

# CHARITIES CONFERENCE

2020



Clients of TC go  
**FREE**

Thursday 27 February 2020

Jurys Inn Brighton, 101 Stroudley Street, Brighton, BN1 4DJ

## KEY NOTE SPEAKER

We are delighted to welcome the exceptionally talented and wonderfully inspiring Lauren Rowles MBE, Paralympic rowing gold medallist, as our Key Note Speaker.

She is certain to deliver a compelling, engaging and motivating performance that proves, with hard work, anything is possible!



Lauren Rowles MBE

## COMMENTS FROM PREVIOUS CONFERENCES



All the sessions were informative and the speakers provide useful tools to implement at work



Fantastic opportunity to network and share ideas and key issues. Well organised and thought through. I enjoyed the variety of talks, presentations and Q&A.



Excellent variety of speakers, good topic coverage, well organised.



I found the entire day informative and helpful. Things like this are really appreciated and vital for organisations like ours.

***“An absolute ‘must attend’ if you work in the charities sector”***

# AGENDA

- 09:00** Registration
- 09:30** Chair's welcome  
*Mark Cummins, Charities & Education Partner, TC Group*
- 09:45** Key note speaker  
*Lauren Rowles MBE*
- 10:45** Breakout session 1  
*(Choose from 1A, 1B or 1C)*
- 11:30** Morning break/networking
- 12:00** Breakout session 2  
*(Choose from 2A, 2B or 2C)*
- 12:45** Lunch
- 13:45** An interview with.....Gabrielle Shaw (CEO of the National Association for People Abused in Childhood) and Julie Toben (Chair of Northease Manor School and Two Saints)  
*Hosted by Mark Cummins, Charities & Education Partner, TC Group*
- 14:15** Understanding your charity's statutory accounts  
*Presented by Jonathan Aikens, Associate Partner - Charities & Education, TC Group*  
Or speakers' surgery (to be booked in advance)
- 15:00** Afternoon break
- 15:15** Breakout session 3  
*(Choose from 3A, 3B or 3C)*
- 16:00** Close



## BREAKOUT SESSIONS

### Session 1 Options

1A - PR and Media	1B - HR and Employee Development	1C - Finance and Tax
<b>How charities can use PR to meet their organisational objectives</b>	<b>Employee Benefits and Flexible Working</b>	<b>VAT and Fundraising</b>
<p>In today's climate of austerity, with rising demand for services, it's never been more important for charities to communicate effectively with their audiences.</p> <p>This session will cover the value of setting clear objectives and reporting on campaign results; discussing how PR can be deployed as a powerful strategic tool to build reputation and win hearts and minds – and ultimately deliver impactful results. It will include campaign case studies from the Youth Sport Trust.</p>	<p>Flexible working options can be attractive for new and existing employees, especially in today's society, employees expectations are changing with regards to their job and work life balance. Employees need to be able to balance their jobs with other home life responsibilities.</p> <p>As legislation is constantly changing and more pressure is on employers to be more flexible in the workplace, we will discuss the different options that are available for flexible working during this session. We will also take a brief look at employee benefits and a wide range of these you can implement with minimal or no cost to assist in the retention of key employees as well as attracting new employees.</p>	<p>Most charities carry out fundraising in one form or another. Many are unaware of the VAT exemptions and potential implications of doing so.</p> <p>In this session Steve McIntyre will provide an overview of the key areas, which include:</p> <ul style="list-style-type: none"> <li>• Fundraising events</li> <li>• Auctions</li> <li>• Challenge events</li> <li>• Corporate events</li> <li>• Corporate sponsorship</li> <li>• Donations</li> <li>• Sale of donated goods and associated Gift Aid</li> </ul>
<p><b>Alex Hankinson</b> Joint Managing Director Midnight Communications</p>	<p><b>Wendy McGarvey</b> Head of HR &amp; Recruitment TC Group</p>	<p><b>Steve McIntyre</b> VAT Partner TC Group</p>

# BREAKOUT SESSIONS

## Session 2 Options

2A - Governance and Law	2B - HR and Employee Development	2C - Finance and Tax
<p><b>Legal Aspects of Legacy Fundraising</b></p> <p>Fundraising for legacy gifts is often built on establishing a long term relationship between the potential legator and the charity or charities that they choose to donate to.</p> <p>It is a complex area because of the regulatory and legal considerations of leaving wills and the administration of estates.</p> <p>In this session Helen Harvie will provide an overview of the key legal aspect of this important area of fundraising.</p>	<p><b>How to articulate what a strategy means to employees and how they can put this into practice</b></p> <p>Having a clear strategy is at the heart of an organisation's success but it's not always easy for employees to relate to. It's important for employees to see a direct link between the direction of a strategy and how their actions support this in order to avoid feelings of disconnect or frustration.</p> <p>This session will guide you through how to break down key elements of your strategy which can then be articulated to employees. You'll then be able to identify specific tasks or activities which support your strategy so employees will be able to engage with them.</p>	<p><b>Fundraising</b></p> <p><b>The basic direct tax exemptions</b></p> <p>This session follows on from 1C-VAT and Fundraising, but this time looking at direct tax exemptions.</p> <p>In this session, Charlie Owen will cover:</p> <ul style="list-style-type: none"> <li>• Why fundraising is becoming more important</li> <li>• What is primary purpose trading</li> <li>• Ancillary and mixed trades</li> <li>• Trading by beneficiaries</li> <li>• Small scale trading</li> <li>• Fundraising events</li> <li>• When to use a trading subsidiary company</li> </ul>
<p><b>Helen Harvie</b> Principal Solicitor H3 Solicitors</p>	<p><b>Emma Mills-Sheffield</b> Strategic Business Advisor &amp; Coach Mindsetup</p>	<p><b>Charlie Owen</b> Partner TC Group</p>

## Session 3 Options

3A - Governance and Law	3B - HR and Employee Development	3C - Finance and Tax
<p><b>Hot Topics for Trustees</b></p> <p>It is fundamental that Trustees are kept abreast of changes in the sector and issues that are considered 'hot news' and could keep Trustees awake at night.</p> <p>In this session Helen Harvie will share an overview of the important changes and news in the sector that is a must for all Trustees.</p>	<p><b>Align the organisation's values with individuals - what behaviours and activities support the values and enhance the reputation</b></p> <p>In this session, you'll be able to explore what the values of your organisation are and how they can be articulated to employees, volunteers, users and stakeholders. There will be an opportunity to work through what you identify as positive behaviours and activities to demonstrate how to bring your values to life. By the end of the session, you'll have the tools to be able to engage with your organisation on developing these further.</p>	<p><b>How to set a reserves policy for your charity</b></p> <p>A sound reserves policy provides confidence to stakeholders that a charity's finances are being properly managed and provide an indicator of future funding needs.</p> <p>In this session Mark Cummins will discuss the overall approach and considerations to developing a reserves policy.</p> <p>Bobby Dhol will provide a real life insight in to how his charity has gone about reviewing their policy.</p>
<p><b>Helen Harvie</b> Principal Solicitor H3 Solicitors</p>	<p><b>Emma Mills-Sheffield</b> Strategic Business Advisor &amp; Coach, Mindsetup</p>	<p><b>Mark Cummins</b> Charities &amp; Education Partner, TC Group <b>Bobby Dhol</b> Director of Finance and Support Services, The Martlets Hospice</p>



# FURTHER INFORMATION

## How to Book

### TC Group clients

We are pleased offer TC Group clients **1 free** place.

Email [natalieboyd@tc-group.com](mailto:natalieboyd@tc-group.com) to secure your place.

Additional places are available at **£99 (inc VAT)** and can be booked via Eventbrite <http://tcsussex.eventbrite.com/>. The price includes conference material, refreshments and lunch.

### Other delegates

**£99 (inc VAT)**

The price includes conference material, refreshments and lunch.

To book your place visit Eventbrite <http://tcsussex.eventbrite.com/>.

**Closing date for tickets is Wednesday 19 February**

### Venue

Jurys Inn Brighton  
101 Stroudley Street  
Brighton  
BN1 4DJ

Full details on getting to venue can be found on their website [www.jurysinns.com/hotels/brighton](http://www.jurysinns.com/hotels/brighton).

### Timings

27 February 2020

09:00- 16:00

### Parking

The nearest carpark is Brighton Station Carpark (BN1 4DJ) and costs £14.10 for a daily ticket (price correct as of 12 December 2019).

### Dietary requirements

Please advise of any specific dietary requirements by email to [natalieboyd@tc-group.com](mailto:natalieboyd@tc-group.com)

### On the day

We may take photographs, video and audio footage of the event, which may be used later in editorial features and/or in marketing material. You may request not to be included.

Neither we, nor the venue, can accept liability for damage to, or loss of, personal belongings at the event venue.

### Speaker confirmation & changes

Please note that speakers are sometimes prevented from attending. Although we do endeavour to find suitable replacements of a similar calibre, we cannot guarantee any specific case studies, speakers or sessions.

### Data protection

By registering for an event, you authorise TC Group to provide you with information relating to your booking and other TC Group events and updates by email. You may opt out at any time.

We will not pass your details onto any third parties.

[www.tc-group.com/privacy-policy](http://www.tc-group.com/privacy-policy)

### Cancellations

Please advise us by email as soon as possible should you need to cancel. Full refunds will be given only when notice is received 7 days prior to the event.

### Questions & Queries

Email [natalieboyd@tc-group.com](mailto:natalieboyd@tc-group.com).

**tc** accounts · tax · legal · financial planning

The Courtyard ● Shoreham Road ● Upper Beeding ● Steyning  
West Sussex ● BN44 3TN  
t 01903 816699 ● f 01903 816622  
[enquiries@tc-group.com](mailto:enquiries@tc-group.com) ● [www.tc-group.com](http://www.tc-group.com)  
Co. Reg. No. 06501676