



civil sector press

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### **Street-Smart Knowledge from 20 of Canada's Top Fundraisers**

An essential resource for Canadian fundraisers will be released today by The Civil Sector Press Division of The Hilborn Group Ltd ... [Excellence in Fundraising in Canada](#). This will be the first comprehensive fundraising textbook written by Canadians for Canadians. [Excellence in Fundraising in Canada](#), edited by Guy Mallabone, an outstanding leader in the fundraising field, collectively represents more than 400 years of fundraising experience! Written by the “Who’s Who” of fundraising, the book celebrates the 20<sup>th</sup> anniversary of the Hilborn Group, Canada’s leading information service organization targeting the non-profit sector. Hilborn Group CEO and founder Jim Hilborn states “I have witnessed and reported on the non profit industry’s challenges, best practices and changing climate for two decades and thought it was high time we gathered the sector’s best minds to compile a comprehensive roadmap for today’s Canadian fundraisers.”

The more than 20 authors who contributed chapters to the book are industry leaders from across the country. They all felt passionate about sharing the Canadian fundraising experience, and adding to that body of knowledge. Dale Godsoe, President of Capital Cities Consulting asserts, “A copy of this book should be in every fundraiser's office.” Editor Mallabone agrees, adding, “It provides an invaluable resource for fundraisers at the mid and junior level, this book will be a “must-have” resource for non-profit organizations, regardless of size or sector.” From fund development planning, ethics, and prospect and donor research; to internet fundraising, volunteer management, and governance and boards, this twenty-chapter book covers the gamut of essential topics for fundraisers.

Copies of [Excellence in Fundraising in Canada](#) will be available for sale at Books for Business and online at <http://bit.ly/excellenceincdnfrbook>

**Hilborn**, via *Canadian Fundraising & Philanthropy* (formerly *Canadian FundRaiser*) has been updating nonprofit leaders on news, trends, tips and analysis of developments in the fields of fundraising and nonprofit management since 1991. Beginning as a semi-monthly newsletter, their services have grown to include a second newsletter (*Gift Planning in Canada*), Key-To-The-Sector workshops and webinars, the FORA speaker series, Civil Sector Press book publishing and a new planned giving consulting service, *PGgrowth*..

**The Editor:**

A pre-eminent Canadian fundraising professional with 31 years' experience in fund development, Guy Mallabone is currently President/CEO of Global Philanthropic Canada, and Principal and Senior Counsel for Mallabone & Associates Ltd. With this background, Guy presents the perfect credentials to serve as the Editor and a contributing author to this essential text for the nonprofit sector.

Prior to this, Guy served as Vice President, External Relations and Chief Development Officer for SAIT Polytechnic, where he helped secure a \$15 million gift, the largest ever given to a technical institute or college in Canadian history. Further, he serves as Adjunct Professor at the Masters Program in Fundraising at the University of Bologna, Italy, and regularly lectures to fundraising audiences across the world from Australia to South Africa. For more information, or to arrange an interview with Guy, please contact Jennifer Hilborn at 416-826-3091, or [jennifer@esteemedevents.com](mailto:jennifer@esteemedevents.com).

**The Contributing Authors:**

Each contributing author to Excellence in Fundraising in Canada is a leading prominent fundraising professional. They include: Ken Wyman, Dianne Lister, Pearl Veenema, Peter McKinley, Nick Jaffer, Stephen Thomas, Hala Bissada, Harvey McKinnon, Tony Myers, Nicholas Offord, Val Hoey, Richard Walker, Mike Johnston, Leslie Weir, Luce Moreau, Andrea Mcmanus, Boyd McBride, Tania Brandstrom, John Bouza, Sharilyn Hail and Pat Hardy. For more information, or to arrange an interview with any of the contributing authors, please contact Jennifer Hilborn at 416-826-3091, or [jennifer@esteemedevents.com](mailto:jennifer@esteemedevents.com).