

## WEBINAR AGENDA

### ***“Corporate fundraising demystified”***

*How to access this vital source of funding and why it's more important than ever*

10.00–12.00, Weds 17 July 2024, hosted on Zoom

### Description

This session will explore how community groups and non-profits can attract valuable support from corporates and businesses. Our guest panellists (experienced corporate fundraisers) will provide practical advice on how to identify potential opportunities that align with a company's social/community values. They'll also offer a step-by-step approach to packaging and communicating those opportunities, to help you secure corporate support successfully. This can be used whether you are approaching small local businesses or much larger organisations.

***This webinar is free for Community Rail Network members, corporate and industry partners, government and third sector partners.***

### Learning outcomes

- Discover simple tips and steps to help you identify and approach potential corporate funders.
- Know the value of investing time in building and nurturing relationships.
- Understand the importance of adapting to and aligning with corporate social values – think outside the box
- Increase confidence to recognise and seize opportunities – think like a fundraiser!

### Programme

#### 09:55 – 10:00 **Webinar opens**

Please allow plenty of time to connect via Zoom and check your set-up (*you will see a holding screen until the webinar opens ready to start at 10:00*)

#### 10:00 – 10:10 **Welcome and introductions**

***Sarah Fatica - Director of People & Funding, Community Rail Network***

- Brief run through webinar format and housekeeping
- Introduction to the session and panellists
- Introduction to corporate fundraising

### Session 1

#### 10:10 – 10:30 **“Successful corporate fundraising - a step-by-step guide”** (20 mins)

***Lorraine Lewis - CEO, The Lewis Foundation Charity***

#### 10:30 – 10:50 **Community Rail case study #1** (20 mins)

***Nick Farthing, Chair, Three Rivers/Hampshire CRP***

#### 10:50 – 11:00 **Q&A with Session 1 panellists** (10 mins)

#### 11:00 – 11:10 **Tea/coffee break** (10 mins)

## **Session 2**

11:10 – 11:30 **Partnering with a large corporate - Community Rail case study #2** (20 mins)  
*Warren Birch, Community Rail Officer, Community Rail Cumbria*

11:30 – 11:45 **“Why do organisations support community groups and non-profits?”** (15 mins)  
*Sarah Fatica*

11:45 – 11:55 **Q&A with Session 2 panellists** (10 mins)

11:55 - 12:00 **Summary & close**  
*Sarah Fatica*