

From Passion to impact

Juggling Roles in a small
charity

A portrait of Elizabeth Hutton OBE, a woman with long, wavy blonde hair, smiling warmly. She is wearing a black top. The background is dark and out of focus. The portrait is partially overlaid by a purple triangular graphic element.

**Elizabeth
Hutton OBE**

For Education and Prevention of stillbirths

Toby and Connie



Deciding on type of charity

- ◇ A legacy
- ◇ Remembering a loved one
- ◇ Work well as feeder charity
- ◇ A cause
- ◇ Making change

Count the Kicks



What's in a name?

"What's in a name? That which we call a rose By any other name would smell as sweet."

COUNT THE KICKS
CHLOE'S 'COUNT THE KICKS' CAMPAIGN



IF YOU NOTICE **ANY CHANGE** TO YOUR
BABY'S MOVEMENT CALL YOUR MIDWIFE
OR ANTENATAL WARD **STRAIGHT AWAY.**

www.countthekicks.org.uk

COUNT THE KICKS™
empowering mums-to-be with knowledge & confidence



www.countthekicks.org.uk

KICKS COUNT™

empowering mums-to-be with knowledge & confidence



www.kickscout.org.uk



KICKS COUNT



KICKS COUNT™

Raising awareness of baby movements
to reduce stillbirth and neonatal death



KICKS COUNT™

Registered Charity Number 1145073

Reality of running a small charity



Advantages of Large and small charities

- ◇ Economies of scale
- ◇ Public trust
- ◇ Brand recognition
- ◇ Political influence and lobbying
- ◇ Personal approach
- ◇ Community trust
- ◇ Flexible
- ◇ Stronger personal connection



Limited Time and resources

- ◇ Challenges
 - ◇ Only 24 hours in every day
 - ◇ Balancing time training others vs value
- ◇ Overcoming challenges
 - ◇ Synergy
 - ◇ Reusing resources
 - ◇ Join local groups

Make use of technology

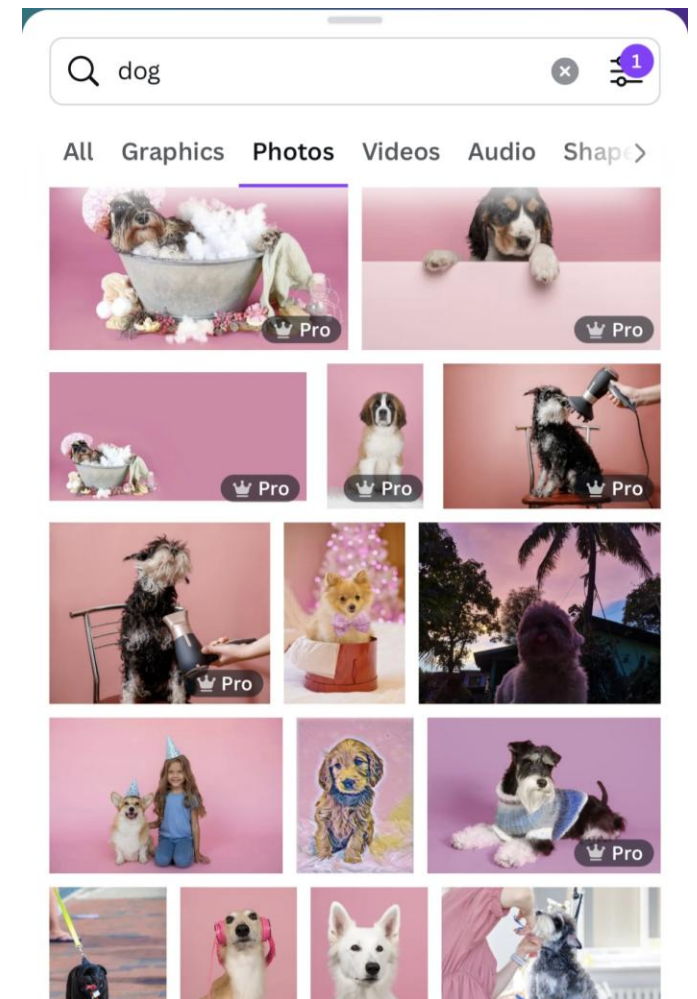
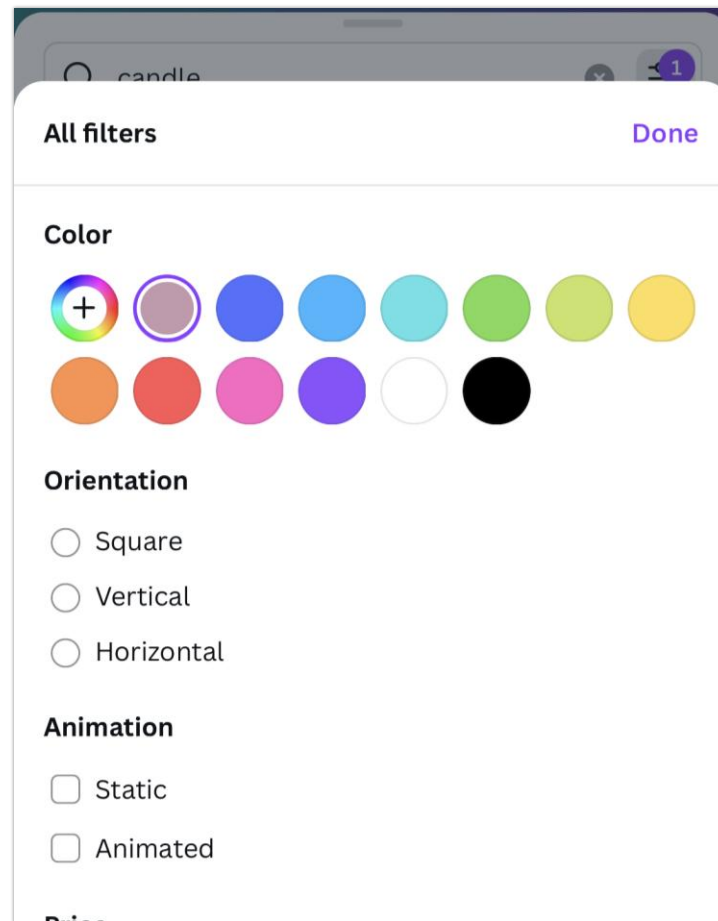
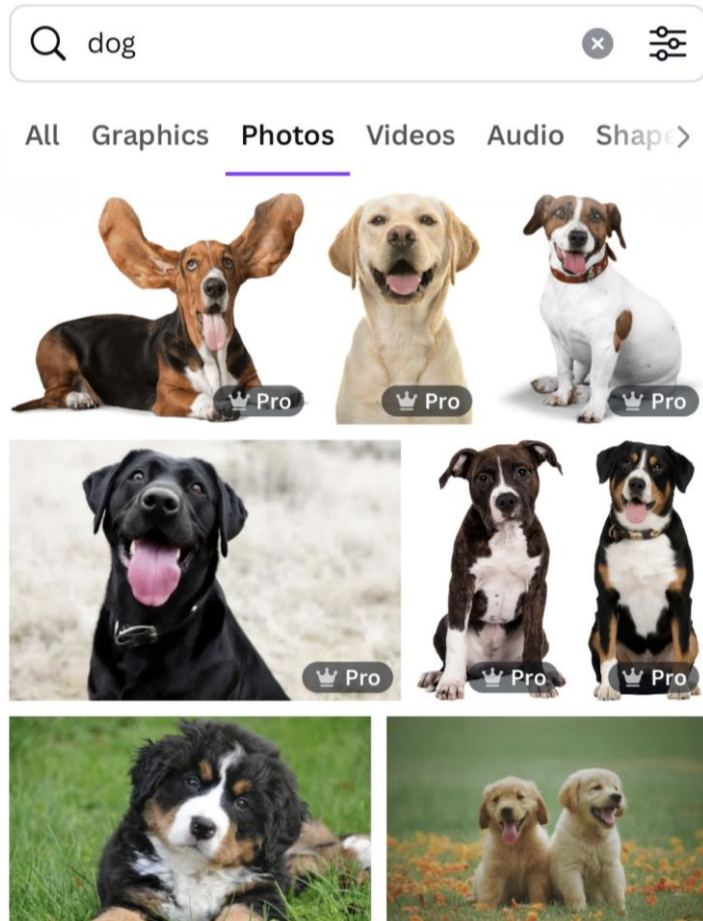
- ◇ Donorfy
- ◇ Access
- ◇ Receptionist
- ◇ Google Ad Grants
- ◇ Shared Mailboxes and aliases

Make use of social media

- ◆ Cheap
- ◆ Wide reach

- ◆ My tips
- ◆ Use one person for each channel
- ◆ Focus on one or two platforms

Social media tip for branding



Using Ai

Think of Ai as a parrot. It's a mimic and can repeat words it has heard with some understanding of their context but without a full sense of their meaning.

Tips for using Ai

- ◇ Create an account
- ◇ Can be worth spending some time training Ai
- ◇ Ask what it knows about the topic you are talking about
- ◇ Fill in any gaps
- ◇ If you only like some of the response do not copy and paste and change it outside of ai
- ◇ Correct in Ai so it learns what you like



Thank you 🙏 By coupling a tangible, life-saving tool with a commitment to empowering Black women to lead future interventions, your approach acknowledges the complexity of systemic racism while providing an immediate, practical solution. This thoughtful strategy not only addresses urgent health disparities but also lays the groundwork for sustained, transformative change. Your work is a commendable example of how rigorous research, community empowerment, and advocacy can converge to create impactful solutions. Keep going!



Reply Hide

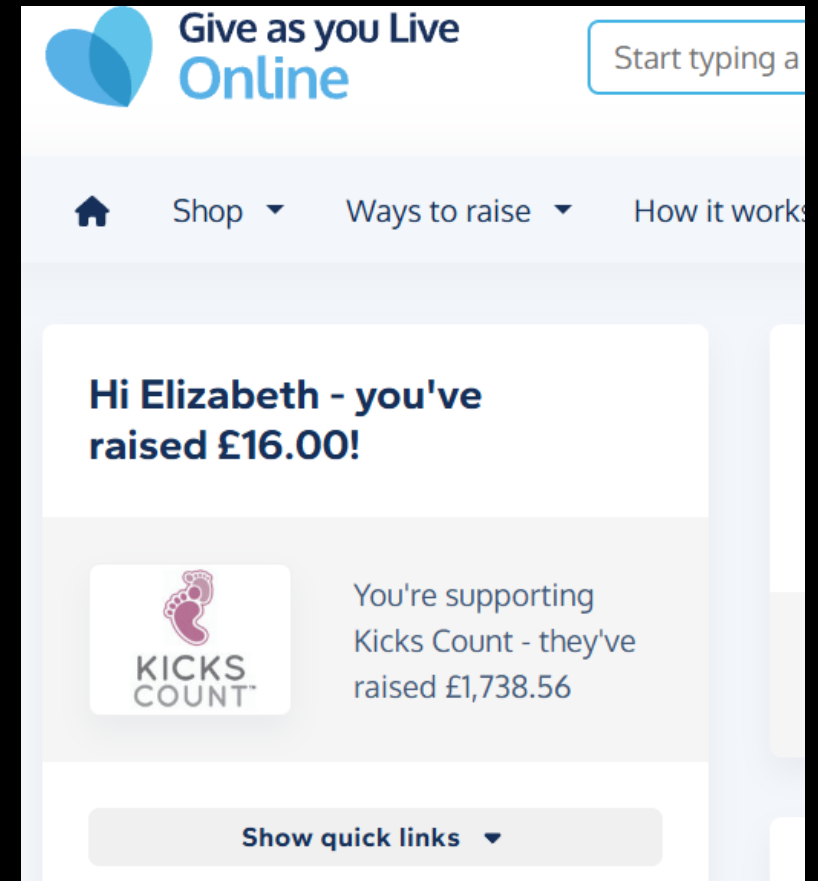
Finances

- ◇ Keep the end goal in sight
- ◇ Decide where value is
- ◇ Make use of free fundraisers



Free Fundraisers

- ◇ Easyfundraising.org.uk
- ◇ Giveasyoulive.com
- ◇ Charity.ebay.co.uk
- ◇ Google Ad Grants



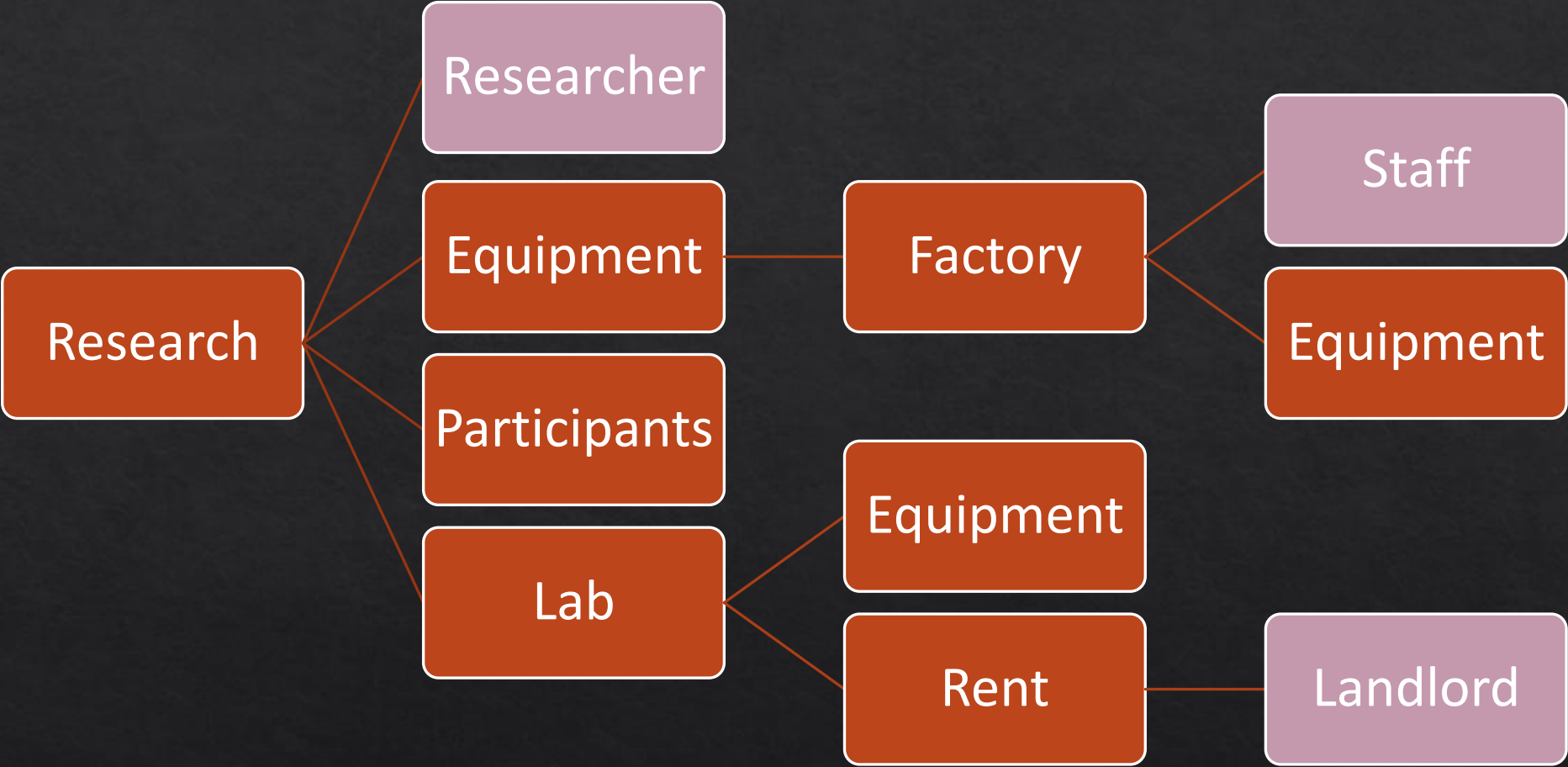
Volunteers

- ◇ Have some jobs that can be easily dished out
- ◇ Keep them motivated
- ◇ Use charity worker discounts

charityworkerdiscounts.com

Paying people

- ◇ People don't like their money to pay people
- ◇ Everything is eventually paying a person
- ◇ Decide what can be done by a volunteer what needs paid staff
- ◇ Don't always look for the cheapest option, look for the best value
- ◇ Assign time to projects



Self care and avoiding burnout

- ◆ Encourage others to share their story
- ◆ Practical tips for wellbeing – Joshua Fletcher
1:50 panorama suite
- ◆ Remember you can't pour from an empty cup

Top Tips

- ◇ Have a clear focus
- ◇ Join facebook groups
- ◇ Use templates
- ◇ Brand everything
- ◇ Don't lose sight of the end goal

Keep in Touch

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