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FOR IMMEDIATE RELEASE

Record-Breaking Spring for Westfall Group and Clients

Atlanta, GA, May 30, 2014 — Atlanta's Westfall Group had a record-breaking spring, raising \$58 million for its clients versus \$35 million for all of 2013. The average gift of \$86,000—from 500 families in attendance—included planned and deferred giving. Since it was founded in 2002, Westfall Group has raised \$376 million for its clients.

"It goes to show that our clients' investment in our major donor event weekend strategy continues to pay off year after year," says Westfall Group Executive VP Jacques Aebli. "Major donors often increase their giving at these events, major donor prospects often become major donors, and our clients are successful in recruiting new donors who become givers. While our new clients realize a great ROI with their first event, this spring ten of our 13 events were with existing clients; many major donors who attended were ambassadors for the organizations."

Of the record-breaking \$58 million raised this spring, Westfall's 13 clients realized \$43.5 million in gifts of cash and \$15 million in gifts from planned and deferred giving; another ten families are considering gifts of appreciated assets worth more than \$20 million. One client had the largest event in its history with 115 families in attendance, who committed \$20.5 million to the organization.

"More and more we are connecting with faith-based not-for-profit hospitals and institutions of higher education, in addition to the faith-based not-for-profit organizations we've served since our founding. We are branching out because we believe there are a lot of hospitals and universities that can benefit from this strategy. We want to make it available to them," Aebli says. "This spring one of our clients, a regional university in Southern California, realized \$2.6 million in giving from 41 families. Our event helped their board of directors transition from being investment-oriented to philanthropy-oriented."

When asked about Westfall Group's powerful and steady growth and the remarkable results it produces, Founder and CEO Bob Westfall is quick to point out his team's attention to detail. "At every major donor event weekend we make it a world-class experience for the donors who are attending," says Westfall. "The level of excellence our sister agency, Westfall Gold, achieves in creating informative, creative, emotional videos and collateral is unparalleled. We tell our clients' stories in ways that are revealing and captivating. Donors often leave the events having been touched spiritually and emotionally in a profound way."

Westfall Group has helped Point Loma University host two major donor event weekends which realized more than \$6 million in giving income, with an ROI of 7:1. "We found the Westfall Group to be extremely talented and knowledgeable at effectively communicating our mission and vision. The results have been exceptional," said Dr. Joe Watkins, VP for External Relations at PLU. "The event gave us the opportunity to communicate the heart and soul of PLU. Many people left with a deeper understanding of the mission and vision of our excellent faith-based University. The event made it possible to expand the number of our donors and spend significant time with those most interested in the work of PLU."

Westfall Group's clients include Medical Teams International, VisionTrust, Heart to Honduras, Frontiers, Overseas Council, CURE International, and many more.

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Westfall Group is a leading provider of major gift fund development strategies whose goal is to help clients realize their dreams for ministry. Westfall Group is a solution-based team committed to augmenting its clients' strengths through research, statistical analysis, and intelligence on current giving trends. Services include major gift consultation, caseload management, development staff training, major donor events, new donor acquisitions, conference services, creative communications support, mid-level donor development, and year-end strategies.