

500
ALREADY ATTENDING

HEAR THE
UK'S LEADING
CHARITY DONORS

RAISING FUNDS FROM THE RICH 2011

The UK Conference
on Philanthropy

The annual conference for charity chief executives, trustees, directors and fundraisers on how to secure wealthy individuals as major donors.

Featuring leading UK philanthropists and experts in major donor fundraising.

[Click here to Book places](#)

Attendance fee £137

Central Hall Westminster, 6th December



Guest speakers include Sigrid Rausing and Jeffrey Archer



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THE SUNDAY TIMES

Presented by Action Planning
with The Sunday Times Rich List

Third Sector Leaders
ACEVO

CAF Charities Aid
Foundation

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Organised by Action Planning and The Sunday Times, in association with ACEVO, CAF, and Blackbaud.

Raising Funds from the Rich 2011

Central Hall Westminster on Tuesday 6th December. 10 am to 4 pm followed by a wine reception.

The UK Conference on Philanthropy, Raising Funds from the Rich, is a leading annual conference of the charity sector and 500 charity chief executives, trustees and fundraisers have already secured their places.

It enables you to hear directly from some of Britain's wealthiest donors and leading experts in philanthropy how to develop successful major donor fundraising programmes for a wide range of causes.



It is designed for high net worth individuals interested in philanthropy and for charity chief executives, trustees and directors to attend with their fundraisers, for all have a key role to play in building effective partnerships.

It is presented by fundraising and strategy consultants, Action Planning, with the Sunday Times in association with ACEVO, CAF, and Blackbaud.



The Sunday Times Rich List on Britain's new givers

Dr Philip Beresford, author of all 23 editions of The Sunday Times Rich List, will share his methods for researching information on the wealthy and will chart the changing pattern of wealth creation and philanthropy in Britain. He will argue that the new generation of self-made rich who now dominate the list need to be engaged in different ways from 'old money' and examine the motivations of those who are now giving on an unprecedented scale.



Kerry Rock on how to reach 250,000 millionaires

Kerry Rock, is the Director of the **Wealth Intelligence** team at Action Planning, which has information on 250,000 of the 450,000 UK citizens with disposable assets of over £1 million. She will explain how to use publicly available information to identify high net worth charity supporters and develop proposals which chime with their philanthropic interests.



Dr Beth Breeze on how big donors choose charities

Dr Beth Breeze of the Centre for Charitable Giving and Philanthropy and author of the **Coutts Million Pound Donor report**, will draw on recent research into how donors select charitable recipients and share insights into the giving decisions of those with the capacity to transform your organisation. Beth co-founded the Centre for Philanthropy, Humanitarianism and Social Justice and plays a key role at the Centre for Charitable Giving and Philanthropy.



Robin Thomas on ten ways to ask for a million pounds

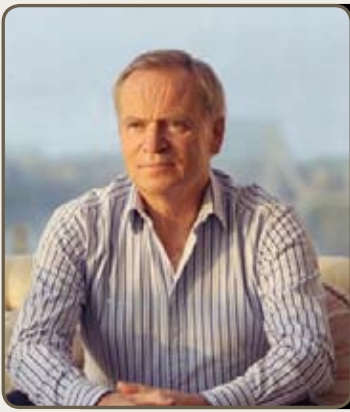
Robin Thomas, one of Britain's most successful big gift fundraisers, will focus on how and when to make an effective 'ask' and then mobilise wealthy supporters to reach other rich people. Robin's session is particularly designed for **Chief Executives** and **Trustees** who have a key role to play in 'opening doors', building engagement and making an appropriate 'ask' of wealthy supporters.

"A very enjoyable and informative event. Excellent range of speakers and topics covered."

Caroline Cryer, UK Director, Hope in Action

"Congratulations on an extraordinary day. The atmosphere was terrific and you had a superb range of speakers."

Lord Bilimoria, CBE, DL, Chairman, Cobra Beer Partnership Ltd



Jeffrey Archer on how to raise £100 million

Lord Archer of Weston-super-Mare, the international best-selling novelist, began his career as a fundraiser for Oxfam. He has a rare gift for persuading other wealthy people to give and has raised over £100 million for a wide range of charitable causes. Jeffrey, who holds the Guinness World Record for raising £2 million at a single charity auction, will be sharing his fundraising secrets and doubtlessly telling a few good stories.



Keynote address from one of Britain's leading philanthropists Sigrid Rausing

Sigrid is one of Britain's most active philanthropists, with a longstanding commitment to promoting social change and supporting 'bold and innovative' projects.

Her grandfather founded Tetra Pak, which pioneered cardboard packaging for drinks, and Sigrid has used her considerable wealth to create the Sigrid Rausing Trust, which is now one of the UK's leading donors. She remains an active chair and profoundly believes in supporting causes which find it hard to raise funds including human rights, minority and indigenous rights and social and environmental advocacy.

Sigrid, who is also the publisher of Granta magazine and writes for leading publications including The Guardian, will use her keynote address to provide guidance on how charities can best engage with philanthropists and set out her vision of how the sector can help drive social change worldwide.



Ram Gidoomal on on raising funds from the Asian Rich

Ram Gidoomal is a leading philanthropist and entrepreneur, chair of Tradecraft and author of *The UK Maharajas*. He will speak on how you can access the fast growing number of wealthy UK asians.



Reaching the rich through social media and the web

The Wall Street Journal research indicates that those earning over £300,000 a year make more use of the web than the rest of the population. Tom Latchford, Chief Executive of Raising IT, will explain how to use the web and social media to build relationships with the rich, and mobilise their networks to support your cause.

Keziah Cunningham on Engagement strategies with the wealthy

Keziah Cunningham, Senior Manager of Philanthropy at the Charities Aid Foundation, works with many of Britain's wealthy individuals on their giving strategies and will share guidance on how to engage their energy and money in support of their cause.

Plus

Philanthropists' panel

Your opportunity to question a range of philanthropists on their interests and the ways in which you can build partnerships with the wealthy.

Major donor case studies from the most successful charities

Hear major donor fundraisers from charities large and small speak on the thinking behind Britain's most successful major donor campaigns.



Conference Chair

The conference will be chaired by **David Senior**, Director of Development at Action Planning, a leading UK fundraising, management and recruitment consultancy exclusively serving the not-for-profit sector.

REGISTRATION FORM

You can book in five ways:

1. Book online at: www.actionplanning.co.uk/rich
2. email anne@actionplanning.co.uk
3. Phone Anne on 020 8661 8060
4. fax this form to 020 8770 2090
5. or post this form to **Action Planning**, Waymark House, 19 Cedar Road, Sutton, Surrey SM2 5DA

Please register the following delegates (**BLOCK CAPITALS PLEASE**)

1 Mr/Mrs/Miss/Ms/Dr: _____ First Name: _____
Last Name: _____
Position: _____
E-mail: _____

Mr/Mrs/Miss/Ms/Dr: _____ First Name: _____
Last Name: _____
Position: _____
E-mail: _____

2 Name of organisation: _____
Address: _____
Postcode: _____
Tel: _____

3 Please indicate here any special needs or dietary requirements:

4 Please tick appropriate box:
 I enclose my cheque for _____ (payable to Action Planning)
Attendance fee: £137 including VAT, lunch, all presentation materials and a networking reception.

Please register me/us and send me a VAT invoice. (Unless you specify otherwise, the invoice will be made out to your organisation).

I wish to pay by credit card (complete details below)

Visa Mastercard Switch/Maestro Delta

Card Number

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Switch/Maestro users only

This is the 3 or 4 digit code on the back of your card

DATA PROTECTION

We would like to retain your address to send you invitations to future events and information on our work. Should you not wish to receive such communications, please tick here.

We would like to include your name, title and organisation (but not your address) on the delegate list. Should you not wish us to do this, please tick here.

PAYMENT

Payment is required in advance and must be received at least 10 working days before the event. We reserve the right to cancel bookings where payment has not been received by this time.

CANCELLATION AND REFUND POLICY

All delegate fees must be paid in advance of the conference. Your fee is fully refundable, provided you cancel in writing more than ten working days before the conference. No refunds are available for cancellations within ten working days of the event, though substitutions can be made at any time.

PROGRAMME

Action Planning reserves the right to vary the published programme of speakers and the timing of the sessions.

Raising Funds from the Rich 2011

The annual conference on how to partner the wealthy as major donors

Central Hall Westminster, 6th December
10 am to 4 pm followed by a networking
reception until 5.30 pm

Attendance fee: £137 per delegate including VAT, lunch, presentation materials and networking reception.

'Raising funds from the Rich' is the annual conference for charity chief executives, trustees, fundraisers and donors on how to establish successful partnerships between charities and the wealthy. It is organised by Action Planning and The Sunday Times Rich List in association with ACEVO, CAF and Blackbaud.

Action Planning

Action Planning is a leading fundraising, strategy and recruitment consultancy which each year helps over 5,000 charities to raise capital and revenue funding, recruit key people and plan ahead.

www.actionplanning.co.uk

ACEVO

ACEVO is the organisation which represents and supports the third sector's chief executives. It provides excellent networking opportunities and a wide range of training and development programmes. www.acevo.org.uk

Blackbaud

Blackbaud is the leading global provider of software and related services designed specifically for not-for-profit organisations.

www.blackbaud.co.uk

Charities Aid Foundation

CAF is a registered charity that works to create greater value for charities and social enterprise. It does this by transforming the way donations are made and the way charitable funds are managed.

www.cafonline.org

Sunday Times

The Sunday Times is a leading Sunday newspaper and publisher of The Sunday Times Rich List, the definitive guide to wealth in Britain and Ireland. www.sundaytimes.co.uk


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