



# FUNDRAISING *Forum*

A Special Message from DVA Navion

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We look forward to combining the best of what DVANavion can offer on a local basis



DVA Navion launches our Dallas Office. (Left to Right) Ed Laity, President U.S.A Division, Wayne Hussey, Chairman, Ron Mooney, Regional Vice-President, Southwest U.S.A. and Ron Fairchild, International CEO.

## DVANavion Does Dallas

**I**n year two of a five-year strategic plan, **DVANavion** is pleased to announce our second office in the United States of America. Dallas, Texas, known worldwide as the home of big thinkers, open spaces and the Cowboys, will now be home to a team of DVA Navion professionals. Lead by Ronald R. Mooney, CFRE, the Dallas office will provide quality fund-raising counsel to institutions and organizations in the American Southwest.

Ron Mooney joins the firm as Regional Vice President - Southwest. With more than 25 years of capital campaign experience, Mr. Mooney has served a wide variety of organizations. In addition to his well-known work with educational and religious institutions, Mr. Mooney has outstanding expertise in major donor solicitation, fund-raising training, feasibility studies and assessments, volunteer and prospect identification and cultivation, and planned giving. Mr. Mooney is an entertaining speaker, having presented at many civic clubs, the

Association for Fund-Raising Professionals (formerly NSFRE), and planned giving seminars. An active volunteer, Mr. Mooney has taken leadership roles with such organizations as Rotary Club International, the United Way and Lions Club, the Baptist General Convention of Texas and is currently the Vice President of Programs for the Dallas AFP chapter. Mr. Mooney received his Bachelor's degree from Wayland University in Plainview, Texas.

Ron Mooney is joined by a talented and dedicated consulting team in the Southwest. "What a great opportunity this is for me professionally and for Dallas. We are proud to be a part of the international **DVANavion** team. The firm's commitment to people, passion and excellence will be embraced not only in Texas, but throughout this part of the United States. We look forward to combining the best of what **DVANavion** can offer on a local basis, with what **DVANavion** can offer on a national and international basis," says Mr. Mooney.

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## My View

No matter what your needs are DVANavion can help you in a specific area or in every step of the way



Wayne Hussey  
Chairman of DVA Navion

**T**hroughout the world the staff team of **DVANavion** are engaged in supporting clients to achieve their fundraising goals. Our Mission is clear:

**DVANavion** is the leading international consultancy whose team of highly qualified professionals is passionately committed to providing all of our clients with exceptional results.

What is remarkable is the diversity of our client needs. They cover the continuum of advancement, development and fundraising activity. Let me explain.

For some clients our first point of contact is in the area of organizational performance. After all, what donor will knowingly invest in confusion, ineffectiveness or inefficiency? That simply means that we have to be good at doing good. So **DVANavion** staff conduct organizational audits, strategic plans, project clarification, morale management through employee attitude surveys, team building, staff training and even managing organizational mergers. Our staff have worked in, and with, a whole host of charitable organizations and many of them were senior managers in that regard. We understand how to help you increase organizational performance which can dramatically improve your fundraising outcomes – strength attracts support.

For other clients our first point of contact is the Feasibility Study. Our staff are experts at guiding clients through the process of testing your campaign case with those key constituencies whose support will make the difference in achieving fundraising goals. Similarly, they are more than capable of guiding our clients through the transition from Study to Campaign – the Organizational Readiness phase.

And of course, they are world class experts in partnering with clients to help campaigns realized gifts whose magnitude was only a dream a few years ago – one of our Canadian clients, the Art Gallery of Ontario, has set the bar by successfully negotiating the largest philanthropic gift in the history of Canada. Mr. Ken Thomson has donated \$70 million in cash to that institution and more than \$300 million in art including a Reuben's.

Some of our clients need help with staff recruitment, in their direct mail programs, in their special events, donor stewardship, and one of our most successful new products the Bequest Society. No matter what your needs are **DVANavion** can help you in a specific area or **in every step of the way** as you pursue greater fundraising outcomes required to do the good works or your organization. We'd love to be part of your success. Give one of our offices a call today and simply discuss what your needs are. You may be surprised at the depth of our talent and our experience. People, Passion and Quality ... what a powerful combination.

## Employ Staff That Stick

**H**igh staff turnover and associated cost is unfortunately accepted by many not-for-profits as an unavoidable feature of running a Development Office. At **DVANavion** we know this is not necessary and now offer a highly professional, four stage, staff recruitment service across our network of offices. Our many years of involvement in the profession ensures that our process of identifying, interviewing, recruiting and training usually provides high calibre staff who stick. Client and candidate expectations are realistic and accurate and well

## An “Unprecedented Gift” for a Transformational Campaign

by Sue Egles  
President of Eastern Canada

**A**t DVANavion, one of the things we like to talk about is our ability to think globally while working locally. That’s a pretty big vision and a challenging philosophy. We’ve been very lucky to work with many visionary clients and individuals in the past, but one day last November will likely be one of the most memorable in our history.

It was the day that The Art Gallery of Ontario, a DVANavion client, publicly announced it’s capital campaign. The project is so dramatic and visionary, that it will literally and figuratively transform the institution.

The project was inspired by a remarkable “Unprecedented Gift” by Kenneth Thomson. An art collector for more than fifty years, Mr. Thomson offered to donate his extensive collection of almost 2000 works of art to the Gallery. The collection includes many important pieces by renowned Canadian artists, works by the Group of Seven and rare European objects dating from the middle ages to the mid-nineteenth century. The collection also includes the “Massacre

of the Innocents” by Peter Paul Rubens acquired by Mr. Thomson for \$117 million.

Such an extensive gift means the Gallery must undertake a significant expansion and redevelopment that will require an investment of \$500 million. To help accommodate the new collection and support the expansion project, Mr. Thomson will add to his already historic art donation by giving \$50 million in cash and an additional \$20 million for an endowment fund. The cash component alone ranks among the top ten gifts ever given in Canadian philanthropic history.

The AGO is not just launching a capital campaign. It is launching a visionary transformation. It’s this kind of thinking that DVANavion is proud and excited to be associated with. Congratulations to the AGO! We’re proud to be a part of your transformation and we look forward to continuing our work with a truly inspirational and visionary partner.

*For more information on the AGO’s campaign, check out their web site: [www.ago.net](http://www.ago.net) and click on the “Transformation AGO” link.*

*Mr. Thomson will add to his already historic art donation by giving \$50 million in cash and an additional \$20 million for an endowment fund*

## Emerging from the Shadows

**S**omething remarkable is happening at St. Joseph’s Villa in Dundas Ontario. The Long Term Care facility has always been recognised as an innovative industry leader. It has received national recognition and awards for excellence in the delivery of social services and care for seniors. It is also the first Long Term Care facility to be ISO 9000 certified. However, despite all this, the Villa has remained in the shadows for many years.

Obviously, being a “best kept secret” when you are trying to conduct a major capital campaign has certain disadvantages. On the other hand, it also has some special advantages. While building profile and awareness may be a challenge, the process allows campaign organisers to focus on and highlight strengths. And the Villa certainly has many strengths.

Long Term Care is an important and growing segment of the social and health care network. The number of seniors in Canada will double by 2026 and this group

*Continued on page 6*



St. Joseph’s Villa,  
Dundas, Ontario

San Diego

# San Diego Staff Symposium

**D**VANavion partners, managers and senior staff from around the world gathered in San Diego to meet and review current fundraising consulting practices late March this year. The topics included the exciting new concepts of bequest societies; internal readiness sometimes encompassing feasibility studies; assisting institutions with planning and staff recruitment; the concept of consultant led and staff driven appeals where volunteers were few.

True to the current interest in the “Survivor” television series, DVANavion personnel were mixed to form international “tribes” for work day projects and social competition in the evenings. These international groups, a mixture of Americans, Australians, Canadians, New Zealanders and South Africans were forever competitive.

Some of the activities are recorded in this spread of photographs.



A tribe comprising natives of Canada, Sth. Africa, Australia and America is led by Jeremy Bradshaw in a Maori inspired war dance



Partners since 1983. Michael Downes, Graeme Bradshaw and Pat Russell have worked together in Australasian consulting for twenty years



San Diego host, Ed Laity welcomes everyone to the Symposium



The senior consulting team in Australasia



DVA Navion senior consultants in the United States



Samantha Fowlds –  
Manager of Research  
Services based in Toronto



The Canadian senior consultants



Sue Eagles, President of Eastern Canada  
drives for her tribe



Boarding the bus at San Diego Zoo



The South African team

By Colin Baillie  
Partner and Senior Consultant

## A “Roaring” Success at the Victorian Zoos

**T**he end of 2002 has brought to a close one of our most successful fundraising programs conducted in the Melbourne region in recent times – a

large scale capital campaign to redevelop the three great Victorian Zoos, in the lead up to the Commonwealth Games in Melbourne in 2006.

1999 heralded the start of a rigorous operation to address the challenges faced by Zoos Victoria, with a decline in

visitor numbers. **DVANavion** worked closely with members of the Board and the Executive Team to refashion a previously ad hoc fundraising approach. This involved embracing a grand and revolutionary new vision to transform the three Victorian Zoos into Zoos of the 21st century – world leaders in zoological and education exhibits and experiences.



Peter Hanenberger, Chairman of Holden and Chairman of the Zoo Appeal Task Force, and his wife Ingrid, share a moment with The Melbourne Zoo's Holden-sponsored Lion Cubs.

In driving the largest capital campaign in the Zoos' 140 years of existence, we were privileged to gain the support and commitment of Peter Hanenberger, Chairman and Managing Director of Holden, to champion key approaches within the corporate and philanthropic sectors. Holden also took the early lead with a gift of \$2.2 million towards the development of the ground-breaking new lion exhibit at Victoria's Open Range Zoo at Werribee, with the Victorian State Government contributing \$1.8 million.

With the support of a high profile Appeal Committee, the Zoos have received a range of substantial contributions, totalling around \$8 million from the private sector. This, combined with \$32 million representing the single biggest injection of Government funding in the history of Zoos Victoria, has allowed the commencement of innovative capital projects across all three properties. **DVANavion's** involvement in establishing the groundwork for private sector fundraising activities should see a continuation of the success enjoyed in the Capital Appeal campaign.

We are delighted at this successful outcome!

## Emerging from the Shadows Continued from page 3

will represent 21% of the population. The most rapidly growing age group is comprised of those 80 and older. Clearly, the need for modern, efficient facilities and programs is increasing dramatically.

St. Joseph's Villa is one place where this specialised care can be found. Founded more than 123 years ago by the Sisters of St. Joseph, the Villa has always focused on being more than just a facility – it is also a place for families. Those who do know the Villa can see how important this distinction is.

That is why “Family” has been carefully woven into the entire fundraising program. The campaign theme is “our family caring for your family”. This imagery has been incorporated throughout the campaign. There is a Family Chair instead of a single individual. A real family is helping to organise and run the program with the father serving as the Cabinet Chair.

This personal and emotional connection

has helped the Villa distinguish itself in a crowded and competitive fundraising market. Their efforts to build awareness and support are working. Recently the campaign received a major gift of \$5 million from Margaret and Charles Juravinski. This “miracle” gift brought the campaign to the halfway mark of their \$10 million goal. At the televised announcement of their gift, the Juravinski's encouraged others to follow their example. Their attachment, as a family, to the Villa led them to make a strong commitment. And that commitment is a clear endorsement of St. Joseph's Villa's family vision.

**DVANavion** is proud to be a part of the Villa's emerging strength. Our partnership began with a strategic planning process and continued with full time campaign counsel. Like most Long Term Care campaigns, the pace is slow. But the direction is also sure. St. Joseph's Villa is emerging from the shadows.

...the campaign received a major gift of \$5 million from Margaret and Charles Juravinski.

## International Donor Builds Capacity at Rhodes University South Africa

By Guy White  
Senior Consultant, South Africa

A commitment of almost half a million US\$ over a two and a half year period has helped Rhodes University in South Africa to dramatically increase their fundraising income.

Rhodes, which is 100 years old in 2004, has set a target of R100 million in a Centenary Campaign to fund a number of projects which are essential to the future success of the University. Among these is the need for more lecturers, including academic posts to retain suitable black postgraduates, more teaching and research equipment, expanded library facilities and a Campus Residence development to cope with increased student numbers.

The pivotal donation came from an international funder which cites 'strengthening Institutional capacity to raise funds' as one of its key focus areas. The money received thus far has gone towards the creation of a Business Development Unit and the proper resourcing of the University's Development Division. With additional manpower and

the focus brought about by the appointment of Kerry Swift as Development Director, the fundraising and relationship building abilities of the University have been dramatically improved.

The Campaign has thus far raised almost R60 million with just short of two years still to go to achieve the Centenary goal. During 2002 alone, donations and pledges to Rhodes amounted to over R48 million, an increase of 139% over 2001, when the University raised just over R20 million.

A first-time Telemail campaign to alumni plus the efforts of the Campaign Committee and Board of Governors, particularly in "opening doors" to potential donors, have played a large part in this success. Another innovation introduced by DVANavion is the Rhodes Bequest Association, an organisation which encourages bequests to the University through regular luncheon meetings for senior Old Rhodians, retired staff and other friends of Rhodes.

*The commitment and involvement of key stakeholders like the Vice-Chancellor and School Principal is vital.*

## "Rally to the Cause"

Our world is in a state of conflict. Today we are faced with serious issues; terrorism and the threat of war that cause tremendous concern and uncertainty. With uncertainty come issues of consumer confidence and spending that ultimately affects economic growth.

Whilst Australasia had been "worlds away" from feeling we could be a target for terrorism, the reality is that it did happen to us in our own backyard. In Bali, we witnessed horrific scenes on T.V. and in the newspapers, but we also saw something else – incredible acts of bravery and courage, a true demonstration of the human spirit rising up to meet the challenge.

We see it everyday in community work across Australia and New Zealand – people rallying to the cause. In a time of concern and uncertainty what we do through fundraising can be the great equalizer – PEOPLE WANT TO MAKE A DIFFERENCE. History has shown that due to the heightened awareness of needs in times of conflict,

philanthropy increases. Whilst corporate giving tends to dip, giving from individuals increases. As individual giving is the lion's share of philanthropic funding, the overall total becomes larger.

However, there is a catch. Donors become more selective and cautious during these times. Those who are making approaches must, more than ever, be able to demonstrate:

- Urgent priority needs that require critical funding now.
- Fiscal responsibility
- Substantial impact to the donor and community
- A powerful vision and future plan

In this time of conflict, fundraising has a role to play in helping the human spirit rise to the challenge.



By Ron Fairchild  
International CEO and  
Australasian President

By Jeremy Bradshaw  
Consultant

# Crusaders Upgrade Campsites

**W**ith the help of **DVANavion**, the Crusader Union of Australia is set to usher in a new era of Christian education for young people in NSW.

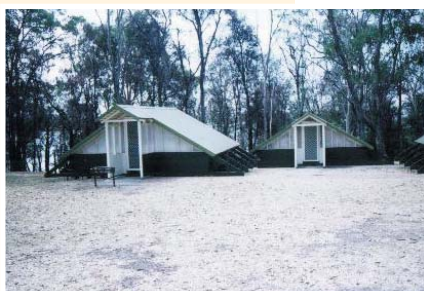
Crusaders is an evangelical Christian youth organisation which reaches out to over 30,000 young people each year.

One of the ways it does this is by running camps at its campsites at Galston and Lake Macquarie.

After 50 years of service, the original buildings and structures at the campsites are suffering from wear and tear, and Crusaders is embarking on a Capital Fundraising Campaign to help fund extensive renovations and refurbishments.

The redevelopments will include new accommodation and dining facilities, a new gym, and importantly, a range of new purpose-built meeting areas where small groups can break away for bible study and other activities. The refurbishments will result in greater comfort, security, and a more camper-friendly environment.

The costs involved in the redevelopments are significant, and **DVANavion** has been engaged by Crusaders to help manage and implement a fundraising campaign to help meet these costs.



The existing A-frame accommodation at Crusaders' Lake Macquarie campsite. One of Crusaders' primary objectives at the completion of the Capital Fundraising Campaign is to replace this accommodation as part of their redevelopment of the site.

## About DVANavion

**D****VANavion** is the one of the largest and most successful international fundraising firms in the world. Our staff are positioned in every State of Australia, Province of Canada and in New Zealand, the United States of America and South Africa.

At **DVANavion**, we work in a very personal and concentrated way with each client to provide tailored and individual service. We believe in harnessing our global experience whilst "thinking locally" at all times.

**DVANavion** approaches each project with a team of fundraising professionals, selected for their experience in specific areas that apply directly to the needs of your unique situation. Each consultant brings several years of experience to your project.

Over our long history around the world, we have developed a diverse base of clients that illustrates our flexibility and strength in a vast range of industries in the not-for-profit sector including -

- Hospitals, Health Care and Medical Research
- Community and Social Welfare
- Artistic and Cultural
- Educational
- Conservation and Heritage

Your organization can benefit from our experience. Simply call your nearest office for a completely obligation free discussion about your needs.

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*DVANavion is the one of the largest and most successful international fundraising firms in the world.*