

The 2009

CTN Lecture

The crunch and us

Delivered by Jon Snow

A networking lunch and lecture for trustees
supported by CCLA

16th June 2009, Church House, Dean's Yard, London SW1P 3NZ



Introducing the day

Being a trustee can be challenging at the best of times. And these are not the best of times. But be of good heart, **Charity Trustee Networks** (CTN) has put together a day which will provide you with practical ideas and information for your charities, an inspiring lecture, good food, and an enjoyable time in the company of other trustees.

We are delighted that Jon Snow has agreed to deliver our annual lecture, bringing with him a wealth of experience from both the charity sector and beyond to inform an interesting and thought-provoking address.

CCLA will be introducing the day with a session that looks to the future when the present economic rollercoaster ride is over. What are the chances of a period of stability? How should charities shepherd their resources as they plan for the future?

These will be supplemented by seminars delivered by the Charity Commission, Media Trust, CTN and the Fundraising Standards Board, covering topics of widespread interest including the downturn, fundraising and communications and marketing.

All this for only £40, or free if you are a CCLA client or a **trusteenetplus** member of CTN.

This will be a popular event, so we would urge you to send in your booking form as soon as possible. The venue is Church House, Dean's Yard, Westminster, London SW1P 3NZ.

The event has been generously supported by CCLA, with contributions from the Charity Commission, Media Trust, Fundraising Standards Board and *governance* magazine.

www.trusteenet.org.uk

Agenda and programme

10.00 | COFFEE & REGISTRATION

10.30 | Green shoots – sustainability or a return to boom and bust?

Michael Quicke, chief executive, CCLA & James Bevan, chief investment officer, CCLA.

11.15 | MORNING SEMINARS

- The economic downturn – trustee checklist for action
 - Hard Times = Hard Sell? Trustees' role in raising funds and standards in difficult times
-

12.15 | LUNCH, LECTURE AND NETWORKING

Welcome by Rodney Buse, Chair of Trustees of CTN

The focus of Rodney's work has been on enhancing the effectiveness of individual charities and the sector as a whole. He has held positions on the boards of major national infrastructure organisations - as Chair of ActionAid, I Can and Childhope, Vice-Chair of the National Council of Voluntary Organisations and Trustee of Charities Aid Foundation and Charities Evaluation Services.

Lecture introduction by Michael Quicke, Chief Executive, CCLA

Michael became Chief Executive of CCLA Investment Management in 2006. He was previously Chief Executive of an independent banking and investment management business. He is also a trustee of the National Trust, and was a member of the ACEVO chief executive's commission on the governance of charities.

Lecture by Jon Snow - The crunch and us

Jon Snow has been the Main Presenter of Channel 4 News for twenty years and has reported from Zambia to Afghanistan in that time. He is also Chair of the New Horizon Youth centre – a day centre for homeless teenagers in central London. He worked there as Director from 1970 to 1973 and has been on the management committee ever since, defying good practice by being Chair since 1986. This year New Horizon is spending a £1.5 million lottery grant on completely rehabilitating and expanding the day centre. His first brush with the voluntary sector was as a volunteer teacher in Uganda for VSO in 1968. He is Deputy Chair of the Media Trust and has been a Trustee of both the National and Tate Galleries for two four-year terms. He is also a Trustee of the Noel Buxton Trust and Medecins du Monde.

14.30 | AFTERNOON SEMINARS

- What trustees can do to raise the visibility and impact of their charities
 - Hard Times = Hard Sell? Trustees' role in raising funds and standards in difficult times
-

16.00 | Day concludes

Choose your seminars

Morning only

The economic downturn – trustee checklist for action

Drawing on the Charity Commission's research findings and its policy guidance, this seminar will look at some of the issues trustees should consider in relation to the economic downturn. In particular how to ensure:

- the charity remains a 'going concern'
- the charity's governance is sound and robust
- the charity is making effective use of resources

Delivered by Jane Hobson, Head of Policy and Helen Carr, Head of Policy Development and Review at the Charity Commission.

Morning and afternoon

Hard Times = Hard Sell? Trustees' role in raising funds and standards in difficult times

This seminar will look at where fundraising fits in to trustees' governance role, how to cope with conflicting priorities that might arise in a recession, and what trustees can do to help make the most of opportunities for their charity.

Zöe Willems is a trustee of CTN, a freelance governance consultant and a director of the Fundraising Standards Board, and will be wearing all three hats as she looks at where governance and fundraising meet. She will be joined for the afternoon session by Andrew Nebel, Commercial Director for Barnardo's, trustee of the Institute of Fundraising and director of the Fundraising Standards Board.

Afternoon only

What trustees can do to raise the visibility and impact of their charities

This session will look at the role trustees can play through targeted marketing and communications to help increase a charity's profile and the impact of its work. Particularly for smaller, less well resourced organisations, the session will look at how trustees can make a big difference in this area, including:

- Being clever with contacts – the power of networking
- Marketing and PR – what you can achieve with small budgets and limited resources
- The power of existing tools, from the annual review to social marketing, to telling your story to the media
- Getting support from other organisations – Media Trust's Media Matching service, Community Newswire and other pro-bono support opportunities

Delivered by Caroline Diehl, Chief Executive and founder of Media Trust, and trustee of the Small Charities Coalition.

Booking form

Venue: Church House, Dean's Yard, Westminster, London SW1P 3NZ

The venue is wheelchair accessible.

Directions can be found at www.churchhouseconf.co.uk/findus/index.shtml

Delegate fees

Please note that admission to the lunch and lecture is free for CCLA clients and members of **CTN's trusteeetplus** scheme. Registration is on a first come, first served basis, but priority will be given to charity trustees.

If you are not already signed up to **trusteeetplus**, visit www.trusteeet.org.uk.

The annual subscription costs just £40 – see over for details

Please fill out the following form:

- | | |
|---|--|
| 1. Please tick if you are: | 2. I would like to attend (please tick): |
| <input type="checkbox"/> a CCLA client | <input type="checkbox"/> lunch, lecture and seminars £40 |
| <input type="checkbox"/> a trusteeetplus member | <input type="checkbox"/> lunch and lecture £40 |

If you would like to join trusteeetplus in order to come to the event go to www.trusteeet.org.uk and join online. Then post or email this form to reserve a free place as a trusteeetplus member.

- | | |
|--|---|
| 3. Please choose one seminar for the morning: | 4. Please choose one seminar for the afternoon: |
| <input type="checkbox"/> Trustees and the downturn | <input type="checkbox"/> Trustees, marketing and communications |
| <input type="checkbox"/> Trustees and fundraising | <input type="checkbox"/> Trustees and fundraising |

5. Please tick if you have any special dietary requirements:

- Vegetarian Vegan Nut allergy

6. Name (Mr/Mrs/Ms/Miss):

I am a trustee of the following charity:

Job title:

Address:

.....

..... Post code:

Tel:

E-mail:

Payment is by cheque payable to Charity Trustee Networks.

Please return the booking form and cheque to CCLA Investment Management Limited, Stationery House, 12 Rosecroft Drive, Langstone, Newport NP18 2LQ.

To register by email please send your name, contact details and dietary requirements to ccla@eesolutions.co.uk. For further information, please call freephone **0800 011 3911**

Organisations involved

Charity Trustee Networks (CTN)

CTN is the national charity for trustees of charities and voluntary organisations. We aim to increase trustees' access to information, guidance and support through networks, our website, signposting and services, as well as promoting trusteeship.

CTN has a membership scheme, trusteeplus, which provides trustees with a package of resources and benefits to individual trustees for an annual subscription of just £40.

CTN also has a national network of trustees which is free to join on our website. By joining our national network, trustees can:

- Keep up to date on key issues and receive regular e-newsletters
- Contribute opinion to influence national policy
- Access a range of benefits and resources
- Post their board vacancies free on www.trusteefinder.org.uk

To join trusteeplus or our national network of trustees, simply register on CTN's website at www.trusteenet.org.uk

CCLA

CCLA is an investment management company owned entirely by its charity, faith and local authority customers and we manage our business exclusively for their benefit, without the interests of outside shareholders to consider. This puts us in a unique position to help charities achieve their aspirations and enable trustees to meet their obligations. For further information visit www.ccla.co.uk

Charity Commission

The Charity Commission for England and Wales is established by law as the regulator and registrar of charities in England and Wales. Its aim is to provide the best possible regulation of these charities in order to increase charities' efficiency and effectiveness and public confidence and trust in them. For further information visit www.charitycommission.gov.uk

Media Trust

Media Trust delivers innovative programmes that empower communities to find their voice and make it heard, and that build the capacity of charities to transform their marketing and communications. Media Trust is where the creative industries and the third sector meet: where best practice is discovered and shared. For further information visit www.mediatrust.org

Fundraising Standards Board (FRSB)

The FRSB champions best practice in fundraising. It oversees a transparent and independent scheme for fundraising, encouraging high standards so that the public can have confidence in charitable giving. For further information visit www.frsb.org.uk or www.givewithconfidence.org.uk

Supported by



Media partner

