CROESO

Chartered Institute of Fundraising Wales
Sefydliad Siartredig Codi Arian Cymru

Welcome to the CIOF Cymru Fundraising Conference 2026

This one-day conference brings you 15 professional development sessions on a range of topics and themes, provides the space to network and connect with fellow fundraisers and, for the first time, free 30 minute 1-2-1 taster coaching sessions.

We are incredibly grateful to have such a talented and diverse group of professionals – from Wales and beyond – joining us, and we couldn't run this conference without their invaluable contributions. A big 'diolch yn fawr' to all our speakers and panel members for generously giving their time and expertise to share with Wales-based fundraisers.

Thanks also to our Conference sponsors and exhibitors. Your support means we can keep ticket pricing affordable and offer travel and delegate bursaries to fundraisers who need them, which is really important to us. Diolch am eich cefnogaeth – thank you for your support.

AGENDA

Browse your sessions and plan your day.
(Information on how to pre-book 1-2-1 coaching can be found below the Agenda)

08:45 - 09:45	**Registration and Networking** – breakfast included	Fuel up, start your day in good company and visit our expo area
09:45 – 10:40	**Gyda'n Gilydd (Together) - Fundraising Together for a Stronger Wales**	
	Croeso/ Welcome Katie Docherty, Chief Executive of the Chartered Institute of Fundraising, will open the conference with a look at the opportunities and challenges facing fundraising today. She will share how the Chartered Institute is working with fundraisers across the UK to challenge outdated perceptions, raise the profile of the profession and ensure fundraisers have a stronger voice in decision-making. Drawing on conversations with fundraisers and sector leaders, Katie will explore the role that leadership, culture and investment play in successful fundraising, and why organisations achieve more when fundraising is seen as an essential part of delivering their mission. She will leave delegates with a sense of what's possible when fundraisers are trusted, valued and empowered to lead change.	Owen Thomas, CIOF Cymru Chair Kerys Sheppard, CIOF Cymru Vice Chair and Conference Lead Katie Docherty, Chief Executive, CIOF
	Opening Plenary	
	Wired Differently, Working Brilliantly: Why Neurodiversity is Vital in Fundraising	**Rebs Curtis-Morris** and **Fay Strathmerren**

	Did you know that roughly 1 in 5 fundraisers in Wales are neurodivergent? That means as a sector, we have a big task ahead of us: either recruit and retain neurodiverse fundraisers, or lose talented staff to more inclusive professions. This energetic and interactive session encourages charities to rise to the task of moving beyond tick-box inclusion for people whose brains are wired differently. You'll hear candid stories from both speakers about thriving, masking, burning out and rising again: and how the right adjustments unlock extraordinary creativity, innovation and loyalty. Coming off the back of a highly successful plenary on this topic at the 2026 Scottish Fundraising Conference, Fay and Rebs will highlight the strengths neurodivergent staff bring to fundraising, why current approaches fall short, and what you can do differently starting today. In this session, fundraising leaders will learn: • The value that neurodivergent fundraisers bring • Practical, inclusive recruitment and support strategies • How to build workplaces where everyone can flourish, with resilient staff	
10:40 – 11:45	**How can you deliver your impact and thrive in leadership from the inside out?** What is expected of leadership has never been more challenging or required more courage. More fundraisers than ever are experiencing workplace stress and burnout. Many charity workers are clinging on by their fingertips as the economic environment remains challenging, hampering how resilient charities are at both a financial and individual level. In this session, you will learn and try out practical tools, tips and techniques to help you and your teams thrive at work and to speak up - and out - with more ease. You will hear from fellow fundraisers how investing in themselves has supported them to be, and do, their best at work. As a result, you will be able to more deeply play your part in creating thriving workplaces that are able to adapt, recover and prosper in the face of a challenging fundraising environment. This session is for you, even if you don't manage a team; leadership is about mindset, behaviour and influence - not just a job title. This session will support anyone who wants to lead with intention, whether formally or informally. If you are an experienced leader, you will learn something too. This session will give you space to pause and reflect, to reconnect with our inner power, while providing practical tools you can immediately apply to your leadership style and team environment.	**Sarah Tite**, Sarah Tite Coaching Ltd **Charlotte Thiboutot**, Dogs Trust
10:40 – 11:45	**The Sound of Stewardship - Using Podcasts to Power-Up Events** As the cost of the events supply chain continues to rise, it is essential that charities do all they can to fill their event teams and give participants a great experience to maximise income potential. Tim will outline the pillars that demonstrate what good event stewardship looks like, and how fundraisers can utilise a free marketing	**Tim Rogers**, The Sapphire Running Zone

	tool that is already accessed by 23% of adults in Wales every week - podcasts. We'll hear podcast clips from three Wales-based fundraisers who share their own running stories, giving an insight into what motivated them to go from sideline to start-line.	
11:25 – 11:45	**Break & Networking**	Catch up with fellow delegates and visit our table-top expo area
11:45 – 12:30	**Would you click on your own ad? A live Meta fundraising teardown!** Meta advertising can be one of the most effective ways to acquire new supporters, but too often charities focus on targeting, budgets and optimisation while overlooking the thing people actually see - the creative! This practical and interactive session takes real charity Meta ads and assesses them live using a simple seven pillar framework that you can take away. What makes an ad stop the scroll, what causes good causes to get lost in cluttered messaging, and how can relatively small changes to copy, creative and proposition improve performance? This is a hands-on creative teardown fundraisers can immediately apply to their own campaigns.	**George Collins**, Navigator Media & Advertising
11:45 – 12:30	**Behind Closed Doors: Legacy Marketing Insights from Will Writing Solicitors** Most people write their Will with a solicitor, making legal professionals vital gatekeepers to the majority of legacy income. But what happens during those client meetings? Let's find out! This session features a panel of solicitors ready to answer your burning questions. We will delve into the psychology of the "decision time" - exploring why donors pick specific charities and how they determine the size (and type) of their gift. Furthermore, we will tackle the technical side, discussing how charities can better collaborate with solicitors during the Confirmation process to ensure smooth estate administration. Join us for a unique opportunity to view legacy giving through the eyes of the solicitor. Whether you are looking to secure more pledges or streamline your interactions, this is your chance to ask the experts how to make the legacy ecosystem work better for everyone.	**Katie Roberts**, National Free Wills Network Katie will be joined by a panel of local solicitors
12:30 – 13:30	**Lunch & Networking**	Catch up with fellow delegates and visit our table-top expo area
13:00 – 13:30	**LUNCHTIME SESSION 1** **UN-conference Leadership Workshop: Delegate-led problem solving for real-world challenges** UN-conference puts you at the centre. Instead of listening to speakers, you help shape the agenda and join conversations with fellow senior fundraisers that matter to you. Topics created by delegates. Practical discussion, not presentations. Bring your questions, experience and curiosity - leave with fresh perspectives, workable ideas and new connections.	Facilitator TBC

13:00 – 13:30	**LUNCHTIME SESSION 2** **Share the challenge: Peer support for fundraisers under pressure** *Share the Challenge* is a supportive, practical session designed to help fundraisers acknowledge what feels most difficult, ask for help with confidence, and receive peer support to move forward. In this interactive group-coaching experience, participants will be guided through a simple, powerful approach that helps them name what's challenging, regulate uncomfortable emotions, and access clarity through shared insight. You'll experience real-time support from peers and leave with a tool you can use back in your organisation to create space, confidence and clear next steps. Fundraising is emotionally demanding. When things start to go wrong, it can feel isolating — yet asking for help is one of the most powerful leadership behaviours. This session encourages fundraisers to say, "I'm struggling, and I need support," and provides a framework to help them do exactly that. Participants will leave feeling empowered, grounded and better equipped to support themselves and their teams. By the end of the session, you will feel: • more confident, clearer and lighter • more connected to yourself and your peers • more hopeful about what comes next	**Sarah Tite**, Sarah Tite Coaching Ltd
13:30 – 14:15	**How your charity could easily double your individual giving income this year - and why you probably won't** Is your digital comms plan full of conventional wisdom? Are there things your team does regularly because you've always done them? The Leprosy Mission of England and Wales were in this situation when they started working with Rachel. Little did they know that this standard comms plan was causing them to lose hundreds of thousands of pounds a year.	**Rachel Collinson**, Donor Whisperer
13:30 – 14:15	**More Than A Donation - how fundraisers shape public trust** Fundraising is one of the main ways charities engage with the public, with every interaction an opportunity to build trust and inspire support. New research commissioned by the Fundraising Regulator highlights how important these interactions are in shaping people's perceptions of charities overall, in protecting the public from harm, and encouraging future support. This session will give insights into the data, provide an opportunity for fundraisers to explore the findings together in greater detail and also discuss how this insight can be used to shape future practice.	**Mary Roberts**, Fundraising Regulator
14:20 – 15:05	**Baromedr Cymru – Understanding the Funding Landscape for Wales' Voluntary Sector** Developed through a partnership between Nottingham Trent University's (NTU) VCSE Observatory and Wales Council for Voluntary Action (WCVA), Baromedr Cymru is a bilingual, quarterly survey designed to capture the	**Arsha Kaur,** WCVA

	experiences, challenges and opportunities facing the voluntary sector in Wales. This session will introduce Baromedr Cymru, its role in strengthening the sector's evidence base and collective voice, and the insights emerging from its different survey waves. With a particular focus on the funding wave, we will present key statistics and insights into the financial pressures facing voluntary organisations, including funding challenges, income generation, rising costs and long-term financial sustainability. Connecting these findings to the conference's *Gyda'n Gilydd* theme, the session will create space for discussion and reflection on what the evidence means for fundraisers and their organisations. Attendees will have the opportunity to share experiences, explore common challenges and consider how these insights could inform their own fundraising approaches, strengthen conversations with funders and support the development of more sustainable, evidence-informed fundraising strategies.	
14:20 – 15:05	**From Insight to Action: Embedding Supporter Loyalty Through Better Experiences** Drawing on About Loyalty's research and evidence from across the charity sector, alongside Tŷ Hafan Children's Hospice's experience of embedding supporter experience across fundraising and the wider organisation, this session will explore the critical relationship between supporter experience, loyalty and long-term fundraising success. You'll learn what drives supporter loyalty, how organisations can better understand the experiences of their supporters, and why listening to supporters is essential for improving retention and sustainable income growth. We'll share practical lessons from Tŷ Hafan's journey, from using insight and benchmarking to identify gaps and opportunities, to embedding supporter-focused behaviours that strengthen stewardship and supporter relationships Whether you're a sole fundraiser starting to think about supporter experience, part of a team looking to strengthen your approach, or seeking to embed supporter experience more strategically across your organisation, attendees will leave with evidence-based insights and practical actions they can apply whatever their starting point to improve supporter experience, build loyalty and support long-term fundraising success. The session will cover: • What we mean by supporter experience and supporter loyalty, and why they matter • The key drivers of supporter loyalty and what charities can do to strengthen them • Why understanding supporter experience starts with listening to supporters themselves • How insight and benchmarking can uncover opportunities for improvement and help charities decide where to focus	**Natasha Evans**, About Loyalty **James Davies-Hale**, Tŷ Hafan Children's Hospice

	• Practical lessons from Tŷ Hafan's experience of embedding supporter-focused behaviours, and driving organisational change • Actions fundraisers can take to improve supporter relationships, retention and long-term value	
15:05 – 15:25	**Break & Networking**	Catch up with fellow delegates and visit our table-top expo area
15:25 – 16:10	**The Other Side of the Fence - What Do Our Funders *Really* Think About Us?** The Wales Funders Forum is the membership network for funders and investors in Wales. What current and emerging issues are they tackling to meet the needs of Wales? And how do they view their collaboration with fundraisers and charities? We'll get a first-hand 'live' picture of what funders in Wales think is working, what needs to be improved and why. We'll also gain insights into current developments in Wales that impact on funders - and the many good causes they exist to support.	**Wales Funders Forum** – a panel of Wales-based funders
15:20 – 16:10	**If It's Called 'SOFT opt-in', Then Why Is It So Hard?!** Following changes introduced by the Data (Use and Access) Act, charities can now send direct marketing by electronic mail - including emails and texts - to people who have expressed an interest in, or offered to support, an organisation's charitable purpose without needing to obtain consent. To do so, strict requirements (including compliance with new ICO and Fundraising Regulator guidance) must be met. But what are they? What has changed? And how does this work in practice? Hannah Lyons, Partner at Bates Wells, joins us to share the practicalities of the charity 'soft' opt-in and how to ensure compliance to support donor acquisition.	**Hannah Lyons**, Bates Wells
16:15 – 17:00	**Gyda'n Gilydd (Together) - Fundraising Together for a Stronger Wales**	
	Closing Plenary	
	We'll be showcasing the impact of 'Rising Stars' in the fundraising profession - individuals in Wales who have joined the sector in the last two years and have big ideas for the future of fundraising. Come and hear what our emerging talent has to say about everyday life, and why they stand among us as #ProudFundraisers. Alongside this, longstanding career fundraisers will reflect on what has changed since they joined the fundraising profession - and what hasn't, and what they believe should. In the modern post-covid world where the economy is shrinking, cost of living rising and the uncertainty of AI on our careers, where should fundraising go next? By November, one of our panel will be 69 and still going strong after 30 years in the profession. "I want to show that age and experience are good things and we can still hold our own among the Millennials and Gen Z newbies!"	Panel members currently include: **Shanty Neale,** Scouts Cymru **Richard Shackleton**, MND Association **Allan Herbert**, Disability CanDo

	No matter what stage you're at in your fundraising career, this final session of the day will leave you feeling inspired, reflective and – most importantly – connected.	
17:00 – 18:00	**Drinks & Networking** Kindly sponsored by Leonardo Hotel	Reflect on a day of learning with fellow delegates

TASTER COACHING SESSIONS

Provided by Sarah Tite Coaching Ltd.

1-2-1 Coaching sessions are free for Cymru Conference delegates, and spaces will fill quickly.

After four years supporting fundraisers at CIOF Fundraising Convention, we are delighted the team are joining us in Cardiff. The charity-experienced team at **Sarah Tite Coaching Ltd** will be helping fundraisers make small shifts for big impact through coaching.

As part of your delegate package, we're offering **FREE 30-minute taster coaching sessions** throughout the day; it's the perfect chance to **experience coaching before deciding whether it's something you want to invest in longer term**.

Think of it as a *no-pressure, high-value trial run*.

In your session, you'll have space to:

- Pause and step out of the day-to-day noise
- Talk through something that's been on your mind
- Gain fresh perspective and clarity
- Experience how coaching can shift how you think, feel and act

You'll leave with insight and practical value — whatever you decide about coaching next.
Got questions? 📩 talk@sarahtitecoaching.com

If you've ever wondered whether coaching could help you — this is your chance to find out, safely, for free.

As one Convention coachee put it: *"We owe it to ourselves to get the very best out of ourselves so we can serve our communities in the way that works best for us."*

A booking link for coaching sessions will be included in the event joining instructions the week before the Conference.

QUESTIONS?

Our volunteers in Wales would be happy to tell you more about the event and answer any questions you may have. You can contact them via cymru@ciof.org.uk