



Legacy  
Futures

# Legacy Fundraising Virtual Conference

February 16th 2023  
12 – 3pm GMT



## ROOM 1

WELCOME 12:00

12:10 Opening Plenary – Don't Get Angry. Get Even Better!  
Alex McDowell, Revitalise

12:40 Growing The Top 2% – Legacies and Major Donors,  
Caroline Donald – UNICEF

13:05

B R E A K

13:15 Developing A Legacy Proposition, Peter Cashman – Tearfund

13:30 6 Steps To Strong Legacy Web Pages, Madeleine Sugden – Digital Impact  
Consultant

14:00

B R E A K

14:10 I Should Like To Die In The Auditorium: Legacy Giving And The Arts  
Marina Jones – English National Opera

14:30 Panel: Legacies, Management & Language  
Jen Love – Agents Of Good & Fraser Green – Good Works

LIVE & ON DEMAND

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## ROOM 2

WELCOME 12:00

12:10 Opening Plenary – Don't Get Angry. Get Even Better!  
Alex McDowell, Revitalise

12:40 From Intern To Head Of Legacies In 7ish Years,  
Anaish Yilma-Parmar, British Red Cross

13:05

B R E A K

13:15 Legacies And The Cost Of Living Crisis, Doug Clow – Legacy Foresight

13:30 Taking The Next Steps In Your Legacy Career, Emma Bowles – Porchlight,  
Nikita Gandhi – Refuge & Abbie Barton – Marie Curie

14:00

B R E A K

14:10 Does Your Charity Need An Ethical Legacies Policy?  
Sanita Guddu – Persuasion & Claire Routley – Legacy Voice

14:30 Innovating With Legacies: Ask The Expert, Lucinda Frostick – Remember A Charity  
Philip Simmons – Dogs Trust & Juan Mones – UNICEF

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