

Collaboration is the New Competition:

*helping philanthropists
maximise their impact
assets and achieve more
social good*

Masterclass (online) with Annie Moon,
Founder, Be The Difference

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Philanthropists should expect to look after their impact assets in exactly the same way as they would their personal and business assets. This means taking a smart approach to ensuring that their impact assets are performing well: leveraged as effectively as possible and maximising the amount of social good created.

Annie Moon, Founder of Be The Difference, explains how this can work through building the philanthropic ecosystem and creating opportunities for collaboration.

This online Masterclass delivered in-house to your team answers the BIG question of why collaboration is the new competition for creating win-win-win situations for all stakeholders by:

- outlining why there's a gap in quality philanthropy advisory services
- scene setting and why NOW is the time for action
- Philanthropy Impact Assets and Ecosystem Building explained - diving into these concepts, what they mean in practice, including some inspirational case studies
- exploring why effective collaboration is key

There will be a Q&A session at the end.

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About the Trainer: Annie Moon

Event Details

A youth and community development worker by training, Annie brings nearly three decades of impact space experience, having worked at the grassroots and strategic level with charities and social enterprises, as well as the public sector. She understands that no one stakeholder has all the answers and promotes cross sector partnerships and collaboration to make the biggest, sustainable difference to a cause, involving beneficiaries and their advocates wherever possible every step of the way.

Through Be The Difference, she and her talented team provide philanthropy advisory services (advice, coaching, training and implementation) to philanthropists, wealth managers and Family Office teams, helping them get strategic about creating positive impact at scale.

For more information on Annie's work, check out:



<https://www.linkedin.com/in/annie-moon-philanthropy/>



<https://twitter.com/GoodSynergy>



www.BeTheDifference.services



Who it's for: in-house teams of wealth managers or Family Offices with a remit for providing philanthropy advisory services.



Delivery: this digital offering is delivered online as an in-house training session with a maximum of 20 participants (this facilitates a more interactive learning environment and engaging experience).



Duration: 1 hour (45 min presentation + 15 min Q&A)



More info & to book your team: hello@BeTheDifference.services

"Annie was a delight to work with. Her presentation was hugely insightful and engaging and the feedback we received from our corporate partners showed they felt the same. We look forward to working with Annie again".

*Cressida Stewart,
The WealthHer Network and Cherry London*