



13th Annual EFA Skillshare and 20th Anniversary Celebration

AMPLIFYING IMPACT

Dublin, 24-25 November 2022

PROGRAMME

Venue: Camden Court Hotel, Camden Street Lower, Saint Kevin's, Dublin, D02 W086
(Items on the programme may change)

THURSDAY, 24 NOVEMBER – Meeting room: Wexford Room

- 14.00-15.30 **EFA ANNUAL GENERAL ASSEMBLY (EFA members only)**
- 15.30-16.00 *Break / Arrival of Skillshare Participants*
(All following parts of the programme are open to Skillshare participants)
- 16.00-17.30 **EFA SKILLSHARE EUROPEAN TOUR**
- 17.30-18.30 *Free time to visit an Irish pub together, or go back to your hotel*
- 18.30-19.30 **WALKING TOUR OF DUBLIN** (starting at the Camden Court Hotel)
- 19.30 **EFA SKILLSHARE DINNER – CELEBRATING EFA'S 20TH ANNIVERSARY**
Hugo's Restaurant, 6 Merrion Row, Dublin 2, D02 T657

FRIDAY, 25 NOVEMBER – Meeting room: Beckett and Liberty Rooms

- 09.15-09.30 *Arrival*
- 09.30-10.00 **WELCOME AND 2022 PULSE ON NONPROFIT SECTOR RESEARCH UPDATE WITH SALESFORCE**
Charlotte Rydh, President, EFA / Swedish Fundraising Association
Scott Kelley, COO, Charities Institute Ireland
- 10.00-10.45 **COMMAND AND CONTROL OR REAL PARTNERSHIP AND COLLABORATION – CAN THE RELATIONSHIP BETWEEN THE VOLUNTARY SECTOR AND THE STATE BE FIXED?**
Kathleen O'Meara, Public Affairs Consultant
- Uncertainty, precarity, a command and control culture: this is life right now for many charities delivering vital services on behalf of the state in Ireland. Meanwhile the political opposition, potentially the next government, believes that if the state funds a service, it should own it. What then is the future of the voluntary/charity sector which delivers fundamental services for many thousands of Irish citizens, particularly those who are vulnerable?

10.45-11.00 *Networking break*

11.00-11.45 **POWERING YOUR PURPOSE FOR SUSTAINABLE IMPACT**

Sharon Edge, CEO, The Purpose Edge

With companies now focusing on a higher purpose beyond profits – on people and the planet, and employees demanding that their CEOs speak out on societal and environmental issues, the ‘for-purpose’ sector is no longer the domain of charities alone. In this session, we will look at the opportunities and challenges around ESG reporting and sustainable development goals and explore what sustainability means for our sector. Let’s share learnings and insights so that we can collaborate, scale our income, and impact and lead the sustainable transformation.

11.45-12.30 **PUBLIC AFFAIRS IN THE EFA CONTEXT – UPDATE FROM BRUSSELS**

Patrick Gibbels, Director, Gibbels Public Affairs

On 18 October, the Commission presented its work programme for 2023 – a task not to be underestimated in the face of the Russian aggression and rising energy prices plaguing the already fragile post-COVID landscape. With the Commission vowing to place citizens at the heart of decision-making and keeping privacy high on the agenda, what does this mean for the work of the non-profit sector and what role can EFA play?

12.30-13.30 *Lunch and networking break*

13.30-14.15 **MEMBER ENGAGEMENT – HOW CAN WE BUILD FUNDRAISING COMMUNITIES?**

Jan Gregor, CFO, Svět neziskovek – Coalition for Easy Giving

How to build successful fundraising coalitions in your country - and what for? Not only a one-off group of NGOs for one occasion, but viable coalitions, active in sharing know-how and strong in mutually reinforcing activities.

Learning outcomes:

- Shared know-how of Coalition For Easy Giving
- Knowledge of Collective Impact (both 3.0 and 2.0)
- Differences between standard “Fundraising Clubs” and “Coalitions”
- Engagement tips – how to activate viable networks

14.15-14.30 *Networking break*

14.30-15.15 **IMPACT MAPPING: PHILANTHROPY IRELAND’S JOURNEY**

Éilis Murray, CEO, Philanthropy Ireland

Donors give because they want to make a change, they want to make a difference. The impact of their giving is important. Capturing that impact in value terms by mapping activity can be a first step in telling the story. It is always more challenging to measure cause and effect. But building understanding of who is giving, and to what causes, can inform the bigger picture.

15.15-15.45 **CLOSING REMARKS AND**

LAUNCH OF EFA CERTIFICATION ADVANCED COMPETENCE FRAMEWORK

Charlotte Rydh, President, EFA / Swedish Fundraising Association

Siri Nodland, Chair, EFA Certification Committee / Fundraising Norway

Astrid von Soosten, CFRE International