

Financial Sustainability Thinking Differently



Keynote speaker

Jonathan Simmons,
CEO, New Philanthropy Capital



12 engaging workshops



Charity Showcase

Sat 17th October

Les Beaucamps High School

9am - 4pm

CHARITY SECTOR CONFERENCE 2026

Financial Sustainability

Thinking Differently

A free event for our valued charity members and supporters.

GET YOUR TICKETS NOW!



Programme

- 9:00 Registration and networking
- 9:30 Welcome
- 9:40 Keynote Jonathan Simmons, CEO, New Philanthropy Capital
- 10:30 Session 1 - Workshops
- 11:30 Session 2 - Workshops
- 12:15 Lunch
- 13:30 Session 3 - Workshops
- 14:45 Charity Showcase opening by His Excellency Sir Richard Cripwell
- 16:00 Close

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Session 1 - Workshops

From need to action: two years of building a new charity

Charlie Cox, CEO At Home in Guernsey

The need may be clear, but building a new charity from the ground up brings its own challenges. This session follows At Home in Guernsey's journey from identifying a community need to developing its approach. It will explore collaboration, prioritising limited resources, building partnerships, learning what works and lessons from the charity's first two years.

Using LinkedIn to build you personal brand

Krista Osborne, Senior Account Manager, Black Vanilla

In this workshop, you'll explore what makes you unique, looking at your values and strengths and what you want to be known for, turning that into a clear personal brand strategy. The session also looks into your wider digital footprint before showing how to bring your personal brand to life on LinkedIn, with profile tips, content ideas and insight into the algorithm. Ideal for charity sector professionals ready to stand out.

Risk, resilience and decision-making for charity trustees

Sally Buckley, Senior Compliance Consultant at Aspida Advisory Services

Charities are operating in increasingly challenging conditions, from funding pressures and rising demand to fraud, cyber security and compliance obligations. Trustees need to understand the risks facing their organisation and how these should inform board decisions. This practical workshop will explore key areas of risk and the steps trustees can take to strengthen governance, manage risk and protect their charity.

From funding requests to impact partnerships

Jonathan Simmons, CEO New Philanthropy Capital

This workshop will explore how philanthropy is changing, what today's funders are looking for, and how charities can respond. Participants will consider how to move beyond fundraising and better position their organisation as a partner in creating social change by demonstrating impact, building trusted relationships and articulating their unique contribution to wider community outcomes.

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Session 2 - Workshops

Building a mix of sustainable income sources

Philippa Stahlin, Chair Lloyds Bank Foundation Channel Islands

What does sustainable funding look like for your charity? This practical workshop will explore common funding challenges, the risks of relying on limited income and how realistic your funding goals are. You'll consider your existing resources and skills, opportunities to diversify income and develop partnerships, and how to set a funding strategy that reflects your charity's needs, capacity and ambitions.

What marketing can teach you about fundraising

Rachael Cumberland Dodd, co-founder, The Marketing Dept.

Every charity knows their cause inside out. But how well do you know the people funding it - and what is that costing you?

It's a gap commercial businesses have grappled with forever: the space between what you're selling and what people are actually buying. In this session, Rachael - not a fundraiser, but an insight-obsessed brand strategist - turns that marketing discipline on charity fundraising and shows what closing the gap does for donor loyalty and sustainable income.

Turning good ideas into successful projects

Paul Jarrad, Project manager

Small charities have great ideas, but implementing them can often be a challenge when time, people and resources are limited. This introductory session will explain the key principles of project management and how these can be applied in charities of any size. Using practical examples we'll aim to show how you can put in place a pragmatic and non-bureaucratic approach, highlighting useful tools and further sources of support.

Keeping your charity's technology safe

James Pinnock & Mark Le Page, Logicalis

Join Logicalis Channel Islands for a practical workshop on everyday technology risks facing charities. We'll explore phishing, account security, personal devices and software updates, along with how managed IT services can help reduce risk through ongoing monitoring and support. There will be plenty of opportunity to ask questions, discuss common challenges and consider practical steps to strengthen your organisation's IT security and resilience.

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Session 3 - Workshops

Charity reserves: supporting financial sustainability

Mark Thompson, Chartered Accountant

This session will explore how charities can develop effective reserves policies that balance financial resilience with delivering their mission. It will consider what reserves are, why charities hold them, how trustees determine an appropriate level, and how a clear reserves policy supports good governance, informed decision-making, and long-term sustainability.

What makes the boat go faster?

Jeremy Frith, Coach, Leapfrog

America's Cup winning captain Sir Peter Blake asked his team this one question. This practical coaching workshop will provide you with the opportunity to reflect on what drives your organisation's success and explore areas of focus in the future.

Practical insights: How to ask businesses for money

Gordon Steel, Chair Polinator Project / Alexa Moore, AGC Director

Fundraising from companies is about more than asking for money. This session explores how charities can identify potential supporters, make the right approaches, and confidently sell their value. We'll look at approaches to making new connections, the importance of networks in Guernsey, how to maximise your organisation's leverage, and why being ready when an opportunity arises can make all the difference to success.

Choosing the right legal structure

Lisa Upham, Guernsey Advocate, Appleby

As charities grow and evolve, their legal structure may need to change too. Using real-life case studies, this session explores the key legal structures available in Guernsey, what factors influence the right fit, and the practical challenges of changing structure. It will also highlight common pitfalls and early warning signs that a review may be needed.

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Key note speakers



Jonathan Simmons, CEO New Philanthropy Capital, is a charity trustee, adviser and entrepreneur, he brings more than 25 years' experience across business and social impact. Jonathan is a leading voice on how charities and funders can work together more effectively, with a particular focus on impact, collaboration and building a stronger impact economy that delivers lasting social change.



Lieutenant General Sir Richard Cripwell KBE CB has a strong interest in the contribution charities and community organisations make across Guernsey. He and Lady Cripwell are patrons of a wide range of Bailiwick charities and organisations, giving him the opportunity to engage with and learn more about the work of the charitable sector.

Workshop presenters



Alexa Moore is a Director at the Association of Guernsey Charities and a senior public relations professional with extensive local and national experience across retail and healthcare. Having worked with charities from a corporate perspective, she brings valuable insight into how charities can better understand business priorities and create partnerships that deliver value for both sides.



Charlie Cox is Chief Executive Officer of At Home in Guernsey and Vice Chair of the Association of Guernsey Charities. She has extensive experience leading charities and developing services to meet changing community needs, with a focus on collaboration, effective leadership and lasting impact.



Gordon Steele, Chair of the Pollinator Project, has a background in corporates and business start-ups and has been the driving force behind the Pollinator Project for the past seven years.



James Pinnock is an Account and Service Delivery Manager at Logicalis Guernsey. He works closely with organisations across the Channel Islands, including several local charities, helping customers maximise value from their technology investments through effective service delivery, trusted partnerships and ongoing support.



Jeremy Frith is a coaching and leadership development specialist who helps individuals, teams and organisations unlock their potential. With expertise in leadership, change management and personal development, he combines extensive experience in sport, business and human behaviour to support growth, performance and lasting impact.



Krista Osborne is a Senior Account Manager at Black Vanilla, specialising in social media and digital content. She works with charities, B2B, and B2C clients across multiple channels and is skilled in LinkedIn, helping companies and individuals thrive on the platform.



Lisa Upham – Guernsey Advocate and Notary Public – has over 20 years' charity sector experience, including 13 years as director of the Guernsey Blind Association LBG and her current role with the Guernsey Botanical Trust LBG. She co-leads Appleby's CSR committee and helped create the Museum and Education Centre at Lihou Island.



Mark Le Page is Professional Services Manager at Logicalis Guernsey, leading a team of technology specialists supporting organisations across the Channel Islands. He helps organisations navigate change, manage risk and make the most of their technology investments, ensuring technology supports their long-term goals and success.



Mark Thompson is a Chartered Accountant with Non-exec director and Trustee roles across the finance, government and third sectors. He has experience on the boards of several leading Guernsey charities taking a finance lead at times of significant change.



Paul Jarrad started his career as a software developer, and has since built up many years of experience at senior levels of IT and project management in the UK, Guernsey and internationally. He believes that the main principles of project management are very practical and easy to understand, without requiring lots of jargon.



Philippa Stahelin is Chair of Lloyds Bank Foundation CI and Executive Director of Headway Guernsey. She has over 15 years' experience in Guernsey's charitable sector, alongside a professional background in sales and sales management. As a trustee of several charities, Philippa brings insight into different fundraising models and the approaches needed to build organisational resilience and sustainability.



Rachael Cumberland Dodd is a brand strategist and marketer known for turning quiet expertise into revenue-building reputation. She works with founders and firms who know they're brilliant at what they do but sound identical to everyone else. The fix? Curiosity, a bit of courage, and learning to lean into what makes them genuinely different.



Sally Buckley is a senior compliance consultant at Aspida Advisory Services, with a background in fiduciary financial services. A compliance and data protection officer for the last 18 years, Sally specialises in advising and training firms across all financial services sectors in how to meet regulatory requirements.