

NEWSLETTER

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Editor's Welcome

Here we are - 2021!

We are now professionals in all things virtual thanks to Zoom, Teams, etc., so we're looking forward to our annual Apra Australia conference online later this year.

Our inaugural mentoring program will soon complete it's first full year so we're looking for mentors and mentees for the next round of the program. Also, there's our goals review below - please get in touch to provide your input.

Lastly, we have a wonderful profile of Kim Hill, Head of Prospect Development, World Vision, speaking of her experience in our sector for over a decade

Tim Grime
Editor

From *Apra International's Connections* online journal, dive into [Best of Connections 2020](#) - a collection of the top Connections pieces from 2020.

Apra Australia Goals 2020/21 Review

In our last survey to members at the end of 2019 we garnered information on the priorities you wanted to see activated by the Apra Australia Board.

The mentoring program, webinars and this newsletter are just some of the examples that have been initiated. We will also be upgrading our website very soon.

Below is the a summary of what is in progress as well as other opportunities we have identified.

We would like you to be involved in any of these projects, so please contact us at info@apraaustralia.org.au as we are a community and our success depends upon your engagement.

Ongoing/In Progress

Initiative	Update
Mentoring program	<ul style="list-style-type: none"> • May 2020-21 cohort is active • Participant survey and check in by end April
Webinars	<ul style="list-style-type: none"> • Q2 webinar pending presenter coordination
Reach out to NFPs or similar professional bodies for cross promotional or learning purposes.	<ul style="list-style-type: none"> • Two webinars to/from FIA in 2020. • Plan for cross-promotion and investigate development of FIA Special Interest Group. • Consider groups such as Blackbaud users or data analysts.
Periodic Newsletter	<ul style="list-style-type: none"> • Ongoing
Recruitment of future board members and volunteers	<ul style="list-style-type: none"> • Two volunteers late 2020 • Create coordination system for member outreach • Create handover document for new board arising from 2021 elections
National conference	<ul style="list-style-type: none"> • Virtual conference, November.
Welcome pack for new members	<ul style="list-style-type: none"> • Welcome pack for new members completed. • Integrate into website and regular newsletter.

What other opportunities have we identified?

- Networking and social events
- Coordinating or facilitating site visits
- Define or explore professional pathways
- Apra Australia Representatives at Conferences
- Member survey
- Prizes to recognise industry contributions
- Active deployment of Apra International Advocacy Toolkit

Diary Dates:

- **14 May (USA) - Apra Florida - Virtual Conference: Using Data in the Art of Fundraising**
- **27 May (UK) - PyroTalks CIC NanoConference 07 Leaving the EU: The Real Opportunities and Threats for Big Philanthropy**
- **27-30 July (USA) - Apra Prospect Development 2021 Conference, Indianapolis, Indiana. (virtual option available)**
- **Apra Australia 2021 Conference (Nov 2021 tbc)**

Any dates you'd like to share - let us know!

Handy reference sites:

- [Apra Carolinas](#) have shared a handy page of free resources to add to your research toolkit. Handy for your USA-based research.
- [Australian and New Zealand Art Sales Digest](#) is the site for art market information forthcoming auctions, past auction results from 1969 to the present, market statistics, news and opinion
- [Astra Diligence](#) a consulting business focusing on Asian individuals, companies, trusts, and foundations.
- [AFR 2020 Rich List Top 200](#)
- The Australian - [2020 The List: Australia's Richest 250](#)
- [Forbes 2021 Billionaires](#) list has been published

Meet one of our members:

Kim Hill

What is your current role?

Head of Prospect Development, World Vision

And what is your key objective in this role?



I want to see children have a better future, this is something that has been an objective all through my career.

Specifically, with World Vision as a member of the Private Funding Lead Team, we are significantly ramping up our Major Gifts program and I'm focused on driving our strategy and prospect development to take advantage of our strong and long-term supporter base.

Years of experience in Prospect Research/Development

14 years

If you have had other roles in NFP/HE/Arts/etc could you provide a brief overview of those roles and years of experience? And any highlights you'd like to share from any of these roles?

Although the majority of my career has been within the University sector, I've also worked in the charity sector for a number of years now and although the programs differ, in all spaces the quality of major gifts programs has been growing in sophistication and breadth. This has been amazing to see in a relatively short period of time in Australia.

Any insights you could share on your experience at UCLA compared with the Australian experience? Key differences in the way we approach the work?

My experience at UCLA was amazing and I learned a lot from the sheer scale of fundraising done. I will say that we approach our work in the same way here in Australia but the US Prospect Research professionals just have more

tools and resources at their disposal! This is fun and also makes things slightly easier. I think we should be proud of ourselves for the incredible work we do here in Australia with very limited information and a greater need for nuance.

You've spent some time outside of Prospect Research/Development, yet still within the philanthropy sector – how has this informed your work more recently?

For many years I was leading Major Gift teams and this felt like a very natural progression from running Prospect Development teams. I absolutely loved being able to meet with donors and engage in a new way. When I was approached by World Vision to head up their Prospect Development team and join their lead team working closely with the strategy for the major gift program, I felt it was a great opportunity to utilise my experience in relationship management and bring a unique perspective to prospect development. Having worked in both spaces, I feel I can speak both languages, so to speak, and this helps me bring our team together in a productive way. Both sides of philanthropy present challenges and to be successful, it helps to have experience with both.

What inspires you in your role/at your current organisation?

As we all know, being inspired by the work your organisation does will help motivate you on the hard days or the days when things don't go to plan. But most of all, it's very exciting enabling a donor to make a difference to projects that are close to your own heart. There's truly nothing like seeing a big gift come in that you know will change lives.

Your favourite or valued resource, and why (preferable for an online source which can be shared)

Contact Reports from your relationship managers! Online resources are amazing and provide the backbone of your strategy but sometimes nothing can beat direct feedback from people who are meeting with your prospects. Some of the best leads have come from seemingly minor chats or conversations!

Tell us something not many people know about you.

I co-own a bar with my family purely so I can choose the music!



Prospect Researcher @ProspectNZ · Feb 17

PRO TIP for fundraisers: don't use this approach!



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CIOF Researchers in Fundraising @CIOFResearchers · Mar 24

Couldn't quite find the right photo, but all #prospectmanagement pros know what I mean #prospectresearch



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