



Photo by Matthias Zomer

## Case Study: Wesley Mission

# Bringing fundraising into Wesley Mission's heart

### The Challenge

Wesley Mission helps over 200,000 people each year in NSW. In keeping with their role as a Parish Mission of the Uniting Church, Wesley Mission wanted to provide even more help to even more people. But of course, that required more funds. So Wesley Mission's leadership team made a key strategic decision: to increase their focus and investment in fundraising by creating a new structure including a few new roles.

However, Wesley Mission is better known for charitable work conducted through over 130 programs. In fact, while Wesley Mission employs over 2000 staff and engages over 3000 volunteers, its fundraising capacity needed improvement. Therefore, attracting candidates with a proven track record in not-for-profit fundraising would be a huge challenge. An additional challenge would be finding candidates whose values harmonised with Wesley Mission's strong Christian culture.

### FACTS

**Industry:**  
Not for Profit

**Products / Services:**  
A Christian charitable organisation provide care and assistance to those in need

**Website:**  
[www.wesleymission.org.au](http://www.wesleymission.org.au)

### The Solution

Wesley Mission turned to 360HR who put forward a recruiter who specialises in not-for-profit recruiting and consulting, Patrick Cameron. Patrick examined the aspirations behind Wesley Mission's creation of this new role. Thanks to his extensive network of contacts built up over many years, Patrick focused his search on candidates who could raise fundraising capabilities and visibility within Wesley Mission, and who shared the Mission's strong Christian values and culture. It's important to note that not-for-profit fundraising is a highly-specialised field with a small pool of local qualified candidates. However, Patrick's extensive networks enabled him to pinpoint a number of suitable candidates for the new roles. By highlighting how these professionals could apply their creativity and vision to build fundraising channels and capabilities, Patrick supplied four highly-qualified and motivated candidates to Wesley Mission.

### The Results

Today, Wesley Mission has brought fundraising into the heart of their operation and enterprise. The successful candidates are now driving fundraising across a wide range of channels including corporate partnerships. Furthermore, Wesley Mission is on track to provide more help to more people thanks to their new fundraising capabilities.

*"This is a very strong recruitment result thanks to 360HR. With our new Executive Manager, Fundraising, we're now on track to provide more help to more people."*  
Fran Avon – Group Executive Manager, Wesley Mission



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