

VOICE & SPEECH GREAT SPEAKER SERIES



“The MSF team rose to the challenge of harnessing the outpouring of donations and putting them to good use on the ground where our doctors and nurses continue to work and help in Haiti’s long and arduous recovery.”

Rebecca Davies

Director of Fundraising Canada

Medicins Sans Frontieres/Doctors Without Borders

As Director of Fundraising for Medicins Sans Frontieres (MSF), Rebecca Davies expertise was put to the test in the January 2010 Earthquake in Haiti where a quarter of a million people died and hundreds of thousands were in need of emergency medical care.

The tragic event also attracted 45,000 new donors, almost of half of them first-time online donors, which represented both an opportunity and a challenge without precedent for the Canadian arm of the charitable organization.

Davies recently shared her story with The Association of Fundraising Professionals (AFP) in a speech entitled “Love at First Gift: Winning The Loyal Affection of Your Donors.”

Learn more about MSF at www.msf.ca

Contact Rebecca at:

rebecca.davies@toronto.msf.org

