



About Blueprint Fundraising and Communications

Blueprint works with nonprofits and businesses to inspire the community support they need to achieve amazing things. Passionate people and good causes energize us. Do you need to communicate with flair, raise more money and build a stronger organization?

We can help.

EXPERTISE

- Fundraising audits and plans
- Major gift, annual fund, planned giving programs
- Online fundraising
- Capital campaign feasibility studies
- Hands-on campaign management
- Fundraising training and coaching
- Executive search for fundraising positions
- Communications campaigns and writing projects
- Case statements, proposals, direct mail
- Sponsorship development
- Prospect research

RESULTS

Blueprint has helped raise millions of dollars and has aided clients in forging strong relationships with donors and other important constituents.

We maintain a busy practice with low overhead, ensuring that every project is conducted in a cost-effective and flexible manner to suit our clients' budgets and ambitions.



ANDREA SEALE, CFRE PRINCIPAL

Andrea Seale has worked in fundraising and communications since 1994. She leads all of Blueprint's projects and brings extensive experience and enthusiasm to every fundraising challenge. She has helped myriad nonprofits raise millions, build smarter fundraising programs and create lasting relationships with donors.



A few of Andrea's recent projects include:

- Creating a new organizational fundraising strategy for the St. James Community Service Society, one of the region's largest charitable organizations, serving disadvantaged people in the Downtown Eastside;
- Recruiting a new fundraising executive for the Vancity Community Foundation;
- Coaching fundraising staff from 12 leading Lower Mainland charities on the development of major gifts programs;
- Writing appeals for the David Suzuki Foundation, BC Association for Community Living and the Adoptive Families Association of BC.

Before starting Blueprint in 2000, Andrea was Director of Individual Giving for Ecojustice (formerly Sierra Legal Defence Fund). Prior to that, as Development Director for The Banff Centre for the Arts, she managed a diverse multi-million dollar fundraising program, including an annual fund, scholarships, sponsorships, the Banff Midsummer Ball, endowment campaigns and a development team of four.

Andrea teaches in the BCIT School of Business Fundraising Management program and is a volunteer with Volunteer Vancouver. She has served on the board of the Co-operative Auto Network and Better Environmentally Sound Transportation. She is a member of the Association of Fundraising Professionals, serving on the Vancouver chapter board for three years and has co-chaired National Philanthropy Day, the chapter's signature fundraising event.

Andrea has an Honours Bachelor of Arts in Communications from McGill University, a Diploma in Public Relations from Mount Royal College in Calgary has been a Certified Fundraising Executive since 2000. Andrea shares fundraising ideas and news on her blog www.thefundit.com.



TAMARA WOJDYLO, CFRE ASSOCIATE

Tamara Wojdylo brings a wealth of fundraising experience to Blueprint clients and has a particular depth of knowledge in the in the areas of prospect research, donor information management systems and analysis, and fundraising event execution.



Tamara is a Raiser's Edge expert. She uses Crystal Reports to maximize the value of donor information tracked in Raiser's Edge, At Ease, eTapestry, DonorPerfect, Sage (formerly Paradigm), Maximizer, Act, Filemaker Pro and other fundraising and contact management software systems.

Tamara began her fundraising career with Coast Mental Health Foundation where she coordinated the Courage to Come Back Campaign, working closely with staff and volunteers to increase the profile of this highly successful event. She also raised funds for the \$2.7 million capital campaign for the Coast Mental Health Drop-In Resource Centre at Seymour and Davie.

At the Developmental Disabilities Foundation, Tamara built relationships with the clients' families, community, foundations and corporate partners. She managed all aspects of the annual Reaching for the Stars gala and promoted awareness of the abilities of people with developmental disabilities through the presentations via the United Way Speakers Bureau.

As part of the major and planned gift team at the Vancouver General Hospital and UBC Hospital Foundation, Tamara created new prospect management and analysis systems that allowed for better capture and use of donor information. By using her knowledge of best practices in prospect research, the team exceeded their annual fundraising goals.

Tamara has worked in the nonprofit sector since 2000, is a graduate of the BCIT Fundraising Management program and obtained her Certified Fundraising Executive designation in 2005. Tamara continues to volunteer with the Coast Mental Health Foundation and with CFRE International as a fundraising subject matter expert.

ANNE WILLIAMS, ABC ASSOCIATE

Anne is an award-winning Accredited Business Communicator specializing in writing, media relations and communications campaign development. Anne has been a public relations and social marketing professional for nearly 20 years.



Anne was National Communications Director for Ovarian Cancer Canada. As part of the executive team, she achieved unanimous consent in Canada's Parliament to recognize Ovarian Cancer Awareness Month in Canada. She also led the 14-city Winners Walk of Hope to the most successful fundraising year in its history. As spokesperson for the injury prevention program of British Columbia Children's Hospital, Anne's media relations skills earned the hospital the reputation as being among the country's most trusted sources in the field.

Anne is a seasoned writer and communications tactician. Her lengthy portfolio includes grants, sponsorship proposals, news releases, consumer articles, newsletters, brochures, print advertisements, broadcast public service announcements, e-news bulletins and websites. She has earned positive coverage in hundreds of online and traditional media throughout the country.

Anne has also organized communications and marketing programs for Muscular Dystrophy Canada, Vancouver General Hospital, the BC Paraplegic Association and McDonald's Restaurants of Canada. She helps clients raise money, increase awareness and speak with authority on their issues.

In 2006, she received an Award of Excellence in Media Relations from the BC Chapter of the International Association of Business Communicators (IABC). Anne is an Accredited Business Communicator with IABC International and has a Bachelor of Arts in Political Science from the University of British Columbia.





SELECTED CLIENTS

Since 2000, Blueprint has served clients from all parts of the charitable sector. A complete list can be viewed on our website: www.blueprintfundraising.com.

ARTS & CULTURE

Ballet British Columbia
Banff Centre for the Arts
Chor Leoni Men's Choir
DOXA Documentary Film Festival
H.R. MacMillan Space Centre
Out on Screen Queer Film Festival
Performing Arts Lodge Vancouver
PuSh International Performing Arts Festival
Richmond Art Gallery Association
The Dance Centre
Vanc Int'l Centre for Contemporary Asian Art
Vancouver East Cultural Centre
Vancouver Folk Music Festival
Vancouver International Writers Festival

CONSERVATION

Better Environmentally Sound Transportation
Canadian Parks and Wilderness Society BC
David Suzuki Foundation
Evergreen
Living Oceans Society
Marmot Recovery Foundation
Sierra Club of British Columbia Foundation
Smart Growth BC
Stanley Park Ecology Society
The Land Conservancy of BC
Vancouver Aquarium
West Coast Environmental Law
Western Canada Wilderness Committee
Yukon Conservation Society

FOUNDATIONS

Banff Community Foundation
Saanich Legacy Foundation
Sage Centre/Tides Canada Foundation
Vancity Community Foundation

GOVERNMENT

Bowen Island Municipality
City of Abbotsford
City of Coquitlam
City of North Vancouver
City of Vancouver
Metro Vancouver

COMMUNITY & HUMAN SERVICES

Adoptive Families Association of BC
Atira Women's Resources Society
BC Association for Community Living
Big Brothers & Big Sisters
Canadian Mental Health Association
Crisis Centre of BC
Leave Out ViolencE BC
McLaren Housing Society
North Shore Neighbourhood House
Pacific Post Partum Support Society
PLEA Community Services Society of BC
St. James Community Services Society
Sunshine Coast Community Services Society
WISH Drop-In Centre Society
Yaletown House

CORPORATE SOCIAL RESPONSIBILITY

BC Hydro
Canadian Business for Social Responsibility
Canadian Mountain Holidays

EDUCATION

British Columbia Institute of Technology
Simon Fraser University

HEALTH

Advocates for Care Reform
Canadian Council of the Blind
Looking Glass Fdn for Eating Disorders
OpenMedicine.ca

INTERNATIONAL DEVELOPMENT

CoDevelopment Canada

NONPROFIT CAPACITY BUILDING

Alliance for Arts + Culture
Centre for Sustainability
Training Resources for the Enviro Community
United Community Services Co-op
Volunteer Vancouver

SPORTS & RECREATION

Disabled Skiers Association of BC
Sport BC

SAMPLE PROJECTS: FROM FEASIBILITY TO FINAL CELEBRATION

From pre-campaign market surveys, to planning, case development and hands-on campaign management, Blueprint can provide the professional expertise to make your fundraising and communications projects successful. A few recent projects:



Vancouver International Writers Festival

Feasibility Study and Endowment Campaign Management

Blueprint recently managed a campaign to build the Alma Lee Legacy Fund endowment for the Festival. From prospecting to solicitation, Blueprint worked with staff and volunteers to raise \$350,000 in 12 months (which will be matched to create a \$910,000+ fund). The campaign concluded at the Festival's 20th Anniversary in 2007.



THE BANFF CENTRE

The Banff Centre for Continuing Education

Capital Campaign Counsel

Blueprint has provided fundraising and communications consulting for The Banff Centre's \$100 million campaign for new facilities, scholarships, programming and endowment. Our contributions have included creation of the case for support, major donor proposals, and solicitation training for the development team.



Chelan-Douglas Land Trust

Case Development and Campaign Counsel

Blueprint provided counsel, and researched and wrote the case for a \$2.5 million endowment campaign for this Washington land trust.

"The case statement has been extremely effective, and many people specifically mention how good it is. Several folks that we have met with, including two very experienced donors at the \$50,000 level, said it is one of the best they have seen." – Sharon Lunz, Development Director



H.R. MacMillan Space Centre

Feasibility Study

Blueprint was hired to test the feasibility of a new campaign to renovate existing facilities, purchase new equipment and augment programs.

"Andrea did a wonderful job. I appreciated her perspectives particularly when they differed from my own. Her report was clear, concise and provided invaluable advice on issues that the Space Centre needed to address to ensure the success of a capital campaign. I very much look forward to working with her again in future." – Lucy Komori, former Director of Development



WHAT CLIENTS SAY ABOUT BLUEPRINT

"Andrea is an expert in fundraising, from individual campaigns to corporate partnerships. Her work is thorough and thoughtful, as evidenced by her high success rate in securing funds for her clients."

– *Allison Markin, former Media Relations Manager, BCIT*

"The Land Conservancy has worked with Blueprint for over two years and on many campaigns, including our ongoing \$30 million *Ours Forever Campaign*. Having Blueprint with us has been fantastic – they are talented and have the respect of all of the members of our Development and Management team for their intelligent advice, hard work and results."

– *Bill Turner C.M., Executive Director, The Land Conservancy of BC*

"Andrea is gifted and patient. She gets results. This year the Crisis Centre was challenged to raise major gifts without the usual participation of a leadership gift. Together Andrea and I built a better gift chart, strengthened the case for support and kept communications on-schedule. I'm pleased to tell you that we just surpassed our major gifts target! I'd recommend Blueprint to any organization that is serious about raising more money."

– *Roger Kayo, former Development Director, Crisis Centre of BC*

"You are the best consultants I have worked with. You know your job, communicate well, produce more than what is expected, are pleasant and professional to work with, and guide us gently through the tough stuff."

– *Corrine Corry, former Director/Curator, Richmond Art Gallery*

"I feel we have an outstanding proposal. You are remarkable in this kind of work and I am so pleased that you were able to help us."

– *Sarah Hayes, Chief Development Officer, The Banff Centre*

"The marmot campaign presented us with some real challenges. I'm impressed with how quickly you adapted to the changing needs of our program. With high quality work, very evident organization and thoroughness, your professionalism gave me a great deal of confidence in leaving you in charge of the campaign development."

– *Tony Barrett, former CFO and Development Director, Marmot Recovery Foundation*