



PROMOTING BEST PRACTICE  
IN CHARITY FINANCE



# AUSTERITY & INNOVATION

19TH ANNUAL CFDG CONFERENCE  
18 MAY 2010

CFDG ANNUAL CONFERENCE 10  
Q&EII CONFERENCE CENTRE LONDON SW1

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# CFDG ANNUAL CONFERENCE 2010

## AUSTERITY & INNOVATION

WE ARE IN THE MIDST OF VERY DIFFICULT ECONOMIC TIMES; WE MAY NO LONGER TECHNICALLY BE IN RECESSION BUT THAT IS NO REASON FOR CELEBRATION! THIS IS THE TIME WHEN AS FINANCE DIRECTORS WE CAN REALLY PROVE OUR VALUE TO OUR ORGANISATIONS AND SHOW REAL FINANCIAL LEADERSHIP.

To ensure that you are well placed to give the leadership and support that your charities will need in this difficult period, we have designed this year's Conference around some of the key strategic and operational issues you will face and some of the more innovative strategies that other charities have adopted in order to position themselves optimally on the long road out of recession.

The Conference opens with a keynote speech from Geoff Mulgan, Director of The Young Foundation and previously Director of Policy for Tony Blair and Chief Adviser for Gordon Brown. Geoff will look at the long-term impact of the recession on the charity sector.

In the lunchtime keynote address Lesley-Anne Alexander, CEO of RNIB will tell us about how her organisation has ensured that it is in the right shape to make the most of the difficult economic times we are living through.

During the day we have a total of five streams for delegates to choose from. Two of these streams will look at a number of key issues for making the most of the current challenging times; for instance the opportunities offered by cloud computing; impact reporting; mergers and the investment outlook. The other three streams will focus firstly on current issues in the sector, for example the phasing out of cheques; fraud; and sustainability reporting. The fourth stream is entitled 'valuing people' and will cover such topics as pensions; coaching; managing change and stress management. The fifth stream is our ever popular updates stream, covering VAT; mergers; Trustees' Reports and risk management.

The day ends with Heather White telling us all how to improve our networking. We all know how important networking is for our personal and professional development but for many of us the practical art is still rather a mystery.

The Conference gives you access to more than 30 professional firms in the exhibition area, providing a wealth of experience for you to draw on during the day and discuss current issues and organisational needs.

The structure of the programme also ensures there is ample time for networking and sharing experiences with your fellow professionals during the day, and at the drinks reception at the close of the Conference. The reception provides the ideal opportunity to network with speakers and delegates at the end of the day.

Attendance at the Conference has increased year on year – book early to ensure your place is reserved.

## KEYNOTE SPEAKERS



**Geoff Mulgan** has been director of the **Young Foundation** since late 2004. Between 1997 and 2004 Geoff had various roles in the UK government including director of the Government's Strategy Unit and head of policy in the Prime Minister's office. Before that he was the founder and director of the think-tank Demos, He has also been Chief Adviser to Gordon Brown MP; a lecturer in telecommunications; an investment executive; and a reporter on BBC TV and radio. He is a visiting professor at LSE, UCL and Melbourne University, a board member of the Work Foundation, the Health Innovation Council and the Design Council, and chair of Involve. He is chairing a Carnegie Inquiry into the Future of Civil Society in the UK and Ireland and is also a part-time adviser to Prime Minister Kevin Rudd in Australia.



**Lesley-Anne Alexander** was appointed CEO at **RNIB** in January 2004. Lesley-Anne has always worked in the public and voluntary sectors. Before joining RNIB Lesley-Anne was Director of Operations for the Peabody Trust, one of the UK's largest housing associations and regeneration agencies. Before this she held various posts in local government with her final post being Director of Housing with the London Borough of Enfield. She currently Chairs both the UK Vision Strategy Group and ACEVO (the Association of Chief Executives of Voluntary Organisations) and is a board member of Skills Third Sector.



**Heather White** is the founder and CEO of **Smarter Networking Ltd** and is a speaker, trainer and author specialising on the subject of business and career networking. For the last nine years she has trained thousands of professional people from the private and public sectors, not-for-profit, voluntary, business schools and membership organizations. She specialises in helping businesses and professional individuals create networking strategies which enable them to find and break into new sectors, form internal and external collaborations and find new business opportunities.

# CFDG ANNUAL CONFERENCE 18 MAY 2010 AUSTERITY AND INNOVATION

**8.30 – 9.15 REGISTRATION, EXHIBITION OPENS**

**9.15 – 9.30 OPENING** CHAIR, CHARLES NALL, CHAIR CFDG

**9.30 – 10.15 THE LONG-TERM IMPACT OF THE RECESSION ON CHARITY: RETRENCHMENT OR REVOLUTION?** GEOFF MULGAN, DIRECTOR, THE YOUNG FOUNDATION

## RECESSION 1

## RECESSION 2

## CURRENT ISSUES

## PERSONAL DEVELOPMENT

## UPDATES

**10.15 – 11.00 1A CLOUD COMPUTING – REAL OR FALSE BENEFITS – FAD OR TRULY REVOLUTIONARY?**  
JAMES GREENMAN, CARE UK  
In this session James will seek to demystify this 'new technology'. He will look at how he has implemented the various flavours of 'cloud' at Care UK describing the way Care UK decides what IT services would be appropriate, how the risks were mitigated and what the end results are.

**1B ORGANISATIONAL CHANGE FOR NGOS**  
TOMAS HATEM, SAVE THE CHILDREN  
In this session, Tomas will present structured key principles for driving success in organisational change. He will also discuss examples from his experience.

**1C MANAGING THE DECLINE OF CHEQUES**  
PETER FINLAYSON, PAYMENTS COUNCIL  
Peter will look at the background to the decision to end the cheque clearing system in the UK on 31st October 2018 and talk about what the Payments Council is doing next. He will cover the structure and role of the Payments Council; he will also cover the work that the Payments Council has initiated to ensure that acceptable alternatives are available for all major users of cheques, including the charity sector.

**1D DC – THE GOOD, THE BAD AND THE UGLY**  
RHIDIAN WILLIAMS & KAREN KENDALL, QUANTUM ADVISORY  
Where are we today in the DC world? With the approach of Personal Accounts (now NEST) and the growing closure of DB arrangements, DC schemes are very much in the spotlight. In this session Rhidian and Karen will ask how do you choose the best one for you, ensure the arrangement is fit for purpose, and how do you keep your employees happy?

**1E CURRENT ISSUES IN VAT**  
SOCRATES SOCRATOUS, SOC VAT CONSULTANTS  
In his session, Socrates will be considering recent changes affecting the sector as well as relevant Tribunal and Court judgments.

**11.00 – 11.30 COFFEE/TEA break and time to explore the exhibition**

**11.30 – 12.15 2A IMPACT REPORTING – STILL RELEVANT IN 2010?**  
PAUL BRECKKELL, RNID  
RNID's impact reporting journey began in 2000, but a decade on the issue of external performance reporting is as current and contentious as ever. Paul will explore the topic of impact reporting drawing on RNID's experience of the last ten years.

**2B MAKING A DIFFERENCE WITH PROCUREMENT**  
MIKE JENNINGS, AVENUE UK LIMITED  
The current economic climate has impacted income and expenditure for Charities. Procurement has a leading role to play in ensuring the cause gains greater benefit from every pound donated. Mike will be presenting on how a well thought out procurement strategy will make a difference to your operation.

**2C FRAUD: HOT TOPICS**  
STERL GREENHALGH, GRANT THORNTON UK LLP  
In this session, Sterl will be looking at latest fraud trends. He will also talk about corruption risks, including the Bribery Bill Update, as well as whistleblowing.

**2D ASSESSING AND MAXIMISING THE VALUE OF COACHING**  
JEREMY KEELEY, CONSULTANT  
Together with one of the leaders of charities he works with, Jeremy will lead us through a relatively interactive 45 minutes which will help us all understand what, as Finance Directors, we can put in place to understand, ensure and measure the real value that individual executive coaching can add to our organisations.

**2E MERGERS**  
RICHARD BLACK, CHARITY COMMISSION  
In this session, Richard will talk about the Commission policy on collaborative working and mergers among charities. He will discuss the themes and issues involved and the use of their powers to facilitate mergers as well as the merger process.

**12.15 – 13.00 THE ROAD TO HELL IS PAVED WITH GOOD INTENDERS** LESLEY-ANNE ALEXANDER, RNIB  
Lesley-Anne will look at how RNIB is positioning itself to maximise its ability to help blind and partially sighted people, both now and in the future, during the hard times we are facing. She will look at the importance of having a good strategy and how flexibility helps when opportunities arise.

**13.00 – 14.15 LUNCH and time to explore the exhibition**

**14.15 – 15.00 3A COMMISSIONING FOR PERSONALISATION – A LOOK AT THE LANDSCAPE AND CHALLENGES AHEAD**  
JOHN MADDOCKS, CIPFA  
This presentation explores some of the key opportunities and the challenges around personalisation of social and health care services. The focus is twofold: to consider current and potential future impacts on service delivery and commissioning, and secondly, to consider how third sector values and characteristics fit with this developing model of service provision.

**3B INVESTING IN AN UNPREDICTABLE WORLD – SOME THOUGHTS ON THE OUTLOOK**  
EDVARD BONHAM-CARTER, JUPITER ASSET MANAGEMENT LIMITED  
Edward's presentation will be wide ranging, encompassing global investment themes, such as the direction of the main economic forces, including growth, inflation and interest rates. He will examine the impact that these themes have on a variety of asset classes and outline his views on markets over the medium term.

**3C GETTING THE MOST FROM YOUR INTERNAL AUDIT**  
MARK KINSELA, CHANTREY VELLACOTT  
DFK AND VIPAN NARANG, THE CHURCHES CONSERVATION TRUST.  
The session will focus on how to use data mining interrogation tools as an integral part of risk based reviews to: a) 100% testing of financial and other key non financial data; b) search for potential fraudulent transactions; c) identify a range of value for money and efficiency solutions; d) provide valuable empirically based evidence for the assurances contained in the risk register.

**3D MANAGING CHANGE**  
PESH FRAMJEE, HORWATH CLARK WHITEHILL  
The one constant in these turbulent times is change – this session will look at what this means for the FD – what are the key issues that need to be considered, how do you identify what needs to be done and how do you deal with the barriers so that necessary change is achieved without losing momentum and clarity of purpose.

**3E WHAT IS HAPPENING TO THE TRUSTEES' REPORT?**  
JANET SLADE, CHARITY COMMISSION  
Have trustees' reports got longer? What has been added by Public benefit reporting? What about accounting for sustainability? Who reads it anyway? Janet has looked at lots of trustees' annual reports and in this session she will share some of her findings.

**15.00 – 15.30 COFFEE/TEA break and time to explore the exhibition**

**15.30 – 16.15 4A IT AS A TRANSFORMATIONAL FUNCTION**  
DAVID CHAN, CASS, CENTRE FOR INFORMATION LEADERSHIP  
You as Finance Directors are used to thinking of ICT as a utility service. How many of you have considered the transformational possibilities of ICT? In this session David will explore the possibilities for step-change within NFP enterprises enabled by technology. He will identify some of the key technologies and show how combinations of these technologies can be harnessed to deliver business benefits.

**4B POST-MERGER INTEGRATION**  
CHARLES SCOTT, AGE UK  
The merger of Help the Aged and Age Concern England brought together two similar sized organisations with similar charitable objects, but who had very different methods of income generation and service delivery. One year in, Charles will describe the journey they have been on, what they did right and what they should have done differently.

**4C TACKLING SUSTAINABILITY IN THE NATIONAL TRUST**  
ANDY COPESTAKE, THE NATIONAL TRUST  
Andy will describe the many ways in which the National Trust – a conservation charity with over 350 historic properties and 600,000 acres of land – is tackling sustainability. He will share the Trust's successes and challenges – at a property level and strategically – and will offer an insight into the practical difficulties of embedding sustainability principles in the organisation.

**4D HOW TO REDUCE THE COSTS OF STRESS AND ILL HEALTH**  
PAUL ROBERTS, ENLIGHTEN  
In this session, Paul will be identifying the costs associated with absence, the main causes and how to take decisive action. He will also demonstrate how managing ill health well can improve wellbeing for all employees and reduce people costs.

**4E RISK MANAGEMENT AND INSOLVENCY**  
PETER GOTHAM, GOTHAM ERSKINE  
The current economic situation, and fears about the future, have made the risk of insolvency a real concern. This workshop will identify key issues, partly using case studies, and allow time for issues and technical questions to be developed.

**16.15 – 17.00 SMARTER NETWORKING FOR FDS** HEATHER WHITE, SMARTER NETWORKING  
How often do you attend events? Do you find the whole idea of mingling at an event a little bit daunting at times and wish you could make the experience more productive, fun and interesting? We all know that building and sustaining great connections will help us in our work and personal career. This session will show you exactly how to do it. Heather White, Networking Expert and CEO of Smarter Networking will guide us through this fascinating subject with instant tips and practical suggestions.

**17.00 – 17.10** Closing remarks by Chair

**17.10 – 18.00 RECEPTION**

# CFDG ANNUAL CONFERENCE

18 MAY 2010 Q&A CONFERENCE CENTRE LONDON SW1

## WHO SHOULD ATTEND

Finance Directors, CEOs, Treasurers, Finance Managers, Senior Accountants, Directors, Charity Consultants, Trustees.

## THE EXHIBITION

There will be an exhibition alongside the conference programme. Exhibitors working in a range of service areas will be available for delegates to meet, ask questions, and share information.

The informal setting is an excellent opportunity to find products and service suppliers who can assist in tackling your charity's problems and who can help to make the management of your charity more efficient. The conference timetable allows delegates plenty of opportunity to browse the exhibition stands during breaks.

## THE RECEPTION

Delegates attending the conference are invited to a reception immediately following the end of the programme. The reception provides the ideal opportunity to network with speakers and fellow delegates at the end of the day.

This evening reception is kindly sponsored by Standard Bank.



## THE VENUE

Queen Elizabeth II Conference Centre, Westminster, Central London.  
For details of how to get there, please visit the conference website.

Learn about current developments in the sector, benchmark your organisation against others, update your skills, ensure you understand current charity regulation, share experiences with peers, network, build relationships, engage with suppliers, find answers to your charity's issues.



## ABOUT CFDG

CFDG was formed in 1987 and is a charity aiming to enable those with financial responsibility in the charity sector to develop and adopt best practice.

## DO I HAVE TO BE A CFDG MEMBER TO ATTEND?

No. Please note the conference is open to the wider sector. CFDG members and their colleagues benefit from a discounted ticket rate.

Registered Charity No. 1054914.

[WWW.CFDG.ORG.UK/CONF2010](http://WWW.CFDG.ORG.UK/CONF2010)

CHARITY FINANCE DIRECTORS' GROUP

# BOOK YOUR PLACE TODAY

5.25  
HOURS  
CPD

## SEMINAR BOOKING

CHOOSE YOUR SEMINAR SESSIONS BY TICKING THE APPROPRIATE BOX NEXT TO THE TITLE. YOU CAN MIX AND MATCH FROM THE DIFFERENT STREAMS AND PICK THE MOST INTERESTING SESSIONS FOR YOUR ORGANISATION.

### PLEASE NOTE EACH DELEGATE NEEDS TO CHOOSE SEMINARS ON A SEPARATE FORM

#### 10.15-11.00 - SESSION 1

- 1A CLOUD COMPUTING - REAL OR FALSE BENEFITS
- 1B ORGANISATIONAL CHANGE FOR NGOS
- 1C MANAGING THE DECLINE OF CHEQUES
- 1D DC - THE GOOD, THE BAD AND THE UGLY
- 1E CURRENT ISSUES IN VAT

#### 11.30-12.15 - SESSION 2

- 2A IMPACT REPORTING - STILL RELEVANT IN 2010?
- 2B MAKING A DIFFERENCE WITH PROCUREMENT
- 2C FRAUD: HOT TOPICS
- 2D ASSESSING AND MAXIMISING THE VALUE OF COACHING
- 2E MERGERS

#### 14.15-15.00 - SESSION 3

- 3A COMMISSIONING FOR PERSONALISATION
- 3B INVESTING IN AN UPREDICTABLE WORLD
- 3C GETTING THE MOST FROM YOUR INTERNAL AUDIT
- 3D MANAGING CHANGE
- 3E WHAT IS HAPPENING TO THE TRUSTEES' REPORT?

#### 15.30-16.15 - SESSION 4

- 4A IT AS A TRANSFORMATIONAL FUNCTION
- 4B POST-MERGER INTEGRATION
- 4C TACKLING SUSTAINABILITY IN THE NATIONAL TRUST
- 4D HOW TO REDUCE THE COSTS OF STRESS AND ILL HEALTH
- 4E RISK MANAGEMENT AND INSOLVENCY

### RECEPTION & LUNCH DETAILS

- Yes, I will stay for the reception
  - No, I will not be able to stay
- Do you have any dietary or special access requirements?

PLEASE LIST HERE:

NAME	
JOB TITLE	
ORGANISATION	
ANNUAL INCOME	<£1m <input type="checkbox"/> £1-5m <input type="checkbox"/> £5-10m <input type="checkbox"/> >£10m <input type="checkbox"/>
ADDRESS	
EMAIL	

### PLEASE CHOOSE YOUR TICKET CATEGORY AND PAYMENT METHOD:

#### CHARITY

- TYPE A  CFDG member £175
- TYPE B  CFDG member's colleague £185
- TYPE C  Non-CFDG member £235
- TYPE D  Any charity <£1m income £140

#### CORPORATE

- TYPE E  CFDG subscriber £350
- TYPE F  Non-CFDG subscriber £500

### PLEASE NOTE THAT ALL PRICES ARE VAT EXEMPT

I ENCLOSE A CHEQUE FOR £

MADE PAYABLE TO CHARITY FINANCE DIRECTORS' GROUP.

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PLEASE SEND ME AN INVOICE  
Please use the invoice number as your reference if paying by BACS.

TERMS AND CONDITIONS: Written notice of cancellations up to 21 days before an event will incur a 25% administration fee. After this date, cancellation refunds are not possible, however substitutions can be made.

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CFDG is a Registered Charity No. 1054914

# NOT A MEMBER OF CFDG?

## MEMBERSHIP NEWS

### DID YOU KNOW?

CFDG (Charity Finance Directors' Group) exists to promote best practice in charity finance, by supporting finance professionals working in the voluntary sector.

We offer information and training and provide a network to over 1,660 individual members who represent, between them, around 1,270 different charities.

Membership of CFDG is open to those within your organisation who have senior responsibility for financial management.

Members of CFDG receive free copies of Third Sector and Charity Times magazines plus the CFDG Year Book and other CFDG Good Practice guides – keeping you in touch with the sector and saving you at least £250 a year on subscriptions and publications.

We have a strong regional presence and hold five/six half-day member meetings a year in each of the three regions – in the North of England the Southwest and Wales and the Midlands. In addition to the free regional meetings, we run regular training, conferences and specialist events in London that are open to all, but are available to members at specially discounted rates.

Where appropriate to your personal development plan CFDG meetings and events can contribute to meeting your Continuing Professional Development needs. Our programme of free member meetings can provide 20 hours of CPD a year; our one-day events average a further six hours a day – for instance, attending one training day and the CFDG Annual Conference could give you a further 12 hours of CPD for just £255.

Send me more details about becoming a member of CFDG.



**[WWW.CFDG.ORG.UK/CONF2010](http://WWW.CFDG.ORG.UK/CONF2010)**

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