

**Immediate release 18/07/06**

# **Joe Saxton voted UK's “most influential person in fundraising” for second year running**

Joe Saxton – chair of the Institute of Fundraising and Driver of Ideas at not for profit sector think tank and research consultancy *nfpSynergy* – has been voted the UK's most influential person in the fundraising sector: for the second year running. *Professional Fundraising* magazine's fourth annual reader survey – the largest to date – saw Chancellor of the Exchequer Gordon Brown trailing in third position; third sector minister Ed Miliband at number 20; Bono at 25; and Bob Geldof at 29.

***Professional Fundraising's* citation read:**

“Appointed as the chair of the Institute of Fundraising in April 2005, over the past year Saxton has sought to raise the profile of fundraisers and their profession. He is also one of the sector's leading researchers and - through *nfpSynergy* - he monitors developments in fundraising, providing charities with valuable information about topics such as youth engagement, the difficulties of working with restricted income and public awareness of charity brands.”

**Director of Fundraising at Shelter, Alan Gosschalk – himself number two in the list – said:**

“Joe was deservedly voted most influential person in fundraising yet again this year. As well as chairing the Institute of Fundraising and contributing to the ImpACT Coalition's development, he ensures that his research company *nfpSynergy* are innovative - freely sharing new information around the sector. Joe is always willing to help charities to develop and this largesse contributed, I think, to him carrying the vote again. In his spare time he even manages to chair another charity, People and Planet!”

***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 (1)
2. Alan Gosschalk, director of fundraising, Shelter; ImpACT Coalition (3)
3. Gordon Brown, Chancellor of the Exchequer (6)
4. Alan Clayton, managing director, Cascaid (14)
5. Lindsay Boswell, chief executive, Institute of Fundraising (4)
6. Professor Adrian Sargeant, Bristol Business School (7)
7. Mick Aldridge, chief executive, Public Fundraising Regulatory Association (-)
8. Ken Burnett, chair, Cascaid Group; chair ActionAid (8)
9. Jon Scourse, chief executive, Fundraising Standards Board (-)
10. Tony Elischer, managing director, THINK Consulting Solutions (16)
11. Howard Lake, UK Fundraising (11)
12. Megan Pacey, director of policy and campaigns, Institute of Fundraising (-)
13. Anne-Marie Piper, partner, Farrers and Co (11)
14. Sarah Lyness, executive co-director of fundraising and marketing, Cancer Research UK (-)
15. Mark Astarita, director of fundraising, British Red Cross (20)
16. Tania Cohen, head of fundraising strategy, British Red Cross (35)
17. Bernard Ross, director, =mc (50)

18. *Colin Lloyd*, chair, Fundraising Standards Board (-)
19. *Tim Hunter*, deputy director of fundraising, NSPCC (15)
20. *Ed Miliband*, minister for the Third Sector (-)
21. *Giles Pegram*, director of fundraising, NSPCC (24)
22. *Kevin Kibble*, managing director, Fundraising Initiatives Ltd (29)
23. *Roger Lawson*, planning director, Cascaid (-)
24. *John Grain*, fundraising consultant, Cascaid (-)
25. *Bono*, U2's frontman and instigator of (PRODUCT) RED (-)
26. *Fiona Duncan*, director of fundraising, Capability Scotland; chair, Institute of Fundraising (Scotland) (10)
27. *Pauline Broomhead*, regional manager of the FULL STOP appeal, NSPCC (-)
28. *Judy Beard*, head of fundraising and communications, Macmillan Cancer Support (26)
29. *Sir Bob Geldof*, campaigner, Make Poverty History (13)
30. *Dr Salvatore LaSpada*, chief executive, Institute for Philanthropy (-)
31. *Elias Koronis*, community and direct marketing manager, Shelter (-)
32. *Ruth Ruderham*, head of supporter development, Friends of the Earth (-)
33. *Steve Andrews*, chair, Whitewater Creative Services (19)
34. *Campbell Robb*, director of public policy, NCVO (41)
35. *Nick Booth*, campaign director, NSPCC (50)
36. *Gill Raikes*, director of fundraising, National Trust; chair, Institute of Fundraising's National Convention Board (31)
37. *Richard Radcliffe*, legacy consultant (42)
38. *Gordon Michie*, international commercial director, Fundraising Initiatives Ltd (Scotland) (-)
39. *Julius Wolff-Ingham*, head of marketing and fundraising, The Salvation Army (-)
40. *John Baguley*, director, International Fundraising Consultancy (-)
41. *Beth Breeze*, publications editor, Philanthropy UK (39)
42. *Rupert Tappin*, managing director, Future Fundraising (-)
43. *Amanda Delew*, interim fundraising director, V; former campaign director, The Giving Campaign (-)
44. *Geraldine Peacock*, outgoing chair, Charity Commission (23)
45. *Luke Fitzherbert*, senior researcher, Directory of Social Change (37)
46. *Michael Buerk*, face of Remember a Charity (-)
47. *Jane Tomlinson*, founder/fundraiser, Jane Tomlinson Appeal (-)
48. *Sean Triner*, acting chief executive, MIND; founder, Pareto Fundraising (Australia) (-)
49. *Simon Burne*, consultant, senior consultant, THINK Consulting Solutions (36)
50. *Richard Verden*, head of individual giving, British Red Cross (-)

**To ask Joe Saxton to comment on any charity or fundraising-related issue, to invite him to expound his own insights and opinions, or simply to interview or profile him, please contact:**

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## **Note 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.

*nfpSynergy* ([www.nfpsynergy.net](http://www.nfpsynergy.net)) is the UK's *only* think-tank and research consultancy 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.

Joe is 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. He was recently named one of the hundred most influential people in UK social policy by *The Guardian*

and has been voted the most influential person in UK fundraising by *Professional Fundraising* for the last two years (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*.