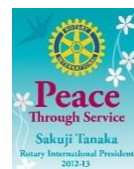




## Norsk Rotary Forum NORFO Sekretær 2012 – 2013



### Rotary Internationals forhold til ShelterBox

NORFOs styre har registrert at det har kommet henvendelser til enkelte av Rotarys klubber i Norge, hvor informasjonen går ut på at samarbeidet med ShelterBox er avsluttet fra RIs side.

Styret ønsket å få disse opplysningene avkreftet eller verifisert fra autorativt hold og henvendte seg til RIs kontaktperson overfor ShelterBox, PRID Barry Matheson.

Styret har mottatt følgende redegjørelse fra ham:

På oppfordring vil jeg klargjøre for alle som måtte være i tvil, at Rotary International har vedtatt å fortsette sitt partnership med ShelterBox.

Jeg er gjort kjent med at det er distribuert informasjon til Rotary klubber som kan oppfattes som om Rotary International har avsluttet sitt samarbeide med ShelterBox.

Det er forøvrig ikke anledning for noen organisasjon, eller enkeltperson, å distribuere informasjon direkte til Rotarys klubber uten å ha skaffet tillatelse fra RI om dette på forhånd.

Slik tillatelse er ikke søkt om eller gitt.

Så for alle som er blitt forledet til å tro at Rotary International ikke støtter ShelterBox, bekrefter jeg herved at dette ikke er riktig.

**ShelterBox er Rotary International's eneste samarbeidspartner når det gjelder  
disaster relief.**

I tillegg til denne uttalelsen har Matheson også opplyst at ShelterBox har fått ny leder (CEO) fra april i år, Alison Wallace, fra New Zealand. Han har også i en senere e-post opplyst at RI sentralt vil sende en oppfordring til å engasjere seg sterkere for ShelterBox. Denne oppfordringen vil gå direkte til klubbpresidentene i de distrikter hvor DG har gitt tillatelse til slik direkteformidling. I distrikter hvor slik tillatelse ikke er gitt, vil henvendelsen gå til DG.

Styret besluttet derfor på styremøtet 8. juni å legge ut den mottatte informasjonen fra Matheson på NORFOs hjemmesider på rotary.no.

Flateby, 11. juni 2013

*Per Kongsnes*

sekretær NORFO 2012-13

## **Informasjon om ShelterBox' nye leder**

Alison Wallace joins ShelterBox as CEO in April with over 15 years of experience across a wide range of UK and international organisations with a significant record of success in fundraising, organisational development and strategic implementation.

Originating from New Zealand, Alison has both Bachelor of Law and Bachelor of Commerce degrees and has since completed an MSc in Global Politics.

Alison's career in the not for profit sector began when she joined Greenpeace in 1995 working on direct marketing. Her role encompassed all new member recruitment activity through direct mail, face to face, door to door, press advertising and press inserts. This required significant analysis and evaluation of return on investment in recruitment activity and developing lifetime value models based on source of recruitment, and Alison contributed to one of the most successful Greenpeace fundraising teams generating £10m income.

Alison moved on to become Donor Development Director at Orbis International UK, a blindness treatment and prevention organisation working in India, Bangladesh and Ethiopia, seeking to establish a bigger fundraising presence in the UK. The role involved building the fundraising programme for all income generating activities, building the individual donor fundraising team, roll out of a re-branding exercise and working with international colleagues to develop international approaches to fundraising activities.

In 1999 Alison moved on to become Head of Fundraising at British Refugee Council, the leading UK charity working with refugees and asylum seekers. Her role included responsibility for all private sector income generating activities, individual donors and trusts, through mail, telephone and events, and income from government sources for non core projects. Particular achievements included securing £1m over two years from the Camelot Foundation; developing additional statutory fundraising responsibility to target government funding streams complementary to Home Office core funding arrangements and undertaking a secondment to the Operations Department as Asylum Support Development

Co-ordinator to design and manage change for the Department in response to changes in immigration legislation.

As Director of Fundraising and Communications for Friends of the Earth, Alison was responsible for a complex fundraising strategy across all areas of income generation, which, with £10m raised annually from around 100,000 donors, resulted in 20% income growth by the time she left the organisation. Designing and implementing a new contacts database system for integrated communications with supporters and supporter journeys, combined with introduction of new fundraising techniques, enabled better delivery of overall campaigns and public awareness packages to achieve organisational outcomes; growth in supporter recruitment and supporter value; and effective implementation of multi-year funding approaches to major donors and use of advocates/spokespeople for networking and contact building for the major donor programme.

Alison's most recent role prior to being appointed Chief Executive Officer of ShelterBox was Director of International Fundraising at Amnesty International. Amnesty has a global income of £190 million, with 3 million supporters and over 70 international independent offices. Leading and developing the organisation's global fundraising strategy and ensuring Amnesty International's research, policy and campaign strategies were aligned and opportunities for supporter mobilisation and revenue growth were fully exploited, this role saw great responsibility and also very demonstrable success. Alison wrote and implemented the charity's first

global fundraising strategy which saw revenue growth for the International Secretariat of over 80%; a global Fundraising Management Team consisting of 12 national office directors was established to provide leadership and co-ordination of Amnesty International's fundraising programmes around the world; collaboration with the Finance Department leadership enabled the design of a new common accounting framework that will support income and expenditure forecasting and the identification of and reporting on key performance indicators; designing Amnesty International's new resource allocation mechanism to improve prioritisation, transparency, and accountability for the distribution of the global budget and accomplishing its adoption by the International Board; and much more.

Alison also has significant not for profit governance experience,

having served for more than ten years on the Board of the Camden Society in London, a service delivery organisation whose revenue and size doubled during that time.

These substantial and strategic roles in renowned and respected global charities have resulted in a highly skilled executive with significant accomplishment in persuading, influencing and negotiating with diverse interests to achieve organisational impact. Alison was a clear choice to take on the challenge of leading ShelterBox. She joins the organisation with the overwhelming support of the Board of Trustees, the Senior Management Team and the staff of ShelterBox.