



VASTUULLINEN LAHJOITTAMINEN RY



EUROPEAN FUNDRAISING ASSOCIATION CERTIFICATION SYMPOSIUM Helsinki, 25-26 April 2024

*Developing and Improving Fundraising Education in Europe
Sharing best practices and insights from fundraising education research*

Venue: SOSTE, Yliopistonkatu 5, 00100 Helsinki, Finland (*Items on the programme and timings may change*)

THURSDAY, 25 APRIL

19.30 **EFA CERTIFICATION SYMPOSIUM DINNER AND CELEBRATION OF VALA FINNISH FUNDRAISING ASSOCIATION'S 20TH ANNIVERSARY**

FRIDAY, 26 APRIL

08.45-09.00 **REGISTRATION**

09.00-09.05 **WELCOME AND INTRODUCTIONS**

Pia Tornikoski, Secretary General, VaLa Finnish Fundraising Association

Paul Dalby, Chair, EFA Certification Committee

09.05-09.30 **ELEVATE YOUR CAREER: THE TRANSFORMATIVE IMPACT OF PROFESSIONAL FUNDRAISING EDUCATION**

Katariina Schmidt, Partnerships Manager, The Association of Friends of the University Children's Hospitals / EFA Certification Alumni

Katariina is an enthusiastic, EFA certified fundraiser, who is doing her dream job. What gave her the sparkle to start a career as a fundraiser? How did dreams, determination, and education help to make it happen? As an inspiration, Katariina will share her own heartwarming growth story from a dreamer to a fundraising leader and further to a believer in a better world.

09.30-10.00 **EXPLORING THE FUNDRAISING LANDSCAPE IN FINLAND: INSIGHTS FROM SOSTE'S SOCIAL IMPACT**

Ari Inkinen, Director of Administration, SOSTE

Ari Inkinen will give participants a concise description of the funding basis of Finnish social and health organisations and an assessment of the development of funding in the next few years.

10.00-10.15 *Networking break*

10.15-10.45 **STREAMLINING YOUR PROCESS TO PROFESSIONAL FUNDRAISING CERTIFICATION**

Janet Phillips, Chartered Institute of Fundraising / EFA Certification Committee

In this session we'll explore why we choose to become certified and what some of the benefits are, and we will also examine any concerns you might have about the certification process. We will look at the ways EFA can help in completing the process by exploring each of the stages and outlining the support available. Any observations or suggestions for improvements will be very welcome.

10.45-11.30 **BROADENING PERSPECTIVES: SHARING RESOURCES AND EXPERTISE FOR ENHANCED FUNDRAISING PRACTICES**

Annelies Coghlan, Charities Institute Ireland / EFA Certification Committee

Facilitating the sharing of materials and trainers is pivotal in fostering knowledge exchange and aiding other organisations in getting started with certified programmes. By creating networks, individuals can share expertise, resources, and guidance. This collaborative approach accelerates

learning curves, promotes skill development, and empowers a broader community. Through shared materials and experienced trainers, the collective journey toward effective learning programmes becomes more inclusive, efficient, and supportive, fostering a culture of continuous learning and growth.

11.30-12.30 **LAUNCHING AND SUSTAINING FUNDRAISING EDUCATIONAL PATHWAYS**

Workshop 1 - Setting the foundations for excellence

Facilitators: Liisa Ylikojola, Rastor Institute and Soile Bar-Josef, VaLa Finnish Fundraising Association / EFA Certification Committee

VaLa Finnish Fundraising Association's educational partner Rastor Institute will give an overview on how to start a good and qualified educational programme. Workshop participants will gain useful insights and learning through the discussion.

Workshop 2 - Optimizing certified programmes: strategies for sustainable success

Facilitators: Andrea Caracciolo di Feroletto and Francesca Lucci, ASSIF / EFA Certification Committee

This session will be aimed at those who are already running a certified course. The workshop will focus on giving insights into the key success factors required, as well as the stumbling blocks to be avoided, for optimising educational programmes.

12.30-13.30 *Lunch*

13.30-14.15 **EVOLVING PRACTICES: UPDATES AND INSIGHTS ON FUNDRAISING LEADERSHIP FRAMEWORKS**

Part 1 - Rationale and revisions: updating the advanced fundraising framework

Ian MacQuillin, Rogare / EFA Certification Committee

The Advanced Framework was officially adopted at the start of 2022. So why have we decided we need to review it so soon after we have started using it? Because it was drafted at least five years ago, and the fundraising world has moved on since then. In this workshop, we'll take you through the rationale for why we are revising the advanced framework, and some of the changes we are working on, including, among other things, making sure diversity issues get due consideration and ethics is more prominent.

Part 2 - Defining leadership within the evolving fundraising landscape

Paul Dalby, Chair, EFA Certification Committee

The word leadership is often used within the Advanced Framework. Looking more closely, the terms leader or leadership are not defined – and vary in meaning. Team leading is in reality not the same as leadership of an organisation as a whole. The responsibilities and skills needed in either case are different. How can the Advanced Framework play a part in clearly and unmistakably promoting leadership? Your contributions to this workshop will help!

14.15-14.30 *Networking break*

14.30-15.30 **BUILDING VIBRANT STRATEGIC NETWORKS: TACTICS FOR EFFECTIVE COLLABORATION**

Timo Järvensivu, Consultant and Trainer

Timo Järvensivu has 20+ years of experience in network management. He earned his doctoral degree in 2007 on the research of strategic business networks. Since then, he has studied, consulted and trained dozens of public and third sector networks. He is the author of the research-based, practice-oriented book "Managing (in) Networks – Learning, Working and Leading Together" (2020), which is available free online. Järvensivu will present key ideas on how to create and manage vibrant strategic networks.

15.30 -15.45 **REFLECTING ON INSIGHTS: SYNTHESIZING KEY TAKEAWAYS AND CHARTING THE FUTURE**

Pia Tornikoski, Secretary General, VaLa Finnish Fundraising Association

Paul Dalby, Chair, EFA Certification Committee