

## **Immediate Release 06/05**

# **Joe Saxton voted UK's "most influential person in fundraising"**

**Joe Saxton – recently appointed chair of the Institute of Fundraising and director of not for profit sector think tank nfpSynergy – has been voted the UK's most influential person in the fundraising sector. Professional Fundraising magazine's third annual reader survey – the largest to date – saw Chancellor of the Exchequer Gordon Brown trailing in sixth place, with Bob Geldof at number thirteen.**

Professional Fundraising's citation read:

*"[Joe Saxton] is one of the sector's foremost researchers and thinkers at think tank nfpSynergy, exploring hard-hitting issues affecting fundraising and coming up with results which are not always what people may want to hear, but are formed from objective and incisive research. As chair of the Institute of Fundraising, Saxton wants to raise the profile of fundraisers and the fundraising profession to such a level that it is seen as natural to ask a fundraiser to comment about the best way to increase public giving in the UK."*

The magazine's editor Ian McQuillin added:

*"This ranking was no mere self-referential backslap to a few choice individuals. Fundraising is becoming a highly professionalised sector. It is important that practitioners know about the most influential people operating in it today since this knowledge could and should affect the way they go about their business."*

Lindsay Boswell, chief executive of the Institute of Fundraising (which Saxton is Chair of) – himself number four in the list, with head of policy, Andrew Watt ranked number two and vice chair Alan Gosschalk at three - said: "Joe's opinions and insights on a wide range of topics are always keenly anticipated. He is hugely influential in fundraising and his views have a continued impact across the whole sector. We're delighted he has been voted top of the list."

Professional Fundraising magazine's Top 50 most influential people in UK fundraising (last year's ranking shown in brackets) were:

1. Joe Saxton, driver of ideas, nfpSynergy, chair, Institute of Fundraising (7)
2. Andrew Watt, deputy chief executive, Institute of Fundraising (1)
3. Alan Gosschalk, director of fundraising, Shelter, vice-chair Institute of Fundraising (2)
4. Lindsay Boswell, chief executive, Institute of Fundraising (6)
5. Ian MacQuillin, editor, Professional Fundraising (8)

6. Gordon Brown, Chancellor of the Exchequer (3)
7. Adrian Sargeant, Bristol Business School (14)
8. Ken Burnett, chair, Cascaid Group (11)
9. Paul Goggins, Minister with responsibility for the voluntary and community sector (-)
10. Fiona Duncan, chair, Institute of Fundraising (Scotland) (4)
11. Anne-Marie Piper, partner, charities team, Farrers (17)
12. Cathy Pharaoh, director of research, Charities Aid Foundation (-)
13. Sir Bob Geldof (-)
14. Alan Clayton, managing director, Cascaid (20)
15. Tim Hunter, deputy director of fundraising, NSPCC (4)
16. Tony Elischer, managing director, Think Consulting Solutions (10)
17. Simon Collings, chief executive, Resource Alliance (-)
18. Richard Corden, Home Office Active Community Unit (-)
19. Andrew Hind, ceo, Charity Commission (-)
20. Mark Astarita, director of fundraising, British Red Cross (15)
21. Brendan Gormley, ceo, Disasters Emergency Committee (-)
22. Andy Thornton, director, Giving Nation (-)
23. Geraldine Peacock, chair, Charity Commission (25)
24. Giles Pegram, director of fundraising, NSPCC (37)
25. Howard Lake, UK Fundraising (39)
26. Judy Beard, director of fundraising and communications, Macmillan Cancer Relief (44)
27. Stephen Lee, Henley Management Centre (34)
28. Lord David Sainsbury (-)
29. Kevin Kibble, publisher, Professional Fundraising (23)
30. Jonathan Parris, director, Legacy Promotion Campaign (-)
31. Gill Raikes, director of fundraising, National Trust (-)
32. Sue Brumpton, director, PFRA (-)
33. Simon Hebditch, policy director, Charities Aid Foundation (41)
34. Chris Carnie, managing director, The Factory (-)
35. Tania Cohen, director of fundraising strategy, British Red Cross (-)
36. Simon Burne, consultant, Think Consulting Solutions (9)
37. Luke Fitzherbert, Directory of Social Change (40)
38. Steve Andrews, chairman, Whitewater (19)
39. Beth Breeze, deputy director, Institute of Philanthropy (-)
40. Andrew Nebel, head of fundraising, Barnardo's (-)
41. Campbell Robb, director of public policy, NCVO (-)
42. Richard Radcliffe, chair, Smee and Ford (-)
43. Bernard Ross, The Management Centre (50)
44. Lord Philips of Sudbury (-)
45. Lord Hodgson
46. Tanya Steele, director of supporter relations and fundraising, Save The Children (-)
47. Stephen Cook, editor, Third Sector (-)
48. Lord Best, Chair of the new Giving Forum (-)

49. Cathy Sullivan, managing director, Fundraising Initiatives (24)  
50. Nick Booth, campaign director, NSPCC (-)

- ENDS -

## Notes to Editors:

### Joe Saxton

Joe Saxton co-founded nfpSynergy in 2002 after fifteen years experience in the voluntary sector, including as a director of the RNID (Britain's largest charity for deaf and hard of hearing people) and as a trustee of the RSPCA.

He has recently (May 2005) been appointed Chair of the Trustees of the Institute of Fundraising ([www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)) - the professional body for fundraising and the largest individual representative body in the voluntary sector, with 4000 individual members and 200 organisational members. Joe was recently named one of the hundred most influential people in UK social policy by The Guardian and has been repeatedly voted one of the ten most influential people in UK fundraising by Professional Fundraising, most recently weighing in at the Number 1 slot (see above release).

A well-known and respected voice within the charity world and frequent face at sector conferences, Joe has contributed - via original research, opinion pieces and interviews - to a wide range of specialist and mainstream media, both print and broadcast, from Third Sector and The Guardian to BBC Breakfast and BBC Radio 4.

### nfpSynergy

nfpSynergy is the UK's only think-tank dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world. Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - nfpSynergy has a vast and ever-growing knowledge pool from which to extract and deliver insights.