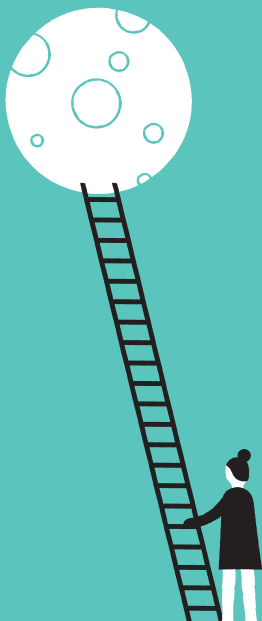


**Get to know More...**



**A little pack of fundraising insights**

**Get to know More...**

Here's a pack of collective insights  
– from our combined 365 years  
of assorted fundraising experience.

It's also a chance to say thank you  
to our wonderful array of clients  
for being so stimulating to work  
with... and for contributing yet  
More insights to our shared  
philanthropic wisdom.

Read on, get to know More  
and do get in touch.



Education is not the filling of a bucket,  
but the lighting of a fire.

**Adrian Beney (with thanks to W. B. Yeats)**

## **Adrian Beney**

### **What I'm known for professionally**

Making the numbers talk.

### **What I'm known for outside work**

Flying aeroplanes, knowing about cathedrals.

### **Clients I've worked with**

HEFCE, Royal Agricultural University,  
University of Leicester, the 14 universities  
in our regular giving benchmarking project.

### **I'd most like to thank**

The late Ruth Etchells, who was the inspirational  
principal of the first college I fundraised for,  
and Iain Mulholland, who mentored me  
and first introduced me to Iain More.

### **If I was given £10 million**

I'd give Durham Cathedral a challenge grant  
to get the congregation and Friends giving more.



Meet people and ASK!

**Marie-France Brémond**

## **Marie-France Brémond**

### **What I'm known for professionally**

I love to convince and differentiate  
in a smart way.

### **Clients I've worked with**

Festival d'Aix en Provence (France),  
Fondation des Ponts (France),  
Centre de recherche français à Jérusalem (Israel).

### **An interesting job I used to do**

Introducing France and French culture  
to underprivileged children in New Orleans.

### **I'd most like to thank**

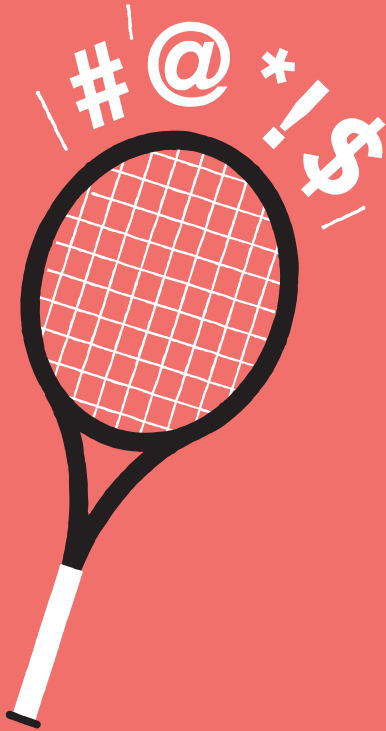
My parents, who always believed in me  
and gave me living values that I can hold on to.

### **If I was given £100**

I'd give it to a charity I know that takes care  
of abandoned newborns.

You cannot be serious.

**Patricia Buckingham**  
(with thanks to John McEnroe)



## **Patricia Buckingham**

### **What I'm known for professionally**

Doing the nitty-gritty in the office  
that no one else wants to do.

### **An interesting job I used to do**

I was in the Wrens for nine years  
(before it became part of the Royal Navy).

### **Clients I've worked with**

Highgate School, University of Edinburgh  
and Aberdeen Art Gallery – but they probably  
don't know, as I'm behind the scenes.

### **What I'm known for outside work**

Playing the fiddle badly. And the viola even worse.

### **The best present I've been given**

My fiddle. And the metal thingie  
that dampens its sound.

Put yourself in the donor's shoes.  
Giving feels good.

**James Butler**



## **James Butler**

### **What I'm known for professionally**

Hard work, managing projects, meeting  
– and asking – potential donors.

### **What I'm known for outside work**

Exploring hills and mountains, having hay fever,  
learning the guitar.

### **Clients I've worked with**

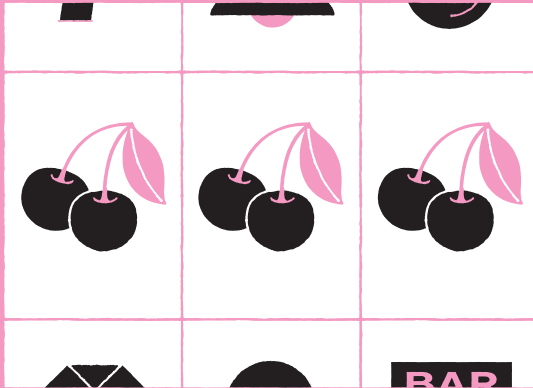
Queen's University Belfast, Cambridge University  
Boat Club, Everyman Theatre Liverpool, European  
Humanities University, Headington School.

### **I'd most like to thank**

Everyone who helped me in my very first  
piece of fundraising – a sponsored swim  
(70 lengths isn't bad for a 10-year-old).

### **What I'm most proud of**

Showing clients that fundraising can work and  
– if they do the right things – people will give!



Great fundraisers  
+ Great prospects  
+ An inspiring cause  
= Great results.

**Graeme Byrne**

## **Graeme Byrne**

### **What I'm known for professionally**

Effective major gift fundraising. Prospect research  
– and bringing new ideas to this discipline.

### **Clients I've worked with**

Somerville College Oxford, UCL,  
Bocconi University.

### **An interesting job I used to do**

Working in a Yorkshire pudding factory  
near Skipton.

### **If I was given £10 million**

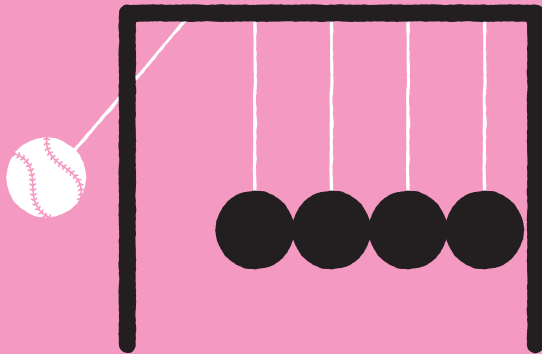
Having worked with so many big givers,  
I know the joy that giving it away would bring.

### **What I'm most proud of**

I helped my local football club raise £600,000  
for land, a clubhouse and pitches. I now play  
there every week and hope my children  
(and grandchildren) will too.

A life is not important except  
in the impact it has on other lives.

**Moss Cooper (with thanks to  
Jackie Robinson)**



## **Moss Cooper**

### **What I'm known for professionally**

Resource development: I have spent most of my career helping people and organisations identify resources and move closer towards achieving their goals.

### **What I'm known for outside work**

A father and a fell walker. Passionate about Yorkshire.

### **Clients I've worked with**

Royal Shakespeare Company, Shakespeare Birthplace Trust, University of Warwick, the National Museums of Scotland.

### **The greatest partnership in history**

Actress Fiona Shaw and theatre director Deborah Warner.

### **What I'm most proud of**

I have helped some truly great people achieve even greater things.



Fundraising is more about inspiring than about asking. We have the best stories in the world to tell and the best of reasons for telling them.

**Rosie Dale (with thanks to Ken Burnett)**



## **Rosie Dale**

### **What I'm known for professionally**

Furthering regular giving (as opposed to annual funds), finding the gems in data, being a statto, reading lots of blogs and most of all for developing donor loyalty.

### **Clients I've worked with**

Imperial College London, University of East Anglia, the 14 universities participating in our regular giving benchmarking project.

### **An interesting job I used to do**

I used to be able to tell the make and model of a modem by the sound it made down the phone (eek!).

### **The best present I've been given**

My house and garden.



Wealthy and influential people  
are still just people. They like to have  
fun as much as the next person!

**Paul Dennett**

## **Paul Dennett**

### **What I'm known for professionally**

Getting to the heart of a problem.  
Pragmatism. Decent writing.

### **Clients I've worked with**

Moorfields Eye Hospital, Aberdeen Art Gallery,  
Institute of Cancer Research.

### **An interesting job I used to do**

Working at a leading model agency  
(though clearly not as a model!).

### **I'd most like to thank**

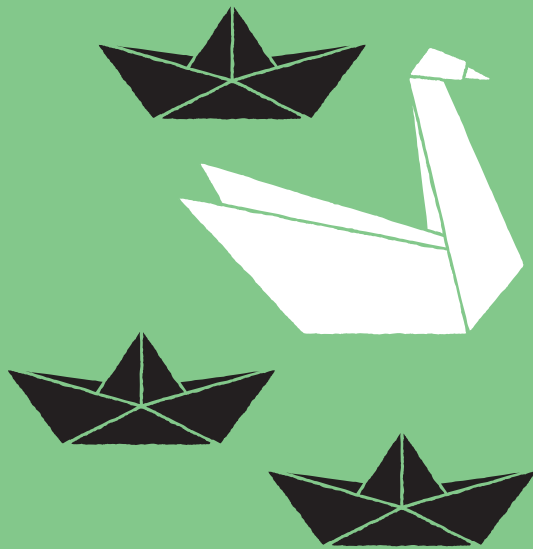
My colleagues, Rachel and Simon,  
for getting me into fundraising and later  
enticing me to join More Partnership.

### **If I was given £10 million**

I'd take my wife on safari, replace the  
windows and set up a trust to get my  
children involved in giving.

It's all about being creative.

**Lesley Duncan**



## **Lesley Duncan**

### **What I'm known for professionally**

Having all the IT answers.

### **What I'm known for outside work**

Bonnie, my Border Collie cross, and our fledgling career on the agility competition circuit (though playing the saxophone and trombone comes a close second).

### **Clients I've worked with**

I supply More Partnership with technical wizardry to work with all our clients.

### **An interesting job I used to do**

Lifeguard at a local pool.

### **If I was given £10 million**

I'd renovate the house, put a nest egg away for security and give the rest away – mostly to animal charities.

Don't ever question the value of volunteers: Noah's Ark was built by volunteers; the Titanic was built by professionals.

**Ian Edwards**



## **Ian Edwards**

### **What I'm known for professionally**

Asking the difficult questions, helping to find the answers and making ambitious things happen.

### **What I'm known for outside work**

Bad golf, good wine, my kilt.

### **Clients I've worked with**

Festival d'Aix en Provence (France),  
KU Leuven (Belgium), Utrecht University (Netherlands),  
Ecole Polytechnique (France), University  
of Cambridge (UK), Leaders' Quest (global).

### **The best present I've been given**

Being unexpectedly met at the airport;  
it changed my life forever.

### **If I was given £10 million**

I'd secure the future of Nizkor Network,  
the international human rights charity  
that I'm on the board of.



Gather intelligence  
about your donors.

**Liam Fisher-Jones**

## **Liam Fisher-Jones**

### **What I'm known for professionally**

Capital campaigns for arts and cultural organisations, guiding and coaching high-level boards through the journey.

### **An interesting job I have done**

I designed and built a maternity ward in Zanzibar.

### **Clients I've worked with**

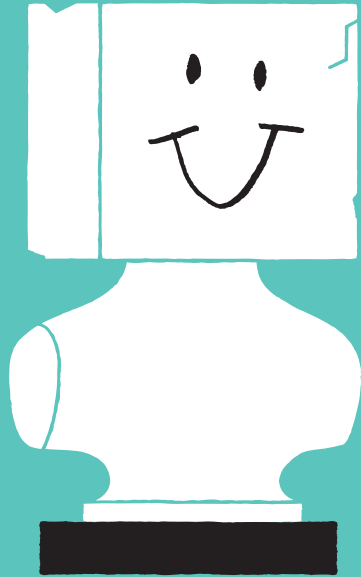
Tricycle Theatre, University of Leeds, Royal Pavilion Brighton, London Symphony Orchestra, Royal Botanic Gardens Kew, Chichester Festival Theatre.

### **I'd most like to thank**

My grandmother, for speaking to anyone and everyone.

### **What I'm most proud of**

Helping to create places in which people invent, heal, laugh, converge and question.



Done is better than perfect.

**Cameron Goodlad**  
**(with thanks to Sheryl Sandberg)**

## Cameron Goodlad

### **What I'm known for professionally**

Bringing clients and colleagues together for (hopefully) successful collaboration.

### **What I'm known for outside work**

Full-time dad, part-time gardener, far-too-occasional golfer.

### **An interesting job I used to do**

Ice cream delivery  
(in a lorry, not a musical van).

### **The best present I've been given**

I realise I should say my kids here but... a set of junior golf clubs, aged nine.

### **If I was given £10 million**

I'd buy Huntly FC and get them promoted to the Scottish Premier League (if Gretna can do it...).

Be curious about people  
and what makes them tick.

**Rachel Hall**



## **Rachel Hall**

### **What I'm known for professionally**

I'm the reliable all-rounder.

### **Clients I've worked with**

The University of Edinburgh, The Open University,  
Guildhall School of Music and Drama,  
Everyman Theatre Liverpool.

### **The greatest partnership in history**

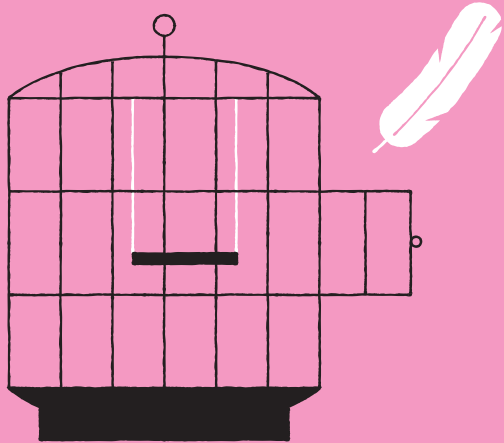
Oysters and ice.

### **If I was given £10 million**

I'd cheer, panic, buy a ski chalet, then enjoy  
giving much of the rest away.

### **What I'm most proud of**

Being part of a movement that has  
put philanthropy back on the map –  
and all the brilliant things that result.



If it isn't on your fundraising database, it didn't happen!

**Gill Lowing**

## **Gill Lowing**

### **What I'm known for professionally**

Making sure you have the information you need to plan the next steps.

### **What I'm known for outside work**

Growing spuds, chasing chickens, anything sweet.

### **Clients I've worked with**

The Stephen Perse Foundation, Balliol College Oxford, Guildhall School of Music and Drama, Rosehill Theatre.

### **An interesting job I used to do**

Running a small wildlife trust in mid Wales – we had bats flying round the office.

### **If I was given £10 million**

I'd give it away (or most of it) – I don't need that sort of money to be happy.



Ask good questions and listen carefully to the answers.

**Nik Miller**



**Nik Miller**

**What I'm know for professionally**

Strategic alumni relations, policy research and analysis, fundraising for/designing bursary programmes.

**Clients I've worked with**

Guildhall School of Music and Drama, Birkbeck University of London.

**An interesting job I used to do**

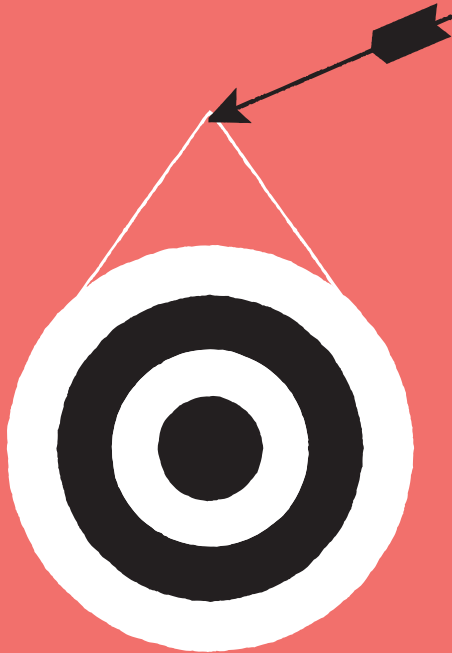
I used to play professional soccer in the US.

**I'd most like to thank**

The anonymous man who returned my iPhone in March 2010.

**What I'm most proud of**

Designing a bursary programme that now supports hundreds of young people into leading universities.



It's not enough to be right:  
you also have to be effective.

**Joanna Motion**

## **Joanna Motion**

### **What I'm known for professionally**

Global knowledge and contacts in philanthropy.  
Clear thinking. Compelling writing. Having helped  
thousands of advancement professionals  
on five continents (Sorry Antarctica).

### **What I'm known for outside work**

Obsessing about my Norfolk barn conversion.  
Shoes.

### **Clients I've worked with**

HEFCE, Utrecht University, Stellenbosch University,  
the University of London, Aiglon College,  
The Science Museum, Queen's University Belfast.

### **The best present I've been given**

My son, Alfred.

### **If I was given £10 million**

I'd endow a university chair in memory of my lovely  
mother. And put a swimming pool in the barn.



Giving comes from the head  
and the heart.

**Anna Mundell**

## **Anna Mundell**

### **What I'm known for professionally**

My resilience, persuasiveness, organisation  
and good humour.

### **What I'm known as by my colleagues**

The "I'm not scared to work anywhere" consultant.

### **Clients I've worked with**

Bocconi University (Italy),  
Nuffield College Oxford (UK),  
Inter-Community School Zurich (Switzerland).

### **I'd most like to thank**

My husband and daughter, who appreciate  
what I do and remember to water my flowers  
when I'm travelling. And Iain More for having  
understood my potential.

### **What I'm most proud of**

Having built a development culture and a successful  
team at a major European university.

Keep a good head and always  
carry a light bulb.

**Derek Paterson (with thanks to Bob Dylan)**



## **Derek Paterson**

### **What I'm known for professionally**

Systems fiend/chief nagger.

### **What I'm known for outside work**

A passion for rugby, craft beer  
and cooking for friends.

### **Clients I've worked with**

I work for every single one of More Partnership's  
clients (if sending them invoices counts!).

### **The best present I've been given**

Being asked to be godfather  
to my cousin's daughter, Abbi.

### **If I was given £10 million**

Build a new clubhouse and facilities  
for Hillfoots RFC, securing the future of rugby  
in my hometown; split a chunk between  
mental health and men's cancer charities...  
and travel.



True giving is an act of self-liberation.  
It becomes one of the major  
achievements of our life.

**Simon Pennington (with thanks to  
Henry Drucker)**

## Simon Pennington

### **What I'm known for professionally**

Positive energy and helping get the story right for each donor.

### **What I'm known for outside work**

Marathons and triathlons, shared by a surprising number of clients!

### **Clients I've worked with**

Cancer Research UK, King's College London, The Royal Society, University of Leeds, University of Oxford, British Institute for the Study of Iraq, LEAP (pro bono).

### **If I was given £100**

I'd take the kids to London and force them to do something cultural.

### **If I was given £10 million**

I'd set up a foundation dedicated to delivering social justice.



If it is a shame to be the second man on Mount Everest, then I will have to live with this shame.

**Craig Pollard (with thanks to Tenzing Norgay)**

## Craig Pollard

### **What I'm known for professionally**

Creativity and ideas. No-nonsense approach. International fundraising (Africa, Middle East, US, China and Asia).

### **Clients I've worked with**

British Institute for the Study of Iraq.

### **The greatest partnership in history**

Edmund Hillary and Sherpa Tenzing Norgay. (I believe that fundraising consultants are the Sherpas, working in the background to help others realise their ambitions).

### **The best present I've been given**

A small plastic monkey from a tiny child who had nothing in Cambodia.

### **If I was given £100**

I'd buy you dinner.



Happiness consists of three things:  
people to love, work to do  
and a clear conscience.

**Jo Purcell**

## Jo Purcell

### **What I'm known for professionally**

Wearing my heart on my sleeve,  
passion for what I do, loyalty.

### **Clients I've worked with**

UCL, Middlesex University.

### **An interesting job I used to do**

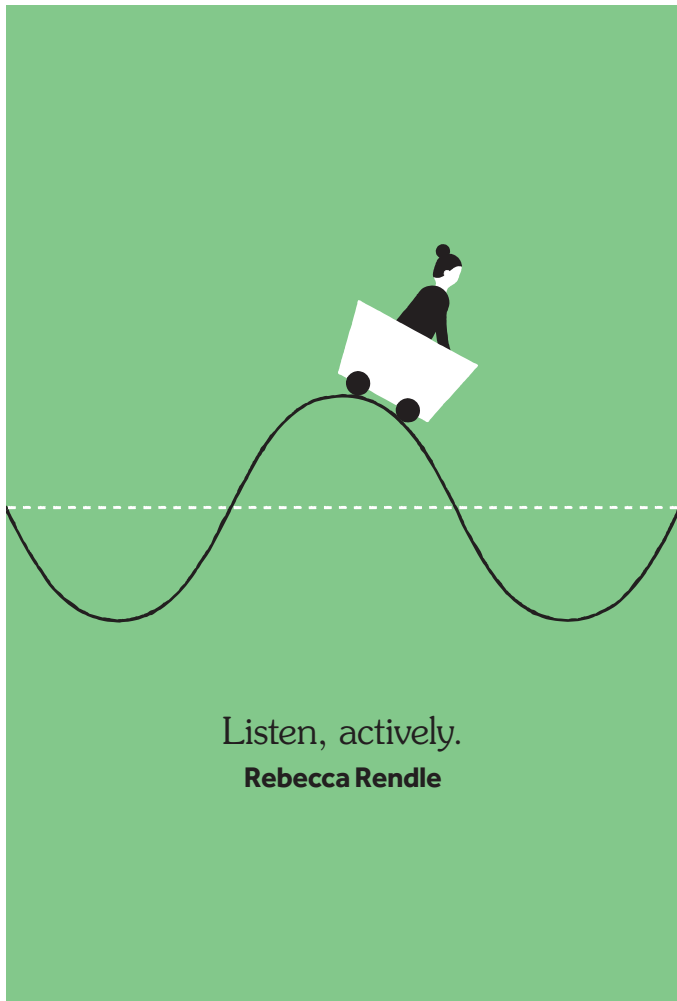
I taught English in Spain for six months.  
So somewhere in Asturias there is a family  
that speaks English with broad Northern Irish  
accents and talks about having "great craic".

### **The greatest partnership in history**

Gin and tonic.

### **What I'm most proud of**

My children, my resilience and the fact I do a job  
that really helps make people's lives better.



Listen, actively.  
**Rebecca Rendle**

## **Rebecca Rendle**

### **What I'm known for professionally**

Providing strategic but practical solutions, consensual leadership, managing teams and projects... all with a straightforward approach.

### **What I'm known for outside work**

Playing the ukulele (badly).

### **Clients I've worked with**

UCL, HEFCE, The Courtauld, Birkbeck, SOAS, Somerville College Oxford, CSV (Community Service Volunteers), Imperial War Museum.

### **I'd most like to thank**

Iain More – for believing in me.

### **If I was given £100**

I'd buy a cup of coffee for 50 people who are down on their luck.





**WHY?**

Ask yourself: “Why should a donor care?” If that’s not crystal clear, start again!

**Catherine Roe**

## **Catherine Roe**

### **What I’m known for professionally**

Building philanthropic foundations.

### **Clients I’ve worked with**

The Medical Research Council in the Gambia,  
University of Ulster, SOAS, Toynbee Hall,  
Somerville College Oxford.

### **An interesting job I used to do**

I was a British diplomat and was once posted to Tanzania, the country of my birth.

### **The best present I’ve been given**

Being sat for lunch next to Nelson Mandela, my hero, by a tremendously kind philanthropist – on my birthday.

### **If I was given £10 million**

I’d work to enable women in the Middle East to blossom.



Be brave, charming  
and organised.

**Tessa Stone**

## **Tessa Stone**

### **What I'm known for professionally**

My knowledge and understanding of social mobility and widening access to higher education.

My range of contacts in education.

### **What I'm known for outside work**

My passion for old cars (especially Mavis, my Morris Traveller).

### **Clients I've worked with**

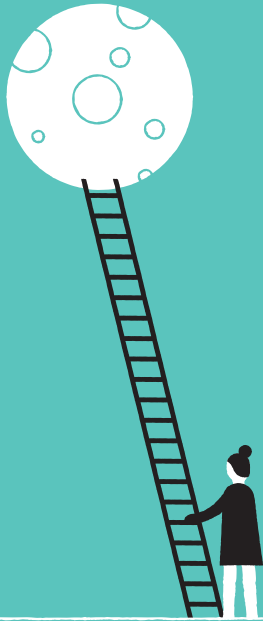
SOAS, the first of many to come.

### **The best present I've been given**

My yellow Sony Walkman when I was 12.

### **If I was given £10 million**

I'd share it between Brightside, St Dunstan's, the Soil Association, Newnham College Cambridge and my family.



Don't worry too much about  
the how. Just do it and you  
will make things happen.

**Catrin Tilley**

## **Catrin Tilley**

### **What I'm known for professionally**

A lifetime of problem-solving in fundraising and marketing across museums and galleries, education and the charity sector.

### **Clients I've worked with**

Royal Scottish National Orchestra,  
Aberdeen Art Gallery, University of Edinburgh,  
St Abbs Marine Station.

### **The greatest partnership in history**

Fish and chips.

### **The best present I've been given**

My 50p wedding ring  
(still going strong after 35 years).

### **What I'm most proud of**

Transforming TV fundraising on Red Nose Day by increasing the sums raised on the night to anything from £3 to £8 million. Also reinventing the Scottish National Portrait Gallery.

Vision without execution  
is mere hallucination.

**Marc Whitmore**

**(with thanks to Thomas Edison)**



## **Marc Whitmore**

### **What I'm known for professionally**

Tackling tricky projects that no one quite knows how to start.

### **What I'm known for outside work**

Music, pub quiz prowess, all things German.

### **Clients I've worked with**

King Abdullah University of Science and Technology (Saudi Arabia), Reliable Cancer Therapies (Belgium), the UK Mathematics Trust.

### **The best present I've been given**

I invite all my friends to my birthday dinner every year. The best present is that they turn up.

### **If I was given £100**

I'd add to my investment in Kiva.com, which lends money to small businesses in countries such as Sierra Leone.



Never underestimate  
the power of a good story.

**Elin Williams**

## **Elin Williams**

### **What I'm known for professionally**

The one who does the words.

### **What I'm known for outside work**

The one who does the crosswords.

### **Clients I've worked with**

Royal Botanic Gardens Kew, SOAS, UCL...  
and writing for More Partnership itself.

### **An interesting job I used to do**

I was once an online careers agony aunt  
called Doctor Job.

### **Here's a little secret about me**

My maternal grandfather was born in 1860,  
which means I should be over 100 by now  
(that's more than twice as old as I actually am).

## **Le Festival d'Aix en Provence**

**Un grand merci à Jérôme Brunetière,  
Marie-Victoire Abbou-Caubel,  
François Vienne qui ont dit...**

“Vous avez une approche humaine du projet du Festival perceptible au travers de votre qualité d’écoute et de votre capacité à appréhender globalement la situation. Votre investissement pour vous imprégner de notre culture et comprendre nos métiers vous a permis de nous procurer un accompagnement très personnalisé pour nous donner les moyens de concrétiser notre potentiel de mécénat.”

### **Projets**

Audit, argumentaire et coaching.

### **Équipe More**

Marie-France Brémond, Ian Edwards  
et Liam Fisher-Jones.

# More

## Liverpool Everyman and Playhouse

### **Thank you to Deborah Aydon, Executive Director, for saying...**

“After the tender process, it was clear that More Partnership was the right fit for our major campaign strategy project. But then, just after Rachel and James had started work, came the twist. Rachel announced, ‘You don’t need us for this! You really are well on the way.’ It was the first time I’d ever heard a consultant say such a thing, and it only made me keener to work with them. We decided together that they would supply ad hoc support – whenever we needed it.”

### **Projects**

Ongoing strategic support.

### **More people**

Rachel Hall and James Butler.

# More

# Moorfields Eye Hospital

**Thank you to Rob Aldous,  
Director of Fundraising  
and Development, for saying...**

“At the moment, we’re just waiting for the final key decisions internally, so that we’re sure which of our strategic options we’re raising money for. The campaign itself will then be underway. And a lot of it is down to More Partnership helping us see more clearly. Maybe fundraising isn’t so different from ophthalmology after all!”

## **Projects**

Campaign feasibility study  
and campaign planning.

## **More people**

Paul Dennett, Ian Edwards  
and Catherine Roe.

# More



## **Royal Botanic Gardens, Kew**

### **Thank you to Michael Murphy, Director of Development, for saying...**

“The feasibility study was an important reality check. We went in with a much bigger goal than the £100 million we finally decided on. In a scientific institution, it’s vital to make an evidence-based decision – and that’s what the interviews and the final report helped us to do.”

### **Projects**

Campaign feasibility study  
and campaign communications.

### **More people**

Ian Edwards, Liam Fisher-Jones,  
Paul Dennett, Adrian Beney  
and Elin Williams.

# More

# Stephen Perse Foundation

## **Thank you to Tricia Kelleher, Principal, for saying...**

“I can’t think of anything negative to say about the relationship with More Partnership. I suppose I would warn other organisations seeking to go down the same route that fundraising is extremely hungry of senior management time (although definitely worth it). And if other schools are looking for words of fundraising wisdom, I’d add that it’s less about the money you raise than the friends you make!”

## **Projects**

Start-up fundraising operations and ongoing support.

## **More people**

James Butler and Rachel Hall.

# More

# University College London

**Thank you to Lori Manders,  
Director of Development  
and Alumni Relations, for saying...**

“When you appoint any kind of agency or consultancy, you worry about who’s going to do the work. But Rebecca will often say: ‘I’m not the best person to do this. I’ll ask one of my colleagues.’ And so, for example, we’ve had the benefit of Joanna Motion and Ian Edwards’ expertise in running an ethics session with our governing body and of Adrian Beney’s experience on the annual fund. Rebecca even supplied a specialist writer to work on cases for support.”

**Projects**

Interim cover and campaign planning.

**More people**

Rebecca Rendle, Ian Edwards, Joanna Motion, Adrian Beney and Elin Williams.

More

**Thanks also to  
all our current  
and recent clients  
for contributing  
yet More insights  
to our collection.**

Aberdeen Art Gallery & Museums  
Academy of Medical Sciences  
Aiglon College  
Alley'n's School  
Alzheimer's Research UK  
AMREF  
ARC  
Aston University  
Battersea Arts Centre  
Birkbeck, University of London  
Brighton Dome and Festival  
Brighton Royal Pavilion  
and Museums  
British Institute for the Study of Iraq  
Brunel University  
Cambridge University Boat Club  
Cancer Research UK  
CASE  
Central School of Speech & Drama  
Centre de recherche français  
à Jérusalem  
Chichester Festival Theatre  
Church of England Pensions Board  
Columbus Association  
CSV (Community Service Volunteers)  
The Courtauld  
Durham Cathedral  
Ecole Polytechnique  
EDHEC Business School  
Equipo Nizkor  
European Humanities University  
Everyman Theatre Liverpool  
Felsted School  
Festival d'Aix en Provence  
Fondation des Ponts  
Girls' Day School Trust  
Godolphin and Latymer School  
Goldsmiths, University of London  
The Gresham's Holt Foundation  
Groupe hospitalier Paris  
Saint-Joseph

Guildhall School of Music and Drama  
Headington School  
HEFCE  
Heriot-Watt University  
Highgate School  
Imperial College London  
Institute of Cancer Research  
Institute of Fundraising  
Inter-Community School, Zurich  
Keble College, Oxford  
King Abdullah University  
of Science and Technology  
King Edward VII Hospital  
King's College London  
Kingston University  
KU Leuven  
Latymer Upper School  
LEAP  
London Symphony Orchestra  
Makunduchi Project  
Medical Research Council Unit,  
The Gambia  
Merton College, Oxford  
Middlesex University  
Moorfields Eye Hospital  
Mountview Academy  
of Theatre Arts  
National Museums Scotland  
Nuffield College, Oxford  
Open University  
Plymouth University  
Queen's College, Cambridge  
Queen's University Belfast  
Regent's University London  
Reliable Cancer Therapies  
Rosehill Theatre  
Royal Agricultural University  
Royal Botanic Gardens, Kew  
Royal Exchange Theatre, Manchester  
Royal Holloway,  
University of London  
Royal National Orthopaedic  
Hospital Charity  
Royal Scottish National Orchestra  
Royal Shakespeare Company  
The Royal Society  
Royal Society of Literature  
Sainsbury Centre for Visual Arts  
Science Museum Group  
Sense About Science  
Shakespeare Birthplace Trust  
SOAS  
Soho Theatre  
Somerville College, Oxford  
St Abbs Marine Station  
St Albans School  
St Anne's College, Oxford  
St Catharine's College, Cambridge  
Stephen Perse Foundation  
St John's College, Cambridge  
Stellenbosch University  
Teach First  
Tricycle Theatre  
UK Mathematics Trust  
Università Commerciale  
Luigi Bocconi  
Universiteit Utrecht  
University of Cambridge  
University College London  
University of Birmingham  
University of Derby  
University of East Anglia  
University of Edinburgh  
University of Exeter  
University of Leeds  
University of Leicester  
University of London  
University of Nottingham  
University of Ulster  
University of Warwick  
University of Westminster  
Young Vic

## More Partnership Ltd

31 Exchange Street  
Dundee DD1 3DJ  
+44 (0)1382 224 730  
info@morepartnership.com  
morepartnership.com

**Adrian Beney, Partner**  
+44 (0)7941 174 350  
abeney@morepartnership.com

**Marie-France Brémond,  
Associate Partner**  
+33 (0)6 36 36 70 27  
mfbremond@morepartnership.com

**Patricia Buckingham,  
Company Administrator**  
+44 (0)1382 224730  
pbuckingham@morepartnership.com

**James Butler, Partner**  
+44 (0)7525 259502  
jbutler@morepartnership.com

**Graeme Byrne,  
Associate Partner**  
+44 (0)7968 964073  
gbyrne@morepartnership.com

**Moss Cooper, Associate Partner**  
+44 (0)7919 596327  
mcooper@morepartnership.com

**Rosie Dale, Associate Partner**  
rdale@morepartnership.com

**Paul Dennett, Partner**  
+44 (0)7818 416517  
pdennett@morepartnership.com

**Lesley Duncan, IT Manager**  
lduncan@morepartnership.com

**Ian Edwards, Partner**  
+33 (0)6 08 17 14 23  
iedwards@morepartnership.com

**Liam Fisher-Jones, Partner**  
+44 (0)7769 978803  
lfisherjones@morepartnership.com

**Cameron Goodlad,  
Director of Operations**  
+44 (0)1382 224730  
cgoodlad@morepartnership.com

**Rachel Hall, Partner**  
+44 (0)7887 676525  
rhall@morepartnership.com

**Gill Lowing, Associate Partner**  
glowing@morepartnership.com

**Nik Miller, Associate Partner**  
+44 (0)7717 727068  
nmiller@morepartnership.com

**Joanna Motion, Partner**  
+44 (0)7711 047242  
jmotion@morepartnership.com

**Anna Mundell, Partner**  
+44 (0)7919 650095  
amundell@morepartnership.com

**Derek Paterson,  
Executive Officer**  
+44 (0)1382 224730  
dpaterson@morepartnership.com

**Simon Pennington, Partner**  
+44 (0)7956 372368  
spennington@morepartnership.com

**Craig Pollard, Associate Partner**  
+44 (0)7964 694641  
cpollard@morepartnership.com

**Jo Purcell, Associate Partner**  
+44 (0)7946 464386  
jpurcell@morepartnership.com

**Rebecca Rendle,  
Managing Partner**  
+44 (0)7721 370777  
rendle@morepartnership.com

**Catherine Roe,  
Associate Partner**  
+44 (0)7932 103410  
croe@morepartnership.com

**Tessa Stone, Associate Partner**  
+44 (0)7736 878386  
tstone@morepartnership.com

**Catrin Tilley, Partner**  
+44 (0)7971 019226  
ctilley@morepartnership.com

**Marc Whitmore, Partner**  
+44 (0)7751 495779  
mwhitmore@morepartnership.com

**Elin Williams, Associate Partner**  
ewilliams@morepartnership.com

# More

**Fundraising Consultants.  
And More.**

More Partnership Ltd  
31 Exchange Street  
Dundee DD1 3DJ  
+44 (0)1382 224 730  
info@morepartnership.com  
morepartnership.com  
Registered in Scotland SC 216234

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