

Hospice UK Income Generation Leaders Conference 2026

**Thursday 2 July 2026, Conference Aston,
Birmingham**

Wednesday 1 July 2026

18:30 - 20:00	<p>Drinks reception - Conference Aston</p> <p>Please join us for an informal evening of networking with your peers.</p>
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Thursday 2 July 2026

08:30	<p>Registration, exhibition and refreshments</p>
<p>08:45 - 09:15 30 mins</p>	<p>Stewardship at Scale: Using Data, Automation and WhatsApp to Build Personalised Hospice Supporter Journeys that Raise More</p> <p><i>Kindly supported by Social Sync</i></p> <p>Hospice supporters are often connected to your organisation through deeply personal moments: care, memory, gratitude, family, community and loss. Yet many hospices are still forced to steward those relationships through generic comms, disconnected data and with limited team capacity.</p> <p>During this morning session, Social Sync will explore how hospices can move from existing supporter communications to more timely, relevant and human-centred journeys. We will look at how data, automation and WhatsApp can help teams recognise supporter motivation, respond to key moments, and protect time for your teams to have conversations and build relationships where it matters most.</p> <p>This session will help you think differently about stewardship at scale, consider where automation can strengthen supporter relationships, and leave with practical questions to take back to your teams about how to build more meaningful journeys across every communication channel.</p>

	<p>Speakers:</p> <ul style="list-style-type: none"> • Stefen Fowler, Growth Manager, Social Sync • Ben Collins, Chief Operating Officer, Social Sync • Lee Sumner, Growth Manager, Social Sync
<p>09:30 - 09:40 10 mins</p>	<p>Welcome</p> <ul style="list-style-type: none"> • Paul Courtney, Director of Fundraising, Children's Hospice South West • Catherine Bosworth, Director of Income Generation and Grants, Hospice UK
<p>09:40 - 10:10 30 mins</p>	<p>Session 1 - From Fundraiser to Chief Executive: Lessons in growth and development</p> <p>An honest reflection on Kevin's journey from fundraiser to CEO, warts and all!</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Kevin Clements, Chief Executive, East Anglia's Children's Hospices
<p>10:10 - 10:55 45 mins</p>	<p>Session 2 - Stronger together? Lessons from leaders on meaningful collaboration - panel discussion</p> <p>There isn't a hospice leadership team in the UK that is not talking about collaboration now. In this session, we will offer valuable learning for anyone involved in cross-hospice working, in any form. Hear from different perspectives on new and established collaborations across the UK. Reflecting on what it really takes to set up a successful and sustainable alliance from governance and buy in to why it matters.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Howerd Booth, Regional Director, Lancashire South Cumbria Hospices Together • Anna Cooper, Director of Fundraising, Communications and Marketing, North London Hospice • Andrew Leaver, Head of Income and Development, Highland Hospice
<p>10:55 - 11:05 10 mins</p>	<p>Comfort break</p>
<p>11:05 - 11:50</p>	<p>Session 3 - The right balance: finding your national and local campaigning voice</p>

45 mins	<p>A chance to explore the interaction between the national hospice sector campaign messaging, and local hospice fundraising. Hear honest reflections from Hospice UK, Prospect Hospice and Royal Trinity Hospice. Are you concerned about the crisis conversation? Would you like to know how to lean into the fairer funding campaign locally? This panel session wants to hear from you, and so will include a Q&A section.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Charlie King, Director of External Affairs, Hospice UK • Jeremy Lune, CEO, Prospect Hospice • Polly Balsom, Associate Director of Communications and Engagement, Royal Trinity Hospice 	
11:50 - 12:15 25 mins	<p>Refreshments and exhibition</p>	
12:15 - 12:45 30 mins	<p>Session 4A - Why you should invest in corporate fundraising now</p> <p>Corporate fundraising is no longer a 'nice to have'. It's a vital income stream for hospices seeking sustainable growth. In this session, Georgina will explore why now is the time to invest in corporate partnerships and how fundraising leaders can secure the internal buy-in needed to make it happen.</p> <p>Drawing on our work with Children's Hospices Across Scotland and Phyllis Tuckwell Hospice, she'll share practical strategies for overcoming common barriers, engaging senior leadership teams and boards, and building the case for long-term investment. Attendees will discover why hospices are uniquely positioned to attract high-value corporate partnerships, how to unlock</p>	<p>Session 4B - How to get the most from your retail estate by putting the customer first</p> <p>How can you get the most from your retail offer? In a challenging and crowded trading environment how can you stand out from crowd?</p> <p>Hear how Royal Trinity Hospice has transformed its retail offer, listened to their customers and put sustainability at the core of what they do, and created an award winning and high performing retail estate.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Andrew Keen, Director of Retail, Trinity Hospice - Retail Consortium

	<p>opportunities that align with their mission, and what it takes to build a corporate fundraising programme capable of delivering transformational partnerships and significant income.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Georgina Oxlade, Operations Director, Remarkable Partnerships 	
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5 minute move

<p>12:50 - 13:30 40 mins</p>	<p>Session 5A - Building the next generation of fundraising leaders</p> <p>What does it really take to be part of the next wave of fundraising leaders? Instead of relying on people falling into leadership roles, there's a lot you can do to offer development opportunities now and build teams where everyone feels supported to step up. This session will focus on current trends for leaders be aware of, prepare for and act on. So, whether it is your own people you want to grow, or you're seeking to strengthen your own leadership muscle, there will be hints, tips and to dos to help you get there. If we want strong future fundraising leaders, we need to invest in people today - come and hear about how to get going as well as testing out how you're doing as a current or future leader.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Helena Sharpstone MCIPD, Director, Sharpstone Skinner 	<p>Session 5B - How to support fundraisers with professional grief</p> <p>The Hospice UK Compassionate Employers team are coming together with Sobell House Hospice to run this workshop exploring professional grief and how we look after ourselves in emotionally demanding roles.</p> <p>If you work in fundraising, marketing or communications in a hospice, you'll probably recognise that the emotional side of the role isn't always spoken about. You might be sharing families' stories, writing about loss, meeting people at incredibly vulnerable moments, or carrying memories that aren't your own, but still stay with you.</p> <p>In this session, we will spend some time unpacking what professional grief can look like for those of us who aren't on the clinical frontline but are still closely connected to the realities of hospice care. We will talk</p>
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		<p>about how this kind of grief can build over time, how it can affect your energy and wellbeing, and why it's completely natural to feel its impact.</p> <p>There will be space to reflect, share with others, and explore practical ways to look after yourself and each other, so you can carry on doing this important work with support and compassion.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Lucy Carpenter, Compassionate Employers Lead, Hospice UK • Srinder Singh, Bereavement Care and Voluntary Services Lead, Sobell & Katharine House Hospices
<p>13:30 - 14:30 55 mins</p>	<p>Lunch and exhibition</p>	
<p>14:30 - 15:15 45 mins</p>	<p>Session 6 - Future of giving: the changing landscape of grant funding</p> <p>The philanthropic landscape is shifting. Increasingly, foundations are recognising that flexible, unrestricted funding is not only more responsive to emerging needs, but also critical to building resilient, high-impact organisations. Alongside this, there is a broader cultural shift towards trust-based philanthropy and deeper, more meaningful partnerships with grantees.</p> <p>In a fast-moving hospice sector, shaped by a rapidly changing political and funding environment, there is a growing question: how can grant funding models become as agile and responsive as the charities they aim to support?</p> <p>In this session, you'll hear directly from leading grant funders as they share what matters most to them, how their thinking is evolving, and how approaches to funding are changing. We will explore the move towards</p>	

	<p>more flexible funding models, alongside the continued need to demonstrate impact and accountability.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Laura Serratrice, Chief Executive, James Tudor • Martina Nertney, Grants Manager, St James' Place Foundation • Paul Jackson, Group Chief Executive, The Hospital Saturday Fund • Bethany Gaskin, Marketing & Comms Manager, Big Give
<p>15:15 - 15:45 30 mins</p>	<p>Headline sponsor session - Transforming hospice fundraising: from fragmented systems to connected care experiences <i>Kindly supported by ForGood.Tech</i></p> <p>Join ForGood.Tech CRM experts Adam Wall and Adam Sheehan for a 30-minute session exploring how hospices can move from fragmented fundraising approaches towards more connected, personalised supporter experiences. The session will touch on common challenges such as disconnected systems, siloed data, and manual processes, and consider how a more joined-up approach can better support both fundraising and care delivery.</p> <p>You'll gain a high-level view of how connected technology can bring supporter and service user data together- enabling more meaningful engagement, improving efficiency, and helping teams deliver more informed, compassionate, person-centred care.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Adam Wall, CRM Product Specialist, ForGood.Tech • Adam Sheehan, CRM Consultancy Team Manager, ForGood.Tech
<p>15:45 - 16:15 30 mins</p>	<p>Refreshments and exhibition</p>
<p>16:15 - 17:00 45 mins</p>	<p>Session 7 - Turning care into cash: behavioural science for hospice fundraisers</p> <p>People say they believe in hospice care but most never give. Why?</p> <p>This session reveals how small changes in language, timing and design- informed by behavioural science- can unlock generosity. Using in-the-room experiments and real-world examples, you'll learn how to create more powerful appeals, reduce barriers to giving, and inspire supporters to act when it matters most.</p> <p>Speaker:</p>

	<ul style="list-style-type: none"> • Bernard Ross, Fundraising Consultant
17:00 - 17:30	<p>Session 8 - The power of hospice care with Moin Younis</p> <p>For the final session of the day, join Moin who shares his personal story as an Acorns Hospice ambassador. Together with Toby, we will hear first-hand the difference Acorns has made to Moin's life. This light-hearted and informal chat at the end of the day aims to help you leave the Conference feeling inspired and energised.</p> <p>Reminding us all why we continue to work in the hospice sector.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Moin Younis, Ambassador of Acorns Hospice & Pride of Britain Winner 2017 • Toby Porter, CEO, Hospice UK
17:30 - 17:35	<p>Final thoughts and conference close</p> <ul style="list-style-type: none"> • Paul Courtney, Director of Fundraising, Children's Hospice South West • Catherine Bosworth, Director of Income Generation and Grants, Hospice UK