



16th Annual EFA Skillshare Programme Edinburgh, 20-21 November 2025

FUNDRAISING FOR A CHANGING WORLD: POWER, PURPOSE AND POSSIBILITY

Venue: GRASSMARKET COMMUNITY PROJECT, 86 Candlemaker Row, Edinburgh EH1 2QA
(Items on the programme may change)

THURSDAY, 20 NOVEMBER (Meeting room: Sir Walter Scott Hall)

- 14.00-14.30 *Light lunch for AGA participants (EFA members only)*
- 14.30-17.30 **EFA ANNUAL GENERAL ASSEMBLY AND MEMBER SKILLSHARE** (EFA members only)
- 17.30-18.30 *Free time to have a drink together, or go back to your hotel*
- 18.30-19.30 **WALKING TOUR OF EDINBURGH** (Start of EFA Skillshare)
- 19.30 **EFA SKILLSHARE DINNER**
Amber Restaurant, 354 Castlehill, The Royal Mile, Edinburgh EH1 2NE

FRIDAY, 21 NOVEMBER (Meeting room: Sir Walter Scott Hall)

- 08.45-09.00 *Arrival, registration and coffee*
- 09.00-09.10 **WELCOME AND ACKNOWLEDGEMENTS**
Ceri Edwards, President, European Fundraising Association
- 09.10-10.00 **PURPOSE, AMBITION AND GREAT FUNDRAISING**
Alan Clayton, Chair, Revolutionise International and Author of Great Fundraising Organizations
Annemarie Devlin, Consulting Director, Revolutionise International
In this powerful session Alan Clayton and Annemarie Devlin will draw on 12 years of research, evidence and case studies. The results are extraordinary, even for organisations fundraising in challenging environments. The Chartered Institute of Fundraising in the UK has adopted the Great Fundraising methodology with wonderful results in terms of organisational growth. Alan and Annemarie will prove a direct link between a precise and powerful purpose, a fundraising new ambition and transformational growth in fundraising.

10.00-10.45 **THE FUTURE OF CIVIL SOCIETIES**

Katerina Hadzi-Miceva Evans, European Center for Not-For-Profit Law Stichting (ECNL)

Civil society has faced mounting challenges over the past decade, with recent shifts accelerating negative trends and weakening its impact. Yet this moment also opens space for renewal. Key questions now arise: (1) What will the new global order look like? (2) How can civil society lead change rather than just respond? (3) And what resources are needed to ensure its strength and sustainability? This session will tackle these questions, highlight current responses by the sector, and inspire the fundraising community to seize this opportunity to help shape a more ambitious, resilient, and hopeful future for civil societies.

10.45-11.00 *Networking break*

11.00-11.40 **RECLAIMING POWER AND PURPOSE:
GLOBAL LESSONS FOR RESOURCE MOBILIZATION IN A CHANGING WORLD**

Willeke van Rijn, Chief Executive Officer, Resource Alliance (RA)

The world has changed — and so must the way we mobilize resources, connect with communities, and sustain social impact. Across Europe, civil society is feeling the squeeze: civic space is shrinking, trust in institutions is eroding, and Official Development Assistance (ODA) is in decline. For many organizations across the Global Majority, operating under such pressures has long been the norm. Their creativity, resilience, and community-rooted approaches offer vital lessons for Europe's fundraising and civil society sectors today. In this interactive session, we invite participants to learn from and with changemakers from around the world — drawing on inspiring examples and best practices from the RA Global Community. Together, we'll explore how movements and organizations are reimagining power, trust, and collaboration to stay effective and relevant in turbulent times.

11.40-12.15 **MAPPING PHILANTHROPY IN EUROPE:
WHAT DO WE REALLY KNOW ABOUT WHO GIVES WHAT?**

Barry Hoolwerf, Executive Director, European Research Network on Philanthropy

The Mapping Philanthropy in Europe initiative by the European Research Network on Philanthropy brings together data and insights from across the continent to paint a clearer picture of who gives what in Europe. After two years of research, this session presents the first final conclusions and compares them with findings from the earlier study published in 2017. It also invites participants to reflect on how improved knowledge of philanthropy can inform fundraising practice and strengthen Europe's philanthropic ecosystem.

12.15-13.00 *Lunch and networking break*

13.00-13.45 **BANNED AND BLOCKED?
HOW TO MAKE META KEEP WORKING FOR YOUR DIGITAL FUNDRAISING**

Joshua Leigh, Digital Marketing and Fundraising Specialist, Hynt

The digital fundraising landscape is changing. How are you navigating it? In October, Meta and Google both introduced political ad bans, which is only the most recent restriction put on charity advertisers looking to grow their share of voice and share of money. You will learn practical strategies and tools to navigate the ongoing changes in digital advertising: charities need to know WHY they exist, and work in the middle of the marketing funnel to bring it to life. Key takeaways: Understand how the ongoing restrictions on digital advertising are affecting charities; Learn how to create effective campaigns that leverage your charity's value to grow consideration and create deeper value through digital retention; Gain actionable insights and tools to implement immediately.

13.45-14.35 **SHAPING THE FUTURE OF FUNDRAISING WITH AI**

Dr Marta Herrero, Director, Centre of Digital Innovation in Philanthropy and Fundraising

In this session, we will explore how AI is reshaping fundraising, drawing on sector-wide research into adoption, trust, and ethical concerns. Highlighting key findings from surveys and interviews, we will reflect on fundraisers' perceptions, barriers to implementation, and the urgent need for sector-specific guidance.

14.35-14.50 *Networking break*

14.50-16.10 **NEW WAYS OF GIVING AND FUNDRAISING**

Malcolm Fleming, President, Association of Charity Lotteries in Europe (ACLEU)

Emily Grint, In-Memory Strategist, Legacy Futures

Zuzana Suchová, Fund Manager, Donio

The panel will look at three fundraising innovations across Europe: the regulatory challenges and opportunities for charity lotteries; insights on in-memory giving and legacy fundraising trends; and the showcasing of digital crowdfunding's role in engaging new donors. Together, they will look at how diverse approaches are reshaping donor engagement and sustainability in the European fundraising landscape.

16.15 **CLOSING REMARKS**