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**Denise Yeats**

**Creative Event, Project Management and Fundraising Specialist**

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**Profile**

* A freelance event management and fundraising consultant with over 20 years’ experience of project management and fundraising in the not-for-profit sector.
* Extremely adaptable with a knowledge of working with key sponsors, international speakers, 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 results that exceed expectations.
* A confident communicator - skilled in briefing and communicating with stakeholders and speakers; experienced as a facilitator and emcee.
* 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 and technical delivery of a series of five events for Carers UK and Carers Scotland – pivoting from in-person to virtual events within a three-month period.
* Project Management of the ‘Tomorrow’s Tigers’ fundraising arts collaboration for WWF. Successfully raising £690,000 of their £1million target in the first quarter of the campaign (paused due to Covid-19).
* 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**

**Museum of Brands Jul 22 – Present**

**Fundraising Events Manager (Part time)**

* Management of the planning and delivery of fundraising events.
* Delivery and expansion of the corporate membership scheme.
* Proposal of ideas for new fundraising initiatives with potential to grow income and support.

**Society of Designer Craftsmen Apr 22 – Jun 22**

**Project Manager**

* Project management and delivery of a VIP Exhibition Preview including the fundraising strategy to attract new corporate contacts and potential major donors.
* Production of a creative plan for outreach work to engage with schools, colleges and corporates.

**Carers UK and Carers Scotland Aug 20 – Nov 21**

**Project and Virtual Events Manager**

* Project management and delivery of a series of five events (pivoted from in-person to virtual) involving a range of speakers from members to Government Ministers.
* Full technical research and advice to support plenary, breakout and networking sessions.

**Circle – Sheffield University Jan 21 – May 21**

**Project Manager**

* Project management and delivery of the three-week virtual ‘Sustainable Care’ conference involving specialist speakers across the globe.
* Technical research and support to host a range of sessions from live keynote, panel and networking sessions to pre-recorded content and exhibitor booths.
* Briefing and rehearsals for over 100 speakers and panels across differing timezones.

**WWF Jan 2017 – Jan 2020**

**Project Manager**

* Project management of a multi-faceted fundraising campaign ‘Tomorrow’s Tigers’ with a fundraising target of over £1million.
* Handling of liaison with major contemporary artists to deliver an international touring exhibition and sale of bespoke designed rugs.
* Management of the communications strategy, committee development, and associated fundraising events.

**Parkinson’s UK Mar – Sept 2019**

**Event Manager**

* Project management and delivery of the new ‘Great Glen Challenge’ endurance walk in Inverness.
* Advisory support for the portfolio of challenge and cycling events.

**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.
* Management of the Royal unveiling, and two further celebratory events, along with associated speaker briefing.

**MS Society Jan 2017 – Oct 2018**

**Event Manager/Fundraising Consultant Dec 2014 – Sept 2016**

* 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 for over 4,000 delegates, including the recruitment and briefing of over 60 specialist workshop speakers. Development of the 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**

**Event Manager/Fundraising Consultant Aug – Dec 2016**

* Organisation and management of the ‘Wellbeing in Schools Awards’ including liaison with, and briefing of the charity’s Royal Patron, The Duchess of Cambridge.
* 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 Aug – Nov 2019; Sept 2015 – Mar 2016**

**Project Manager/Fundraising Consultant Oct 2013 – Aug 2014 and Feb - Aug 2016**

* Project management of the ‘One Love Fundraising Festival’ – a two-day conference in 2019 of plenary talks, workshops and a celebratory dinner for the 300+ fundraising colleagues working across the charity. This involved the setting up and management of the delegate registration platform, managing the logistics across all of the various facets of the conference; briefing the delegates, speakers, designers, venue, suppliers and key stakeholders.
* 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.
* Sourcing and account management of title event sponsor, Jaeger-LeCoultre.
* Communication with and effective coordination of the committee chair, executive committee and ticket-selling committee totalling over 100 people, selling 1,500 tickets.

**Unicef Jun – Sept 2015**

**Interim Head of Events**

**Frantic Assembly Jul – Oct 2015**

**Project Manager/Fundraising Consultant**

**Youth Business International Aug– Nov 2013**

**Freelance Event Manager – Global Entrepreneurship Week Launch event**

**Community Links Aug 2012 – Jan 2013**

**Corporate Partners Manager (Maternity Cover Role)**

**Blind Veterans UK (formerly St Dunstan’s) Jun 2009 – Apr 2012**

**Community and Events Fundraising Manager**

**Shelter Jun 2008 – Jun 2009**

**Senior Events and Community Manager (Maternity Cover Role)**

**National Theatre Jan 2006 – Nov 2007**

**Development Events Manager**

**Cancer Research UK Apr 2005 – Jan 2006**

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

**Tate Aug 2004 – Mar 2005**

**Corporate Events Manager (Maternity Cover Post)**

**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

**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 including Weebly and Wordpress.

Experienced in social media platforms including Instagram, Facebook, LinkedIn, YouTube and Hootsuite.

Skilled in using virtual events platforms including Hopin, Zoom and Streamyard.

**References:**

**Lucy Sargent** (Director of Philanthropy and Events, WWF UK)

**Helen Walker** (CEO, Carers UK)