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FOR IMMEDIATE RELEASE

Westfall Group Hits Milestone, Raises Over \$300 Million for Clients

Atlanta, GA, December 15, 2013—When Bob Westfall became an independent fundraising consultant back in 2000, he hoped to help some clients and make ends meet. After tasting success, he founded Westfall Group in 2002 and his goals became a bit loftier. “My dream was to help our clients raise \$15 million in five years,” says Westfall, from his office in Atlanta. But instead of \$15 million, they raised \$55 million, and the writing was on the wall that something special was happening.

Since then, Westfall Group has carved itself a niche by specializing in planning and organizing major donor event weekends for its clients, which include Precept Ministries, Point Loma Nazarene University, VisionTrust, Heart to Honduras, Frontiers, Overseas Council International, Leading The Way, CURE International, and many more. A major donor event weekend planned for Point Loma Nazarene University (PLNU) this year, for example, was held at the Montage-Laguna Beach resort, with special guests Lee Strobel, Bill Butterworth, Dennis Swanberg, and recording artist Phil Keaggy.

“We found Westfall Group to be extremely talented and knowledgeable at effectively communicating our mission and vision. The results were exceptional,” said Dr. Joe Watkins, VP for External Relations at PLNU. “The event gave us the opportunity to communicate the heart and soul of PLNU. 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 PLNU.”

Similar praise from other clients—and consistently positive monetary results—have enabled Westfall Group to grow its impressive client list and add some key players, this year including top development executive Mike Toupin from The Seed Company and leading business executive Jacques Aebli from Fifth Third Bank. “Our mission is to create possibilities and opportunities for our clients that they never thought possible,” Westfall

says. "We see ourselves as organizational growth specialists."

When Overseas Council called on Westfall Group to help host a major donor event weekend, Board Member Norm Miller was taken aback by the smoothness, organization, presentation, and impact. "The quality of the event and the quality of the messaging was so right on target, we were thoroughly impressed, as were our guests," Miller said. "Bob and his team are experts in this field and they helped tell our story in a clear, concise, emotional way that helped our audience understand what we are all about. It was impressive and effective."

The average gift families have given during the past five years at Westfall's major donor event weekends has been \$52,000 per family, with well over 90 percent fulfillment rate. At last count, Westfall Group has raised \$317 million for its clients, with hopes of hitting \$375 million by the end of 2014. "To surpass \$300 million has been unfathomable," Westfall said. "When I started I didn't know if I could even articulate \$300 million, yet alone imagine we could achieve that impact for our clients."

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The President of Heart to Honduras, Gordon Garrett, met with Westfall and his wife Kim to discuss working together, and Garrett also attended one of their signature weekend events. "Once we experienced one of their weekends I realized it was one the most significant events I've ever had, as far as spiritual enrichment," Garrett said. "Bob and Kim then came to Honduras and met with our board, and they were just so encouraging. Working with them, I realized this wasn't just a business to them, it was a passion; it was in their spiritual giftedness. They have come alongside us as true spiritual partners. Our event with them was off the charts. God moved and worked, and the financial response was incredible. What's coming from that will open far greater doors in ministry than we ever would have otherwise had."

Today, Westfall Group's vision is to help raise \$1 billion to help organizations unleash their growth and realize opportunities they have only dreamed of.

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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.