

# 50 MOST INFLUENTIAL

There are more new names, more women and a hell of a lot of social media stars. Why, then, does this year's Fundraising 50 Most Influential feel so familiar? **CELINA RIBEIRO** reports

In a year in which 19 new faces have made a showing in the 50 Most Influential it is one of the sector's most familiar ones that has taken out first place in the poll.

Ken Burnett, of *Relationship Fundraising*, Burnett Works, Clayton Burnett and numerous International Fundraising Congresses fame, has topped our annual poll which seeks to anoint the most influential figures in the fundraising world.

But, as ever, does the true influence lie somewhere else in the poll? Soon after this year's voting opened, one Mark Phillips (that's @markyphillips to you) wrote on his *Queer Ideas* blog for fundraisers to vote with their hearts. The twittering Bluefrog chief executive made quite an impact: nine of the ten people he listed as his personal most influential fundraisers have made it into the top 50.

Phillips leads a tweeting, blogging charge on this year's poll in which 16 of the 50 Most Influential are active Twitter users. Twelve, including Mr Burnett, are bloggers. The Twitterati have indeed grown in number, influence or propensity

to vote compared to last year when only five got into the top 50.

As ever, women remain under-represented in the poll, but we do have a record number of women appearing in the top 20 (six), which is double that of last year. The number of women in the entire 50, however, remains static: 14 this year, 14 last year and 13 in 2009.

#### How the poll works

*Fundraising* opened the 50 Most Influential poll in mid-April and closed it for voting in early June. During that time we had hundreds of votes, with individuals ranking the ten (or less) most influential people in their fundraising. Once the poll closes, *Fundraising* tallies up the number of votes each person has received in the different positions. When someone votes for an individual as their first-most influential person, that vote is assigned ten points, their second-most is assigned nine points, the third assigned eight points and so on. These points are then added up and the person with the most points wins. Simple, no?

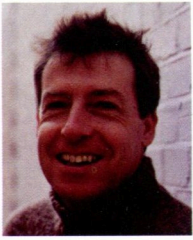


#### 1 Ken Burnett (8)

Consultant, writer, speaker

When it comes to fundraising veterans, there are few whose shadows loom quite so large over contemporary fundraising as Mr Relationship Fundraising, Ken Burnett. While it seemed we lost him to French farm life for a while, Burnett is back consulting with mate Alan Clayton and supporting the online fundraising library SOFII.





**2 Mark Phillips (17)** Managing director, Bluefrog  
The influence of Mark Phillips is all over the 2011 Most Influential list. The blogger, Twitterer

(and, also, co-founder of agency Bluefrog) wrote a blog following the launch of the poll calling for people to really think about their votes. Phillips listed his personal ten most influential – nine of which now feature in our 2011 top 50.



**3 Adrian Sargeant (5)** Robert F Hartsook Professor of Fundraising, Indiana University  
Sargeant is one of those people whose job titles refuse to fit in one line,

somehow holding academic positions in three continents and keeping his highly-respected fingers in multiple pies. This year for the first time he provided analysis on the annual Fundraising Standards Board complaints results.



**4 Mick Aldridge (1)** Chief executive, Public Fundraising Regulatory Association  
Last year's top-placer, Aldridge has slid down the poll slightly

this year. While the PFRA has been relatively quiet this year so far in terms of mainstream media 'exposés', Aldridge retains his influence – perhaps a result of being the longest-serving chief executive of any of the three main fundraising umbrella bodies.



**5 Joe Saxton (3)** Driver of ideas, nfpSynergy  
The sector's one and only 'driver of ideas' has climbed closer to the top spot on this poll, which he

once dominated for three years running. Saxton has been back in the spotlight more this year, particularly on the issues of mobile fundraising, the proposed abolition of cheques and what the public consider an admin cost.



**6 Alan Gosschalk (11)** Interim fundraising director, Scope  
Gosschalk has lately been the fundraiser the sector turns to when it needs a steady pair

of hands. He recently handed over the reins of the Institute of Fundraising to Mark Astarita after acting as chair, and has taken on a number of interim director of fundraising roles at various charities over the last few years.



**7 Mark Astarita (10)** Director of fundraising, British Red Cross  
As if he didn't already have enough to do running the

fundraising at the British Red Cross, which brings in something like £120m in voluntary income a year, Astarita recently stepped up to fill the position of chair of the Institute of Fundraising for a 12-month period.



**8 Michael Naidu (20)** Assistant director of fundraising – individual giving, Mencap  
Naidu has been lurking in the 'teens' and 'twenties' region

of the Top 50 over the past few years, but this year he finally cracks the top ten. Chair (or acting chair) of the PFRA since 2007, Naidu is another vocal advocate of face-to-face fundraising and a one-time *Fundraising* magazine Fundraiser of the Year winner.



**9 Milly Ahmed (4)** Independent fundraiser  
The former joint managing director of Gift Fundraising is currently working on bringing out a

new fundraising venture later this year, but before she left the face-to-face agency she oversaw Gift's launch of SMS for regular giving on the street. The long-time face-to-face advocate's new venture will reportedly focus on other areas of fundraising.



**10 David Cameron (-)** Prime Minister  
Cameron trumped his Conservative colleagues in this year's polling, gaining vastly more votes than the minister for civil

society and the Chancellor. It's the first time for a while that a politician has featured so highly in the poll, suggesting that fundraisers view his government's spending cuts and efforts to incentivise giving as having a rather large impact on their work.



**11 Imogen Ward (-)** Director of marketing and communications, Merlin  
Since Ward joined Merlin eight years ago, the charity has seen

a massive increase in its income, from just £10m to £60m. Ward, who also sits on the Institute's fundraising policy board, is working on a programme of more growth for years ahead. This is her first appearance in the poll.



**12 Tanya Steele (13)** director of supporter relations and fundraising, Save the Children  
All eyes are on Steele's charity this year after the development

organisation launched a three-year campaign to raise an additional £150m. Steele's had quite an impact on Save the Children since joining, and looks set to become a standard-setter in fundraising for years to come.



**13 Rachel Beer (-)** Consultant, Beautiful World  
There are Twitterers and there are Twitterers. Beer, the inventor of nfpTweetup, is a

proper Twitterer. She's also a consultant and speaker, working with some of the UK's biggest charities – the likes of RNLI, RSPCA and the like. Not content with just those strings to her bow, she also founded The Charity Place.





**14 Tania Cohen**

**(14) Independent consultant**

Cohen has remained precisely as influential this year as last, sticking to her 14th place in the Most

Influential. Until April this year Cohen was interim director of the performance programme at Charities Evaluation Services, but generally works as a consultant for multiple charities from across the sector.



**15 Alan Clayton**

**(12) Consultant, Clayton Burnett**

One half of the consultancy Clayton Burnett, which huddles fundraisers away for

intensive work days by some lovely Scottish loch, if you've been to a fundraising plenary session in the past five years, you'll likely have heard him speak. He's also holding the fort as chief exec of telephone fundraising agency Relationship Marketing.



**16 Nick Hurd (-)**

**Minister for civil society**

If Nick Hurd has been anything for the sector, it's consistent. Unlike Labour, which changed its third

sector ministers like they were jeans from Primark, Hurd has stuck at his portfolio for years. With the review of the Charities Act 2006 due later this year, he could prove even more influential yet. He's still six positions below his boss, though.



**17 Shivonne**

**Graham (-) Director of fundraising and communications, Amref**

Graham joined Amref last year after more than a decade in

fundraising. Within that time she's worked also as a consultant, led the national fundraising team at Comic Relief and launched the first 'Have a Heart' Appeal on Heart Radio. She's now hoping to lead Amref on a period of growth and innovation.



**18 Stephen George**

**(6) Revenue fundraising director, Maggie's Cancer Centres**

George joined Maggie's Cancer Centres in May last year, just as the

charity announced a strategic plan involving massive expansion and fundraising growth. George is also chair of legacy promotion organisation Remember A Charity, which last year sparked a coordinated international legacy-promotion effort.



**19 Tom Ahern (-)**

**Consultant and author**

Referred to by Mark Phillips as no less than "the king of the charity newsletter", the American author

of four fundraising books makes his debut appearance in the poll. He belongs to that contingent of fundraising consultants – well-represented in this poll – who travel the world, speaking at conferences and hosting workshops.



**20 The Beneficiary (45)**

Veterans, people with learning disabilities, women striving towards self-sufficiency in the developing

world, tigers – whoever or whatever your charity works to support, protect, rescue or repair. Without the stories, aspirations, hardships and successes of charity beneficiaries fundraisers would simply not exist.

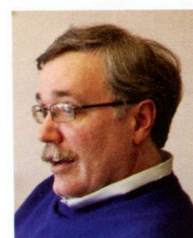


**21 Tim Longfoot**

**(32) Consultant, Open Fundraising,**

Longfoot is one half of the founding team of Open Fundraising, which has been running for nigh-on

three years, but which has been pulling in some big clients – WWF, Christian Aid, British Heart Foundation – Longfoot and his team have some big boys on their books. One of their projects this year brought regular giving to SMS donations.



**22 Jeff Brooks (44)**

**Creative director, True Sense Marketing**

Brooks is one of the veteran fundraisers who has taken to social media with the enthusiasm of

an intern on a three-month placement. An avid Twitterer and writer of the Future Fundraising Now blog, Brooks has been working the sector for over two decades. The Seattle-based fundraiser also hosts a podcast called 'Fundraising is beautiful'.

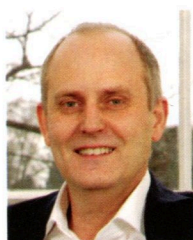


**23 Paul Marvell (-)**

**Director of learning, Institute of Fundraising**

In a year which, for the Institute, involved a number of high-profile departures,

Marvell has been a constant presence since joining two years ago. In particular he has been pushing the organisation's big continuous professional development agenda and leading on the effort to get more fundraisers on to trustee boards.



**24 Richard Taylor**

**(-) Director of fundraising and supporter marketing, Cancer Research UK**

It's only right that the person responsible for raising money

at the charity which raises the most voluntary income in the country gets a mention in this poll, *n'est pas*? Taylor, who leads a team of 2,000 fundraisers at CRUK, also became an Institute of Fundraising trustee this year.



**25 Thomas**

**Hughes-Hallett (-) Chair, Philanthropy Review**

A chief executive on the Most Influential?! Yes, it's true. But Hughes-Hallett is

no ordinary chief executive; the Marie Curie Cancer Care chief has made a big splash this year as chair of the Philanthropy Review, dealing with government and the sector alike on the issue of how to incentivise giving.



**26 Howard Lake (40)**

Publisher and consultant, *UK Fundraising*

**27 Craig Linton (-)**

Head of fundraising, Greater London Fund for the Blind

**28 Giles Pegram (28)**

Consultant

**29 Pamela Grow(-)**

Consultant and blogger

**30 Paul Amadi (22)**

Director of fundraising, NSPCC

**31 Beth Kanter (-)**

Author and consultant

**32 Celina Ribeiro (-)**

Editor, *Fundraising* magazine

**33 Liz Tait (24)**

Director of fundraising, Battersea Dogs and Cats Home

**34 Aline Reed (-)**

Head of creative, Bluefrog

**35 Damion O'Broin (-)**

Founder and director, Ask Direct

**36 Stephen Pidgeon (21)**

Chair, Tangible Response

**37 Richard Verden (19)**

Head of individual giving, British Red Cross

**38 Mal Warwick (-)**

Consultant, Mal Warwick Associates

**39 Richard Radcliffe (38)**

Consultant, Smeed and Ford

**40 The Donor (2)**

**41 David Burrows (16)**

Head of fundraising, TDA

**42 Zarine Kharas (29)**

Chief executive, JustGiving

**43 Derek Humphries (30)**

Director, DTV

**44 James Briggs (37)**

Founder, Open Fundraising

**45 Tony Elischer (7)**

Managing director, Think Consulting

**46 Chris Carnie (-)**

Founder, The Factory

**47 Danielle Atkinson (-)**

Head of digital and individual giving, Merlin

**48 Paul Farthing (-)**

Director of fundraising, Age UK

**49 Tobin Aldrich (-)**

Director of fundraising, WWF

**50 Bernard Ross (15)**

Consultant

# Future Fundraising supports your donors' journey towards a lifetime of regular giving. Step by step.

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