

FOR IMMEDIATE RELEASE

Westfall Gold Hits \$1 Billion Mark in Funds Raised for Non-Profits
Major Donor Strategy is Key in Helping Non-Profits Reach Their Goals

Atlanta, Georgia (January 15, 2019) – Westfall Gold, the nation’s premier major donor fundraising consultancy, is thrilled to announce that they surpassed the goal of a lifetime in 2019: to help non-profits raise \$1 billion. With their assistance, hundreds of the nation’s finest non-profits will be able to fulfill their missions, including share their faith, feed the hungry, heal the sick, and lift millions of men, women and children out of poverty.

“It’s a dream come true, and six years ahead of schedule” proclaims Bob Westfall, CEO of Westfall Gold. “We are speechless, humbled and overwhelmed. But, most importantly, we are proud to know that this \$1 billion is transforming numerous lives around the world. Our clients are doing amazing work, and we are honored to be a part of it.”

As experts in major donor strategy, Westfall Gold has created a model that allows those with the highest capacity for giving to see their role in the transformation of an organization or mission they already believe in. By providing an extraordinary experience for a non-profit’s highest net-worth donors, these individuals become partners in a shared mission, rather than people who write a monthly check to a good cause.

“Sometimes we are guilty of being so familiar with our own story that we are ineffective at telling it,” said Dan Clark, VP of Partner Development at Convoy of Hope. “Westfall Gold has had a ripple effect throughout our entire development strategy, and taken us to a whole new level.”

A few other clients who have entrusted Westfall Gold to their major donor fundraising include Point Loma University, Global Leadership Network, ACE Scholarships, Navigators, Mercy Ships and Colorectal Cancer Alliance. Now equipped with a more effective approach to relationship-building with large donors, these organizations and many like them are setting bigger goals and having a greater impact.

“This has been a surreal moment, but it’s just the beginning. We plan to reach \$5 billion in funds raised by the end of 2030, so that hundreds more non-profits can do the work that the world so desperately needs. If they can dream it, we want to help them achieve it,” concludes Westfall.

For more information about Westfall Gold, please visit www.WestfallGold.com.

About Westfall Gold:

Atlanta-based Westfall Gold is the nation’s premier major donor fundraising consultancy, having helped clients raise over \$1 billion dollars to date. Their innovative

strategy continues to produce extraordinary results, generating an average return on investment of greater than 5 to 1. With their assistance, hundreds of non-profits have been able to meaningfully engage with large donors, scale programs and services, and increase their impact. For more information, please visit www.westfallgold.com.

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