

08

**Fall**

Proposal

For

Client

Date

# CONTENTS

BACKGROUND 2

PROPOSAL FOR WORK 2

COSTS 2

PERSONNEL 3

APPENDIX 4

# BACKGROUND

# PROPOSAL FOR WORK

# COSTS

# PERSONNEL

## Stuart Sherriff

Stuart established Gryphon Research Ltd in August 2011 and has worked with dozens of charities in prospect research, applications and fundraising strategy development. Stuart has extensive experience of the funding environments within the UK, Europe and the United States, having worked with a variety of funders across many countries. Stuart regularly speaks about, and has a particularly strong track record on European fundraising.

Career highlights include heading up the trust fundraising at the following:

* British Lung Foundation – increased trust income from £143k to over £700k pa
* World Cancer Research Fund – grew trust income from scratch to £300k in 2 years
* St Dunstan’s (now BVA) – doubled trust income and found over 4,000 wealthy donors through prospect research and wealth screening
* Fauna and Flora International – increased trust income from £600k to £2m in three years through the development of key European foundation markets

In addition, Stuart:

* Helped fundraise for a number of smaller organisations, including a local library in Little Chalfont, the Charles Dickens Museum and British Medical Ultrasound Society.
* Provided bespoke fundraising consultancy for international charitable organisations in Ecuador, Belize and Kenya.
* Part of the Institute of Fundraising’s Convention Board (2014-17)
* Was involved with the Institute of Fundraising’s Trust Special Interest Group for six years; three as Chair (redrafting the IOF Codes of Conduct for trust fundraising).
* Regularly speaks at conferences and seminars, on developing trust strategy, and fundraising from Europe, and
* Teaches a module on fundraising at the University of Cambridge.

Academic qualifications:

* MSc. Charity Marketing and Fundraising, Cass Business School, 2007
* PG Dip. Charity Marketing and Fundraising, Cass Business School, 2006
* BSc. Anthropology (Hons) 2.1, University College London, 2001

## Finbar Cullen (Prospect Research)

Finbar has worked in the voluntary sector for over twenty years and has been a prospect researcher for over a decade.  He established ResearchPlus in January 2005, and offers a range of prospect research, training and consultancy services.

Finbar has experience in researching individuals, companies and grant-making trusts using a wide range of public domain sources.  Finbar previously worked as a senior researcher at Factary, and as editor of New Trust Update, Finbar has also worked for Children's Hospice South West on their major capital appeal.

Finbar is an associate of Gryphon Research Ltd, International Fundraising Consultancy and Action Planning, and writes a Blog on the UK Fundraising website. He contributed to Major Donor Fundraising by Margaret Holman & Lucy Sargent and is a regular speaker at fundraising events around the country.

# APPENDIX