

Update

West coast fundraisers set up shop in Toronto



Staff for the new Toronto office of Harvey McKinnon Associates is shown here. They are (from left) Laura Clark, Amy Wilkinson, and Kersti Kahar

VANCOUVER—Renowned DM fundraising organization Harvey McKinnon Associates (HMA), based here, has opened a Toronto office. It is situated at 215 Spadina Avenue, fifth floor.

“We work for organizations across Canada, many of which are located in Toronto and Ottawa,” says HMA Managing Director Lynne Boardman. “We felt it was finally time to have an office that is close to many of our Ontario clients. One of the reasons we’ve hesitated to open an office before, despite many requests, was because we had to find the right team of people to staff it. We’re delighted to announce that we have three wonderful staff who will open our new office.”

Staffing the office is Amy Wilkinson, who works with the Canadian Cancer Society (BC & Yukon), University of Alberta Hospital, and Canadian Parks and Wilderness Society. Joining her is Kersti Kahar, who has extensive experience in direct marketing including serving major global brands such as Greenpeace and Amnesty International, as an account director. Rounding out the team is Laura Clark, account manager, who has worked with CanStage and the Canadian Opera Society.

HMA is an award-winning firm founded in 1989 by Harvey McKinnon, one of North America’s best-known fundraisers and author of the fundraising book *Hidden Gold* and the bestselling book *The Power of Giving*. He is a trainer who has taught fundraising in Europe, Asia, Australia, and across North America. During the past 18 years he has built a team of direct marketing experts and a company that has strong ethical principles.

HMA is regarded as one of North America’s foremost organizations on monthly giving. It also specializes in planned giving and online marketing, as well as other areas of fundraising and communication.

HMA’s client list includes The Princess Margaret Hospital Foundation (Canada’s largest hospital foundation), UNICEF Canada, and Canadian Parks and Wilderness Society (CPAWS), among many others. U.S. clients include Unity 08 and Blue Planet Run. ■