



Tackling Social Injustice 2019

Connect. Share. Learn.

www.strongerkentcommunities.org.uk



A Stronger Kent Communities Conference: Tackling Social Injustice

Join third sector colleagues from across Kent working in social justice, diversity, community safety and criminal justice to network, share best practice and gain practical tips and tools to strengthen and support your organisation and improve your practice.

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| Date | Thursday 30 May |
| Time | 10.00–15.00 |
| Venue | The Mick Jagger Centre , DA1 2JZ. |

BOOK ONLINE NOW

[View the full conference programme](#)

Highlights

- **Our experts:** Paul Donnelly, Senior Campaigns Manager Mencap; Rachel Macklin, Operations Manager South East England Trussell Trust; Maddy Allen, Field Manager Northern France Help Refugees; Miriam Steiner, Campaigns Officer, Scope; David Naylor, Contract Account Manager Victim Support; Tony Walker, Director Restorative Solutions; Jacqueline McHugh, Restorative Justice Service Delivery Manager Kent & Medway; Soruche Saajedi, Prisoner Engagement Officer Prison Reform Trust; Caroline Drummond Policy and Public Affairs Manager Nacro.
- **Sessions** providing practical tips and tools for your professional development on digital, funding, governance, volunteering, impact and more.
- Expert advice on funding and help with Employer Supported Volunteering in 1-2-1 sessions.
- Zoned networking opportunities with your voluntary sector colleagues in social justice, diversity, community safety and criminal justice.

Who should attend?

This event is aimed at staff and volunteers of charities, voluntary organisations and community groups tackling poverty, socio-economic deprivation, discrimination and exclusion and working in criminal justice and community safety.

Everything from foodbanks, homelessness, citizens advice and advocacy, disability, mental health and migrant help to neighbourhood watch, victim support and rehabilitation of offenders and any support groups for the vulnerable, marginalised and socially isolated.

Keywords:

#poverty #debt #equality #discrimination #diversity #disability #MentalHealth #LGBTQI #BAME #homelessness #housing #police #FireandRescue #NeighbourhoodWatch #DomesticAbuse #prisons #rehabilitation #ExOffenders

SKC Conference Programme

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| 09:15 | Registration Photo exhibition, zoned networking and refreshments |
| 10:00 | Seminar 1 – choose <u>one</u> from the group below (See full programme HERE) |
| | Fundraising: Developing a Fundraising Strategy |
| | Volunteering: Best Practice in Volunteer Recruitment Retention and Management |
| | Digital: Harnessing the Power of Social Media |
| | Good Practice: Restorative Justice & Conflict Resolution “Reducing Harm, Resolving Conflict” |
| 11:05 | Seminar 2 – choose <u>one</u> from the group below (See full programme HERE) |
| | Fundraising: Demonstrating Impact – Showing Funders your Project Makes a Difference |
| | Governance: Diversifying your Trustee Board |
| | Impact: Talking about Poverty: how to tell your organisation’s story to get the public behind the work you do |
| | Campaigning: How to run a successful campaign |
| 12:00 | Booked 1-2-1 advice sessions with funding mentors 12:00—15:00 (30 minute slots) |
| 12:05 | Lunch Photo exhibition, zoned networking, buffet and refreshments |
| 12:40 | Booked 1-2-1 sessions on how to make SKC Employer Supported Volunteering work for your organisation 12:40—15:00 (15 minute slots) |
| 12.40 | Afternoon plenary with Q&A – Tackling Social Injustice What works to engage the public, the decision makers and the people your organisation is there to help? How can your organisation tackle discrimination and promote diversity and inclusion? Best practice examples of campaigning, fundraising and volunteering successes from our speakers: The Trussell Trust, Help Refugees, Mencap, Scope |
| 13.45 | Afternoon plenary with Q&A – Are we doing enough to prevent offending, support victims and rehabilitate offenders? What works to engage the public, the decision makers and the people your organisation is there to help? How can your organisation tackle discrimination and promote diversity and inclusion? Best practice examples of campaigning, fundraising and volunteering successes from our speakers: Victim Support, Restorative Solutions, Prison Reform Trust, Nacro |
| 14:45 | Networking |
| 15:00 | End |

10:00 – 11:00 Seminars – choose **one** of the four below

Volunteer Recruitment, Retention and Management

- Best practice tips on volunteer recruitment, retention and management
- Explore questions such as ‘what are some of the most common ways we go wrong with volunteering’ and ‘why don’t we have enough volunteers?’
- What does best practice look like and what can your organisation do to achieve it?
- SKC REVAMP training – what is it and why should your organisation sign up?
- Q&A

SKC

Alex Krutnik is chair of Stronger Kent Communities and CEO of Canterbury and Herne Bay Volunteer Centre. He runs the prestigious quality mark for volunteer involving organisations - Recognition of Excellent Volunteer and Management Practice (REVAMP).

<https://strongerkentcommunities.org.uk/>

Developing a Fundraising Strategy

Funding For All

A charity that exists to mentor small to medium charities, voluntary organisations and community groups across Kent and Medway in bid writing skills, funding strategy, business planning, tendering, legacies and developing budgets.

<https://www.fundingforall.org.uk/>

Harnessing the power of Social Media

- Top 10 Tips on improving engagement and increasing the number of likes, follows, shares and retweets on facebook and twitter using best practice examples from Help Refugees.
- Top 10 Tips on developing a social media strategy, focusing on facebook and twitter, but also looking at the bigger picture: how can social media improve your organisation in terms of profile, fundraising, volunteering and efficiency? Other apps will be mentioned. Best Practice examples from Help Refugees who have built a movement from a single hashtag!
- Q&A: bring your burning social media questions with you.

Help Refugees

Maddy Allen is Field Manager for Help Refugees, a pioneering charity leading a new movement in humanitarian aid, which started as nothing more than a hashtag in August 2015. A group of friends wanted to raise £1,000 and fill a van full of donations to take down to Calais. Within a week, they had raised £56,000 and were soon receiving 7,000 items every day.

Fast forward to 2019, and they have helped over 722,500 people, managed over 25,000 volunteers, and support more 80 projects across Europe, the Middle East and America. 94% of donations go directly to support refugees. #ChooseLove has galvanised support across the world.

<https://helprefugees.org/>

**Restorative Justice & Conflict Resolution
“Reducing harm, Resolving Conflict”**

What is Restorative Justice (including basic principles of conflict resolution).

Applications in;

- The Criminal Justice System,
- The Workplace,
- The Community,
- Training and Accreditation,
- What Restorative Justice could do for your organisation
- Q&A

**Restorative Justice Kent and Medway (KMRJS)
is part of Restorative Solutions and members
of the Restorative Justice Council UK**

Director Tony Walker and Restorative Justice Service Delivery Manager Kent & Medway Jacqueline McHugh KMRJS deliver restorative services on behalf of the Police and Crime Commissioner for Kent and Medway. They believe Restorative Justice is the best way to reduce harm and resolve conflict and therefore change lives. Restorative Solutions works with a range of non-profit organisations to ensure that restorative justice is accessible to all those who need it and with local organisations and police forces across the country to reduce the harm caused by conflict and to heal communities.

www.restorativesolutions.org.uk

11:05 – 12:05 Seminars – choose one of the four below

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|---|--|
| <p>Diversifying your Trustee Board</p> <ul style="list-style-type: none">• The benefits of a diverse board• How your organisation can change to better reflect the communities it serves• Best practice tips and tools to attract young trustees and diversify your board• SKC Fresh Perspectives training – what is it and why should your organisation sign up?• Q&A | <p>SKC</p> <p>Sarwah Mhanna runs Fresh Perspectives, part of Stronger Kent Communities 3-year programme. The project works with trustee boards and recruits, trains and mentors young people to become trustees across Kent.</p> <p>https://strongerkentcommunities.org.uk</p> |
| <p>Demonstrating Impact – Showing Funders your Project Makes a Difference</p> | <p>Funding For All</p> <p>A charity that exists to mentor small to medium charities, voluntary organisations and community groups across Kent and Medway in bid writing skills, funding strategy, business planning, tendering, legacies and developing budgets.</p> <p>https://www.fundingforall.org.uk</p> |
| <p>Talking about poverty: how to tell your organisation’s story to get the public behind the work you do</p> <p>Using the Joseph Rowntree Foundation Reframing Toolkit and looking at best practice examples from the Trussell Trust. This seminar will look at;</p> <ul style="list-style-type: none">• How the public thinks about poverty, common misconceptions and how your organisation can change them• How the media covers the poverty debate and how your organisation can change the story it tells to be more effective in what it does regarding fundraising, volunteering and campaigning• Trussell Trust campaigns: what’s working well and why• Q&A | <p>The Trussell Trust</p> <p>Rachel Macklin is Operations Manager South East England for The Trussell Trust, which aims to end hunger and poverty in the UK. It supports a nationwide network of food banks, provides emergency food and support to people locked in poverty and campaigns for change to end the need for food banks in the UK. Current campaigns include #5WeeksTooLong and #Not Giving Up</p> <p>https://www.trusselltrust.org</p> |
| <p>How to run a Successful Campaign</p> <p>Using best practice examples from Scope and its innovative 6-month training programme enabling disabled young people aged 18-25 to run campaigns independently on the issues that matter to them, this seminar will provide practical tips and tools on how to:</p> <ul style="list-style-type: none">• run a successful campaign• design a campaign strategy• how to tackle discrimination and promote diversity and inclusion in your work/at work• Q&A | <p>Scope</p> <p>Miriam Steiner is Campaigns Officer at Scope, the disability and equality charity in England and Wales. Scope provides practical information and emotional support when it's most needed and campaigns to create a fairer society. Scope is a strong community of disabled and non-disabled people with a shared vision of equality. It provides practical advice and emotional support whenever people need them most through a Scope helpline, online community, a range of employment and child sleep services, community engagement programmes and more. Current campaigns include #NowIsTheTime #DisabilityGamechangers #EndTheAwkward #Let’sTalk</p> <p>https://www.scope.org.uk/</p> |

Afternoon Plenary Discussions

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| <p>12:40 – 13:40</p> | <p>Is your organisation doing enough to tackle social injustice? What works?</p> <p>What works to engage the public, the decision makers and the people your organisation is there to help? How does your organisation challenge discrimination and promote diversity and inclusion? Best practice examples looking at current campaigns, fundraising and volunteering successes of our panel.</p> | <p><u>Speakers: Paul Donnelly Mencap, Maddy Allen Help Refugees, Rachel Macklin The Trussell Trust, Miriam Steiner Scope</u></p> |
| <p>13:45 – 14:45</p> | <p>Is your organisation doing enough to prevent offending, support victims and rehabilitate offenders? What works?</p> <p>What works to engage the public, the decision makers and the people your organisation is there to help? How does your organisation challenge discrimination and promote diversity and inclusion? Best practice examples looking at current campaigns, fundraising and volunteering successes of our panel.</p> | <p><u>Speakers: David Naylor Victim Support, Tony Walker and Jacqueline McHugh Restorative Solutions, Soruche Saajedi, Prison Reform Trust Caroline Drummond Policy and Public Affairs Manager Nacro</u></p> |

A Stronger Kent Communities conference – Tackling Social Injustice

Mick Jagger Centre, Thursday 30 May, 10:00 – 15:00

Parking:

The venue is a 15-minute walk or short cab ride from Dartford Train Station or there is free parking at the venue <http://www.themickjaggercentre.com/>

Panel 1

Maddy Allen Help Refugees

Maddy Allen is Field Manager for Help Refugees, a pioneering charity leading a new movement in humanitarian aid, which started as nothing more than a hashtag in August 2015. A group of friends wanted to raise £1,000 and fill a van full of donations to take down to Calais. Within a week, they had raised £56,000 and were soon receiving 7,000 items every day.

Fast forward to 2019, and they have helped over 722,500 people, managed over 25,000 volunteers, and support more 80 projects across Europe, the Middle East and America. 94% of donations go directly to support refugees. #ChooseLove has galvanised support across the world.

<https://helprefugees.org/> @HelpRefugees @HelpRefugeesUK

Paul Donnelly Mencap

Paul Donnelly is Senior Campaigns Manager at Mencap, which works for a world where people with a learning disability are valued equally, listened to and included. People with a learning disability face inequalities in every area of life. Mencap tackles the issues head on through tireless campaigning and the delivery of support and services to the people who need it, making sure people with a learning disability and their families are at the heart of everything it does. Its vision is positive – believing in a better future and celebrating its achievements. #TreatMeWell #StopSleepInCrisis and #ChallengingCuts are its latest campaigns.

<https://www.mencap.org.uk/> @mencap_charity @mencap

Rachel Macklin Trussell Trust

The Trussell Trust aims to end hunger and poverty in the UK. It supports a nationwide network of food banks, provides emergency food and support to people locked in poverty and campaign for change to end the need for food banks in the UK. Current campaigns include #5WeeksTooLong and #NotGivingUp

www.trusselltrust.org @TrussellTrust

Miriam Steiner Scope

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<https://www.scope.org.uk/> @Scope

Panel 2

Tony Walker and Jacqueline McHugh

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www.restorativesolutions.org.uk @restorativesol1 @restorativejusticekent / restorativesolutionsCIC

Caroline Drummond Nacro

Caroline Drummond is Policy and Public Affairs Manager with Nacro, which delivers social justice by positively changing lives, strengthening communities and preventing crime. Its vision is a socially just country where people feel safe, are supported to reach their aspirations and communities are crime free. Its work spans housing, education, justice, health, policy, support and advice.

<https://www.nacro.org.uk/> @nacro

Soruche Saajedi The Prison Reform Trust

Soruche Saajedi is prisoner engagement officer at the Prison Reform Trust, an independent UK charity working to create a just, humane and effective penal system by inquiring into the workings of the system; informing prisoners, staff and the wider public; and by influencing Parliament, government and officials towards reform. Its main objectives are to: reduce unnecessary imprisonment and promote community solutions to crime; improve treatment and conditions for prisoners and their families, promote equality and human rights in the justice system.

<http://www.prisonreformtrust.org.uk> @PRTuk @prisonreformtrust

David Naylor Victim Support

David Naylor is Contract Account Manager with Victim Support, an independent charity working towards a world where people affected by crime or traumatic events get the support they need and the respect they deserve. Victim Support helps people feel safer and find the strength to move beyond crime. Its support is free, confidential and tailored to people's needs.

victimsupport.org.uk @victimsupport @VS_Kent