



530 - 70 Arthur Street  
Winnipeg, Manitoba  
R3B 1G7  
Fax: (204) 944-0468

## ***Fundraising Theory and Practice: Level III***

**Instructor:**           **Patricia Hardy MA, ACFRE**  
Phone:           944-1139  
Cell:           793-4759  
Email:           [pathardy@tunnelwood.com](mailto:pathardy@tunnelwood.com)

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This course focuses on donor relationships and the art & science of building sustainable funding sources

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### **Learning Outcomes**

Students will:

Gain an understanding of how to develop strategies to create and nurture a philanthropic culture in their organization.

Gain an understanding of the science of developing a targeted engagement strategy focussing on donors.

Gain an understanding of how to manage relationships and implement stewardship activities.

Gain an understanding of the science of evaluating fund raising costs and investment budgets.

Gain deeper understanding of ethical standards and the dilemmas that fund raisers are faced with in their working lives.

## **Course Content**

- \* Determining organizational readiness and external responsiveness.
- \* Strategies for creating and nurturing a philanthropic culture.
- \* Needs assessment and strategic planning leading to the development of a marketing plan.
- \* How to engage decision makers.
- \* How to develop an investment budget and analyse fund raising costs
- \* How to identify and deal with ethical dilemmas and illegal acts.

## **Learning Methodologies**

Group discussions, readings, case study, lectures, and videos.

**Patricia Hardy, MA, ACFRE (Instructor)**  
**The Tunnelwood Group**

- Worked in the field of philanthropy since 1981 as a Division Director with the United Way of Winnipeg; Director of Development for the Ontario Division of the Canadian National Institute for the Blind. Started a consulting firm in 1992 and has worked with CNIB's Nationwide Capital Campaign, the University of Winnipeg, Manitoba Clearinghouse, Winnipeg Film Group, Floating Gallery, The Centre for Rupert's Land Studies, National Screen Institute, University of Manitoba, the International Institute for Sustainable Development, Plug In Institute for Contemporary Art, National Aboriginal Diabetes Association, Center for Indigenous Environmental Research, Manitoba School Improvement Program, Shakespeare in the Ruins and Steinbach Christian Schools.
- Taught fund raising courses to people from Fiji, Kenya, Uganda, Nigeria, India, Nepal, Ghana, the Czech Republic, the Slovak Republic and across Canada.
- Received designation from the Association of Fundraising Professionals as a Certified Fund Raising Executive (CFRE) in 1992 and in May, 1999 became the first ACFRE in Canada and the 39<sup>th</sup> in the world
- Professional associations have included CASE, CCAE (Canadian Council for the Advancement of Education), CAGP (Canadian Association of Gift Planners), AFP (Association of Fundraising Professionals), ARNOVA (Association for Research on Nonprofit Organizations and Voluntary Action)
- Volunteer with the Association of Fundraising Professionals and has served as a delegate to the International Assembly of AFP; a member of the International Development Committee for AFP; member of the AFP Finance Committee; board member for the AFP foundation; member of the Canadian Council; chair of the Canadian Council Task Force on Education; appointee to the CFRE Board; a member of the Continuing Education Review Board; Member of Practise Analysis Task force and as a founding member of the Manitoba Chapter of

AFP. In 2000, the Manitoba AFP established the Patricia Hardy Scholarship for Professional Advancement in recognition of her contribution to the community

- Founding member of Leave a Legacy (Manitoba) and founding Chair of the Leave a Legacy Marketing Committee
- Presented workshops at various conferences including the Association for Fundraising professionals international conference in San Diego and Toronto
- Holds a BA (History) from The University of Winnipeg and an MA (Philanthropy and Development) from St. Mary's University of Minnesota and is certified as a Master Teacher by the Centre for Philanthropic Studies at Indianapolis University, Indiana.
- Lives north of Winnipeg on a ranch with her artist husband Tim, three dogs, five horses and four cats.