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## Philanthropy in support of research and education in Catalunya: making it work

Wednesday 22<sup>nd</sup> February 2023, 15h-19h  
Kindly hosted by Institució CERCA at Palau Macaya  
Pg. de Sant Joan, 108, 08037 Barcelona

### Programme

- 14:45 Attendees are invited to arrive.
- 15:00 Welcome from CERCA,
- 15:05 Philanthropic context from More Partnership, and outline of the purpose and format of the afternoon.
- 15:25 Panel and Q&A to offer insights and experiences of philanthropy in Catalunya.
- 15:55 Attendees invited to attend breakout sessions
- 16:00 Institutional leaders attend round-table session.
- First elective session (attendees choose one)
- Setting up a fundraising programme:** which areas to prioritise, how to get the highest return on investment, and the building blocks you need in place.
- Preparing compelling communications for donors:** including communicating complex research and inspiring donors to consider giving (including alumni where relevant). Here we will also look at how to position your organisation as a 'philanthropic cause'.
- 16:45 Second elective session (attendees choose one)
- Identifying and engaging major donors:** how to inspire major donors to give, keep them engaged, and thank them effectively.
- Governance of fundraising and inspiring senior leaders to invest:** how to involve the Board, tactics to engage the most senior leaders to invest in and support philanthropy.
- 17:30 Regroup in plenary session – reflection and wrap-up
- 18:00 Refreshments and networking
- 19.00 Finish

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The need for effective fundraising in the higher education and scientific research sectors in Catalunya is more acute than ever. Universities and institutions increasingly need to expand and diversify their resources to deliver their missions.

This means developing effective strategies to engage with their communities, identify and connect with potential donors, and build relationships that will secure long-term support. But where do you begin? How can you create a culture of philanthropy in your community? Which strategies should you prioritize for your organisation? How can you maximise results on a tight budget?

More Partnership, one of Europe's leading higher education and research philanthropy consultancies, is joining forces with the [Council for the Advancement and Support of Education \(CASE\)](#), a global non-profit association supporting educational advancement professionals - to provide an afternoon of insight and exchange to discuss these questions and more.

We will explore the latest trends and opportunities in fundraising and advancement strategies for higher education and research in Catalunya. More and CASE are pleased to partner with [Institució CERCA](#), who are generously hosting the event.

The session will:

- Support educational institutions and research centres in Catalunya to build their expertise and capacity for fundraising, to support their organisations' ambitions.
- Expand opportunities for networking of professionals in the region, through which people can share their experiences, ideas and support.
- Explore examples of where similar institutions in Europe have established successful fundraising programmes.
- Invite participants to engage with the CASE community and access the valuable resources and training they offer to advancement professionals.

The schedule is shared over the page, with contributors' biographies for your information.

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### Speaker biographies

#### **Lluís Rovira**

Director, CERCA

Lluís is the director at CERCA (Institució Centres de Recerca de Catalunya) in Barcelona. He has a distinguished career in scientific research and holds a PhD in molecular biology from the University of Barcelona. His particular interests are in intellectual property and technology transfer. CERCA's mission is to ensure its centres develop successfully, promote synergies and strategic cooperation, improve the positioning, visibility and impact of research and facilitate dialogue with public and private agents.

#### **Pamela Agar**

Co-Executive Director, CASE Europe

Pamela leads CASE Europe with her job-share colleague, Caroline Davis. Prior to their job-sharing role at St George's, both worked at Imperial College London— Pamela as Head of Design and Digital. Separately, Pamela was the Managing Director of content strategy agency Pickle Jar Communications and has worked with a range of schools and universities as a freelance digital strategy consultant. She has been a CASE volunteer for multiple roles including CASE Circle of Excellence Awards judge, conference speaker and communications track chair for the CASE Europe Annual Conference in 2014-2015.

#### **Nik Miller**

Partner, More Partnership

Nik has been advised on and implemented fundraising and alumni relations programmes around the world for almost twenty years. He has been commissioned by a wide range of leading institutions across Europe, North America, South Africa and Australia; recently including the University of Helsinki, the University of Oxford, Trinity College Dublin, McMaster University (Canada), and the University of Western Australia. He has been commissioned in the past by institutions in Catalunya, including IRB Barcelona, CRG and UPF. He is a Fellow and Research Associate at the University of York (UK), a CASE Laureate (with a Crystal Apple in recognition of exceptional teaching across the sector), and a trustee of the Unite Foundation (disbursing over £9m to care leavers entering higher education). He has been Advisor to EMBL, Europe's flagship intergovernmental organisation for the life sciences, since 2018.

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## **Vérane Castelnau**

Partner, More Partnership

Vérane leads More Partnership's business development and also supports clients in delivering impact through philanthropy. She has supported a range of international clients including the International Committee of the Red Cross, Save the Children, Vlerick Business school and University of Helsinki. She was previously Head of Fundraising communications for Sciences Po (Paris) and its €40m fundraising campaign; Director of Communications for Lycée Français de New York, and Project Manager for award-winning communications agency Angie, Paris.

## **Rodolphe Guoin**

Partner, More Partnership

Before joining More, Rodolphe has served as chief executive of foundations in France over 13 years, raising funds for higher education, research and healthcare institutions. At Assistance publique - hôpitaux de Paris Foundation, the largest university hospital in Europe, he has successfully raised €100m since he started the Foundation in 2016. Prior to this, he was also Director of Development and Innovation at the Université de Bordeaux and CEO of its Foundation. Rodolphe has a PhD in political science; is fluent in English and speaks Polish, alongside his native French language; and has collaborated with donors and corporate partners around the world. Based in London, he works with clients in the UK, in France and in Denmark.

## **Sarah Sherwood**

Independent consultant

Sarah is a communications and advancement specialist. She has spent nearly 25 years developing and executing high-impact communications, engagement and advancement strategies at organizations such as the Institute for Research in Biomedicine (Barcelona, Spain) and the European Molecular Biology Laboratory, a large-scale intergovernmental organization dedicated to the life sciences, based in Heidelberg, Germany. She has extensive experience in institutional and science communications, international alumni relations, stakeholder engagement, and fundraising. She is now working as an independent consultant, based in Lyon, France. She is also an active and very grateful CASE volunteer.

## **Maarten Vervaat**

Managing Partner, More Partnership

Maarten's current work includes leading multi-year support to the Ecole du Louvre, a feasibility study for the Institut Pasteur and strategic advice to University College Copenhagen. Before joining More, Maarten has worked for public and private institutions in the higher education and cultural sectors, among them World Press Photo. Most recently, as Director of Outreach & Advancement at The American University of Paris, Maarten was responsible for the AUP's international Capital Campaign. He was previously Director of Development & Alumni Relations, at the universities of Amsterdam and Utrecht. Maarten is an active member of the Council for the Advancement and Support of Education (CASE), having served as interim Executive Director, and is a frequent speaker at their conferences and seminars