

International Conference  
Adelaide Convention Centre

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# International Leading Practice for Major Gifts

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## International Leading Practice for Major Giving

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- Introductions
- Session Goals
- Case Studies
- Resources
- Q&A



*18,314 km from St. John's to Adelaide*

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Photo: © Łiamek Cogski – Merritt Harbour, Newfoundland May 23, 2022

## Session Goals

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- Context & caveats
- Importance of prospect research & identification
- Creating a compelling story
- Key learnings from two case studies
- Resources

## Case Study #1: University of Toronto (HK) Foundation

- Background
- Why here, why now
- Relationships
- Reciprocity
- Recognition
- Legacy



## Cast Study #2: The Rhodes Trust

- Connected, high calibre community – but no history of giving
- Urgency due to financial pressures, competitive position
- Collective responsibility
- Not just status quo – secure the base, invest in the future
- The Second Century Campaign - £153 million raised from 2,500 people and organisations between 2009 – 2017 (including £75 million from John McCall MacBain oc)



## Resources

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- Aspire Research Group <http://www.aspireresearchgroup.com/research-links-directory/>
- *Financial Times* – [www.ft.com](http://www.ft.com)
- Helen Brown Group (Resource Dashboard) [www.helenbrowngroup.com](http://www.helenbrowngroup.com)
- International Prospect Research Network - <https://internationalprospectresearch.net/>
- Northwestern University (Chicago)  
<https://sites.northwestern.edu/ardresearchbookmarks/international/>
- *Tatler*(Hong Kong, Singapore, Dubai) – especially the ‘top 500’ society issues -  
<https://www.tatlerasia.com/>
- Visual mapping resources (<https://kumu.io/>)
- World Factbook (CIA) - <https://www.cia.gov/the-world-factbook/>
- Session notes & additional items in the cloud here: [tinyurl.com/EPAdelaide](https://tinyurl.com/EPAdelaide)



# Keeping Connected



Canadian Mental  
Health Association  
Association canadienne  
pour la santé mentale



years of  
community  
ans de  
communauté

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