



16th Annual EFA Skillshare – Speakers

ALAN CLAYTON

Author of Great Fundraising Organizations & Chair, Revolutionise International



Alan Clayton is author of the foundational 'Great Fundraising Organizations' published globally by Wiley in 2025. This book shows how to transform fundraising revenue. The source is a ten-year project involving academic & action research and detailed casework in more than 30 countries. The same project provides the framework for accelerator projects delivered worldwide by Revolutionise International, of which Alan is chair. Alan has been a fundraiser since the '80s. He worked at two national charities before founding an agency in London. After selling the agency he founded Revolutionise. He also runs the Inch, Loch Ness, Scotland – a residential seminar centre.

ANNEMARIE DEVLIN

Consulting Director, Revolutionise International



Annemarie Devlin is an award-winning fundraising consultant with a passion for Great Fundraising and building transformational strategies that unlock long-term impact. With over 20 years' experience across the arts, third and charity sectors she has led major campaigns holding senior roles including Director of Development at the Royal Lyceum Theatre Edinburgh. Recognised with a CIOF Fundraising Excellence Award and an inaugural member of the Scottish Fundraising Adjudication Panel, Annemarie brings vision, energy, and practical expertise to help organisations achieve ambitious growth. At Revolutionise International, Annemarie combines her expertise in fundraising and strategic development planning to support organisations in unlocking their fundraising growth potential and achieving lasting impact.

MALCOLM FLEMING

President, Association of Charity Lotteries in Europe



Malcolm Fleming is the President of the Association of Charity Lotteries in Europe, the trade body for the charity lottery sector which raises over 1.5 billion euros a year for civil society in Europe. He is also the Director of Public Affairs for the Postcode Lottery Group, which is active in five European countries. The Group is owned by a non-for-profit Foundation and raises funds for a wider range of civil society organisations, from small community groups to larger national and international charities. Malcolm has been with the Postcode Lottery Group for almost 10 years. Prior to this he worked as a Special Adviser to two First Ministers of Scotland, specialising in energy, rural affairs, international development and environment policy. He has also worked in media relations for the international NGO Oxfam, working in the UK as well as in several Asian and African countries. He is a graduate of the University of Aberdeen.

EMILY GRINT

In-Memory Strategist, Legacy Futures



Emily Grint joined Legacy Futures in 2022, where she supports charities in developing and enhancing their in-memory giving strategies. With over 15 years of direct fundraising experience across a wide range of causes, from healthcare and hospices to arts and education, Emily has built a reputation for helping fundraisers cultivate strong, sensitive donor relationships. Throughout her career, she has delivered training and support designed to boost fundraisers' confidence in in-memory giving, and she regularly shares her expertise at charity conferences and events. Emily is particularly passionate about guiding charities new to this area, helping them launch effective programmes from the ground up. This year, she has worked with numerous charities across the UK, Germany, France, and the Netherlands, and she is excited by the growing interest in in-memory giving across Europe.

KATERINA HADZI-MICEVA EVANS

Executive Director, European Center For Not-For-Profit Law



Katerina Hadzi-Miceva Evans is a human rights legal expert who for over 23 years has worked with organizations, movements and governments to protect civil society freedoms and create policy and legal conditions in which independent and sustainable civil society can flourish. Katerina has been with ECNL through the transition from a branch office to independent organization, becoming ECNL director in 2012. Under her leadership ECNL broadened its expertise to address new challenges facing civil society as a result of global developments (e.g., counter-terrorism, climate change, use of technology) and has worked with partners across the world to initiate coalitions to address them. She has helped design tools for civil society law monitoring, researched extensively to share good practices and guide reforms, and spoken at forums to raise awareness about civic space issues including a TEDx event, and the launch of Community of Democracies' Democracy and Security Dialogue initiative with former U.S. Secretary of State M. Albright.

MARTA HERRERO

Director, Centre for Digital Innovation in Philanthropy and Fundraising



Marta Herrero is Director of the Centre for Digital Innovation in Philanthropy and Fundraising at the University of York. She is lead researcher and author of *Shaping the Future of Fundraising with AI*, a collaboration with the Chartered Institute of Fundraising

BARRY HOOLWERF

Executive Director, European Research Network on Philanthropy



Barry Hoolwerf is the Executive Director of the *European Research Network on Philanthropy (ERNOP)*. Since dedicating his full attention to this role in 2019, he has led ERNOP in strengthening connections between researchers, practitioners, and institutions across Europe to advance knowledge on philanthropy and its contribution to society.

Before joining ERNOP, Barry worked at the Center for Philanthropic Studies at Vrije Universiteit Amsterdam, where he played a leading role in *Giving in the Netherlands* and several international projects that were among the first to map philanthropy's contribution to different expressions of the common good.

JOSHUA LEIGH

Digital Marketing and Fundraising Specialist, Hynt



Joshua Leigh is a digital marketing and fundraising specialist with over a decade's experience in the NGO and purpose-led sector, across a broad range of channels but with a clear focus on digital. Joshua has broad experience in fundraising, campaigning and activism, with a specific skill set in supporter acquisition, lead generation and user generation, working charity-side with brands like The Fred Hollows Foundation, Amnesty International, Ecosia (the green search engine that plants trees), and as an agency partner with charities across Australia, North America, the UK and Europe. Joshua is passionate about getting your basics right, empowering and training your team, and exploring innovative ways to bring your story to life through digital video, chatbots and new social and content channels.

ZUZANA SUCHOVÁ

Fund Manager, Donio



Zuzana is a fundraising expert and consultant with 16 years' experience across the non-profit, public and commercial sectors. As Fund Manager at Donio, she specialises in innovative fundraising strategies and donor engagement. Her work includes leading successful campaigns for democratic causes, notably fundraising for Zuzana Čaputová's presidential campaigns.

WILLEKE VAN RIJN

Chief Executive Officer, The Resource Alliance



Willeke joined the Resource Alliance as CEO in March 2022. An experienced leader in the nonprofit sector, with strategic, international, financial, and people skills, Willeke previously led the Strategy and Analysis team at SOS Children's Villages, the world's largest charity focused on providing a loving home for children everywhere. She supported the initiation of an innovative online capacity-building platform for micro and small enterprises in emerging markets. Prior to that, she spent 13 years at OXFAM as a global fundraising strategy advisor for affiliates around the world including Mexico, India, South Africa, Brazil, Italy, Germany, and Belgium, where she provided strategic fundraising oversight; R&D of new fundraising markets and channels including entry, set-up, and market development. She lived and worked in Mexico, Nepal and India and now lives in London.