



Denise Yeats

Creative Event, Project Management and Fundraising Specialist
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Profile

- A freelance event, project management and fundraising consultant with over 19 years' experience of event 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 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

Circle – Sheffield University

Jan 21 – Present

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.

Carers UK and Carers Scotland

Aug 20 – Present

Project 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.

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

Project 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

Project 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 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
Project Manager/Fundraising Consultant	Aug – Dec 2016
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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 National Events Manager – Race for Life (temporary contract to cover secondment)	Apr 2005 – Jan 2006
Tate Corporate Events Manager (Maternity Cover Post)	Aug 2004 – Mar 2005
The Scottish Community Foundation Challenge Events Manager	Sept 2002 – Aug 2004
The Hub (Edinburgh International Festival Centre) Senior Events Co-ordinator	Jul 2000 – Aug 2002
The Lemon Tree (Aberdeen) PA to Director/Exhibition Programmer	Sept 1996 – Jul 2000

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.

References:

Lucy Sargent (Director of Philanthropy, WWF UK)

Susan Boissier (Head of Special Events, Marie Curie)