance, and financial management. For more information and to find out how we could support you, please go to [www.cranfieldtrust.org](http://www.cranfieldtrust.org)

---



Your Fund Surrey (YFS) and Your Councillor Community Fund (YCCF) provide funding for Community Projects.

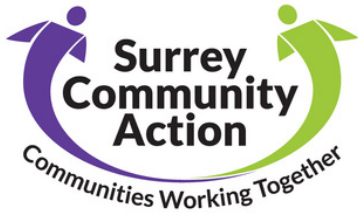


Guildford Poyle Charities helps people in need by giving grants to individuals and to organisations helping them.

To be eligible for a grant, you must live or support those in the central area of Guildford



# Marketplace



Surrey Community Action support and advise local voluntary, faith and community groups to help them to operate more effectively. We also run a range of front-line projects too, to help individuals and communities in need.

We co-ordinate groups such as the Surrey Charities Forum, which meets online every month to bring the country's third sector together with the public sector partners and other relevant organisations, and the Surrey Charity Chief Executives Group. Our Talking Shop group meets every other month to provide training and peer support for charity communicators.

We regularly consult through surveys, online forums and events so we can take your concerns to statutory partners, national organisations such as the NCVO and funders.

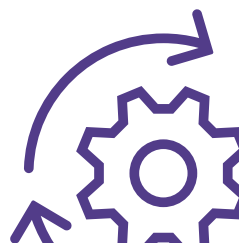
We also work with hundreds of organisations providing DBS checks, payroll services, meeting room hire and a host of other types of support.

Find out more: [www.surreyca.org.uk](http://www.surreyca.org.uk)



The Royal British Legion Industries operates a print and mailing centre in Leatherhead, Surrey.

They create a wide variety of products like brochures, posters, banners, and leaflets, and they also specialise in mailing and fulfilment services. It is run as a social enterprise, offering meaningful employment and social care to people with disabilities.



# Marketplace



The Surrey VCSE Alliance is the coming together of the voluntary sector and voice organisations.

---



The National Lottery Community Fund distributes over £600m a year to communities across the UK, raised by players of The National Lottery. Local funding officers will be available at the event to talk about applying for Reaching Communities and (£20k+) and Awards for All (<£20k)

---



The Warmth Matters project is run by Surrey Community Action.

It aims to tackle fuel poverty across Surrey by providing energy advice and assistance, from helping families struggling with energy bills payments to empowering individuals to take action, such as switching supplier, signing up for new grants and schemes, and providing homeowners with the knowledge and advice they need to make their homes more energy-efficient.

Speak to us to find out how we can help the people that you support in Surrey.

