

# Media Release

## from the fundraising sector

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### **Need to Invest in Young Fundraising – Rising Stars Get a Boost from FIA & Robejohn**

The industry's peak body, Fundraising Institute Australia (FIA), has joined forces with consultancy, Robejohn, to address ongoing sector issues of high turnover of fundraising staff and lack of training via FIA's Young Fundraiser of the Year Award.

One of the annual FIA National Awards for Excellence in Fundraising – to be announced in February in Brisbane – the prize has been revamped for 2015 to give winners even more learning, development and networking opportunities, along with greater recognition.

The move is “a way of recognising, motivating and keeping talent in the sector,” said FIA Chief Executive Officer, Rob Edwards. “I believe it is critical that we develop and retain our skilled and enthusiastic young fundraisers.”

“Winners cite their increased sense of confidence, passion for fundraising and the encouragement the award gives them to strive to do more,” he added.

Robejohn has got behind the effort to nurture the great fundraisers of the future by investing in the Young Fundraiser of the Year Award for the next three years.

To Robejohn's managing partner, Kathy John, FFIA, the award is critical for the sector to thrive. “It is the responsibility of experienced fundraising practitioners to help identify and invest in the sector's up-and-coming leaders,” she said. “The Young Fundraiser of the Year Award provides an important vehicle for finding and acknowledging outstanding young fundraisers and encouraging them to continue in their fundraising career.”

The opportunities now offered by the award include scholarships for each state winner to attend the 2015 FIA Conference in Brisbane and the Fundraisers' Gala Awards Dinner, and covers airfares and accommodation for two nights. The national winner, to be revealed on the night, will receive an all-expenses-paid scholarship to attend the 2015 AFP Conference in Baltimore, USA, plus the opportunity to undertake FIA professional development courses and speak at FIA events through the year.

The joint winners of 2014's Young Fundraiser of the Year Award have already seen a lift in their careers and their confidence.

“A sense of accomplishment, pride and joy were immediate and welcome emotions,” said Ashlie Hirniak, who is the Fundraising and Partnerships Manager at Channel 7 Telethon Trust. “This achievement has cemented my career as a fundraiser and has reaffirmed my reasons for choosing this path.”

Fellow 2014 winner, Melita Griffin, Director for the Centre of Community Relations at St Michael's Collegiate School, said “I have been viewed as a leader in the profession. People have called on me for my opinion. The award has given me the confidence to take on new challenges.”

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