

Workshop Info & Bios

Presenter at 10.45

Ella Sips has been the Grants Manager for the North West at Lloyds Foundation since May 2018. She has 20 years of experience of working across in the Voluntary Sector, including as Chief Executive. She specialises in fundraising, bid writing, grant making, IT, marketing, training, business advice, finance, Social Enterprise and strategic thinking.



Morning Workshop (choose 1 or 2):

Workshop 1

11.30am-12.45 in Room 1

Raise money and awareness within your community (Community fundraising).

Facilitated by: Lyndsey McLellan at ASSIST Sheffield



This workshop will teach you how to harness the power of the community by organising small events which will not only generate unrestricted income for your organisation but will raise awareness of your group in the local community. The workshop will give details on how to find new individual donors, as well as volunteers, and help educate the public about your project.

Lyndsey McLellan is the Community, Events and Grants Officer at ASSIST Sheffield, working locally to challenge asylum destitution. She is responsible for events, raising awareness, supporter care, communications and grant applications. Lyndsey is supported by a team of around 30 volunteers to run events and campaigns ranging from business partnerships to talking in schools. Lyndsey has been working with charities for over 15 years around the UK and overseas.

Workshop 2

11.30am-12.45 in Conservatory Room

How to attract grants to destitution work

(Trust & grant fundraising – who to apply to and top tips).

Facilitated by: Caron Boulghassoul, CEO at Nottingham Arimathea Trust



This workshop will give you ideas on the best places to look for grants as well as how best to approach funders, this includes top tips. The workshop will also include guidance on the importance of having a fundraising strategy in place and the key aspects of a good fundraising strategy to ensure it works for your organisation.

Caron Boulghassoul is a Trustee of NACCOM, having been involved with the network since 2010 and a member of the Steering Group since 2012. Caron is the Chief Executive Officer at Nottingham Arimathea Trust, where she began involvement in 2009. Caron has been working within the refugee sector for 20 years and has recently completed a Masters in Charity Resource Management.

Afternoon Workshop (choose 3 or 4):

Workshop 3

14.30 – 15.45 in Room 1

Measuring impact: a 'DIY' guide.

Facilitated by: Jon Beech, Director at Leeds Asylum Seekers Support Network

<https://lassn.org.uk/>



This workshop will be highly interactive. We'll start with a whistle stop tour of ideas and resources for measuring impact, before working out the best way of explaining how your project makes a difference. The aim is to leave you with some concrete ideas of things you can do when you get back to your project, that will help you tell your story of success with clients, volunteers, trustees, donors and funders alike.

Jon Beech is the Director of lassn.org.uk, organises comms and work on health for migrationpartnership.org.uk, and Chairs solidaritech.com in his spare time. Before moving to LASSN, Jon worked for a variety of mental health and housing organisations (focusing on the mental health of BME groups and people who have migrated to the UK) as well as a doing a short stint as local authority homeless officer.

Workshop 4

14.30 – 15.45 in Conservatory Room

Harnessing the potential of digital fundraising
(social media and digital methods for fundraising).

Facilitated by: Katherine Maxwell-Rose, Digital Communications Manager at IMiX



In this workshop we will look at different methods and tactics to help you fundraise creatively online. We'll cover which social media platforms and tools to use to reach your audience including donate buttons and crowdfunding, making the most of your volunteers, the power of storytelling and the importance of visual content.

Katherine Maxwell-Rose works for IMiX and is a communications specialist with a wide variety of experience in the arts and charity sector. She firmly believes in the power of stories to bring about social, political and cultural change and previously held the role of online editor at Tearfund. A contributor to BBC Radio 2's Pause for Thought on the early morning breakfast show, Katherine loves writing, travelling, singing and occasional wild swimming. Find her on Twitter @KatherineMaxi.