

Press Release
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Doyen of fundraising honoured for three decades of service to NPO sector

In recognition of her dedicated service to fundraising development for non-profit organisations, Jill Ritchie was named as a Fellow of the Southern African Institute of Fundraising (SAIF) at their AGM on Tuesday 23 June, 2015.

Recognised as one of South Africa's most experience fundraisers and trainers, Jill has spent three decades raising money for and advising civil society organisations, as diverse as anti-apartheid organisations, environmental projects and the performing arts.

"The SAIF Fellow Award is our highest honour and is reserved for those individuals who've made a significant contribution to advancing the fundraising profession and supporting its development," said Sarah Scarth, SAIF Western Cape branch Chairman.

Notwithstanding her success in raising over R2 billion for southern and South African organisations and writing 27 books, mostly on fundraising, during her career to date, Jill recognises how tough it is to be a fundraiser in these challenging times and is distressed that too many people leave the fundraising profession each year.

"Fundraising is hard - harder than ever and how we go about things must change. NPOs are (or should be) run in a business-like manner and fundraisers and all that we do, must be professional at all times. I am deeply honoured to be named a SAIF Fellow and I encourage every fundraiser in South Africa to apply for membership of SAIF in order to add credibility to their CVs and to vouch for their ethics," she said.