

Denise Yeats

Creative Events and Fundraising Specialist

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Profile

A freelance events and fundraising consultant with over 18 years' experience of event management and fundraising in the arts and charity sectors. Extremely adaptable with a knowledge of working with key sponsors, major donors and corporates on high profile fundraising gala events, sporting challenges and partnerships. Highly creative, motivated and determined, with an ability to pick up a short term project very quickly, to deliver fundraising results that exceed expectations. Recognised as a key innovator, skilled in developing new and pioneering fundraising products. Strong PR, marketing and design skills including working knowledge of Illustrator, InDesign and website and App build packages. Skilled in managing, and projecting budgets in excess of £5m.

Key Achievements

Project Management of the 'Tomorrow's Tigers' fundraising arts collaboration for WWF. Currently having raised £620,000 of their £1million target set for 2022, as it now moves into its international touring phase.

Organisation and management of a series of launch events for the MS Society's major research appeal to raise £100m for the charity, including the Jacqueline Du Pre Tribute Concert at Royal Festival Hall.

Project management of the Place2Be 'Wellbeing in Schools Awards' in 2014 and 2016, working with Royal Patron HRH The Duchess of Cambridge. Creating compelling sponsorship proposals, which collectively raised a total of £750,000.

Project management of the 'Masterpiece Marie Curie Party' in 2013 and 2014 to create an immersive, multi layered event, within a 6 month timescale. Development and management of a fundraising strategy, which raised a total of £1.7m across both events.

Creation of 'Vertical Rush' – the UK's first tower running challenge on behalf of the charity Shelter. The event raised over £180,000 against an income target of £30,000 and went on to win the IoF 'Best Use of Fundraising' Award and Third Sector 'Excellence Award'.

Management of 14 high profile corporate sponsorship partnerships on behalf of the charity Community Links, valued at over £700k per annum. This included the development of a high profile partnership with Barclays to support a training and entrepreneurial programme for young people.

Professional Experience and Key Clients

WWF

Jan 2017 – Present

Project Manager

Project management of a multi-faceted fundraising campaign 'Tomorrow's Tigers' with a fundraising target of over £1million. Including the handling of liaison with major contemporary artists to deliver a touring exhibition and sale of bespoke designed rugs. Management of the communications strategy, committee development, and associated fundraising events and retail initiative.

Blind Veterans UK

Feb – Oct 2018

Project Manager

Project management of 'Victory Over Blindness' – a major campaign by the charity to mark the end of WW1 with the commissioning of a sculpture located outside Manchester Piccadilly Station. Including the management of the Royal unveiling, and two further celebratory events, along with associated fundraising consultancy support.

MS Society

Jan 2017 – Oct 2018, and Dec 2014 – Sept 2016

Project Manager/Fundraising Consultant

Organisation and management of a series of launch events for the MS Society's major research appeal to raise £100m for the charity, including the Jacqueline Du Pre Tribute Concert at Royal Festival Hall.

Project management of 'MS Life' the charity's flagship event attracting over 4,000 delegates, including the recruitment and briefing of over 60 specialist workshop leaders and speakers, and the development of an event App.

Tesco National Charity Partnership

Mar – Oct 2017

Project Manager/Fundraising Consultant

Development and delivery of a bespoke survival challenge in the Peak District, fundraising for Tesco's partnership with Diabetes UK and the British Heart Foundation.

Place2Be

Aug 2014 – Dec 2014, and Aug – Dec 2016

Project Manager/Fundraising Consultant

Organisation and management of the 'Wellbeing in Schools Awards' in the presence of the charity's Royal Patron, The Duchess of Cambridge. The event celebrates the individuals who champion the work of Place2Be in schools and communities to support good mental health in young people.

Development and management of a fundraising strategy, collectively raising over £350,000 from sponsorship and individual donations for the event, including writing of sponsorship proposals and identification of prospects.

Marie Curie

Sept 2015 – Mar 2016; Oct 2013 – Aug 2014 and Feb - Aug 2016

Project Manager/Fundraising Consultant

Organisation and management of the Masterpiece Marie Curie Party, a major committee led beneficiary event project which raised £1.7m over two years.

Development of a 'Guardian Angel' package which raised pre event individual donations of over £400,000; sourcing of auction prizes which raised over £800,000; development of sponsorship packages raising over £100,000 and production of a marketing plan to maximise ticket sales.

Communication with and effective coordination of the committee chair, executive committee and ticket-selling committee totalling over 100 people, selling 1,500 tickets.

Sourcing and account management of title event sponsor, Jaeger-LeCoultre.

Organisation and management of the Marie Curie Gala Dinner at BADA, a major committee led beneficiary event in March 2016.

Paladin

Jan – Apr 2016

Project Manager/Fundraising Consultant

Organisation and management of the first major donor event for Paladin National Stalking Advocacy Service.
Development of a major donor fundraising and communications strategy to accompany this key event.

Unicef

Jun – Sept 2015

Interim Head of Events (3 month contract)

Interim management of the Special Events function to develop a special events strategy including consultation with cross department heads to develop new processes of donor development. Management of the launch events for the new partnership with the Clipper round the World Yacht Race series. Development of the Halloween Ball, Unicef's flagship special event, raising over £1.2m.

Frantic Assembly

Jul – Oct 2015

Project Manager/Fundraising Consultant

Organisation and management of the first fundraising event for 'Ignition' a free, national training programme for young men aged 16-20.

Development of a major donor fundraising and communications strategy to accompany this key event.

Youth Business International

Aug– Nov 2013

Freelance Event Manager – Global Entrepreneurship Week Launch event

Project management and delivery of GEW launch event, aimed at leaders in the entrepreneurship sector, businesses, NGOs and media.

Management of event partnerships including Prince's charities and Barclays (sponsor).

Westminster Befriend a Family

Jul 2012 – Jan 2013

Freelance Event Fundraising Manager

Creation and project management of a series of new fundraising initiatives and events around Christmas 2012 (high profile concert, collections, etc).

Recruitment and management of corporate partners to support fundraising and volunteering.

Management of a network of over 30 volunteers and interns.

Community Links

Aug 2012 – Jan 2013

Corporate Partners Manager (Maternity Cover Role)

Management of 14 high level corporate partners, generating an income of over £700k per annum (partners included Barclays, UBS, BNY Mellon and Clifford Chance).

The Gorilla Organisation

Apr - Jul 2012

Freelance Events and Sponsorship Manager

Project management of the creation of a new microsite for 'The Great Gorilla Run' including the implementation of an online marketing strategy.

Blind Veterans UK (formerly St Dunstan's)

Jun 2009 – Apr 2012

Community and Events Fundraising Manager

Formulation of a strategic plan to develop the Community and Events income stream from £20,000 p.a in 2009, to an income target of £750,000 in 2012.

Conception, creation, and development of a portfolio of new events including of a new event – "100k – London to Brighton 24 Hour Walk" – an event generating over £85,000 income against a target of £40,000.

Instigation and management of corporate and retail partnerships for events sponsorship.

Shelter Jun 2008 – Jun 2009

Senior Events and Community Manager (Maternity Cover Role)

Conception, creation, and development of a new event – “Vertical Rush” – the UK’s first Tower Running event (achieving income target of over £180,000 against target of £30,000) and winner of the Institute of Fundraising ‘Best use of Fundraising Event’ Award and Third Sector ‘Excellence Award’.

Formulation of a strategic plan to develop the number of events/participants and increase revenue by £1m over a 12 month period.

Leukaemia Research Nov 2007 – May 2008

Freelance Event Manager

National Theatre Jan 2006 – Nov 2007

Development Events Manager

Creation and delivery of the flagship bi-annual fundraiser “FastForward” raising over £500,000.

Development of unique sponsorship and event packages to maximize the income potential of the National Theatre. (Average events per year = 200).

Cancer Research UK Apr 2005 – Jan 2006

National Events Manager – Race for Life (temporary contract to cover secondment)

Development of expansion of Race for Life to cover an additional 45 London Boroughs. Responsible for securing City of London Race – their first road race and now one of the biggest in the Race for Life portfolio.

Awarded ‘Best Newcomer/Contributor’ to the National Events Department.

Tate Aug 2004 – Mar 2005

Corporate Events Manager (Maternity Cover Post)

Event delivery for major sponsors, key clients and donors at Tate Britain and Tate Modern, including full advisory service and event fee negotiation. Management of events ranging from key opening events for sponsors around main exhibitions, to high profile events such as the Turner Prize. Development of a new events space in Tate Modern to achieve an increase in income of £500,000 in the first year of use.

The Scottish Community Foundation Sept 2002 – Aug 2004

Challenge Events Manager

The Hub (Edinburgh International Festival Centre) Jul 2000 – Aug 2002

Senior Events Co-ordinator

The Lemon Tree (Aberdeen) Sept 1996 – Jul 2000

PA to Director/Exhibition Programmer

Qualifications

BA (Hons) in Art + Design

LCCI Diploma in Public Relations and Advertising

Computer Literacy, Memberships and Other information:

(PC): Microsoft Word, Excel, Powerpoint, Access, Artifax Event, Raisers Edge, CARE.

(Mac): Illustrator, Adobe InDesign, Adobe Photoshop.

Fully proficient in website development using various packages.

Non- Executive Director of Greenrock, an adventure cycling and challenge event company