



## 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 fundraising results that exceed expectations.
- A confident communicator - experienced in briefing and communicating with stakeholders and speakers.
- 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. 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

#### WWF

Jan 2017 – Present

#### 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**
- 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 Interim Head of Events	Jun – Sept 2015
Frantic Assembly Project Manager/Fundraising Consultant	Jul – Oct 2015
Youth Business International Freelance Event Manager – Global Entrepreneurship Week Launch event	Aug– Nov 2013
Community Links Corporate Partners Manager (Maternity Cover Role)	Aug 2012 – Jan 2013
Blind Veterans UK (formerly St Dunstan’s) Community and Events Fundraising Manager	Jun 2009 – Apr 2012
Shelter Senior Events and Community Manager (Maternity Cover Role)	Jun 2008 – Jun 2009
National Theatre Development Events Manager	Jan 2006 – Nov 2007
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)