

**FOR IMMEDIATE RELEASE**  
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## **Westfall Group Surpasses \$500 Million Fundraising Milestone**

*Clients of Leading Provider of Major Gift Development Strategies Provide Disaster Relief, Aid Impoverished Areas, Educate and Equip Future Leaders*

ATLANTA – Westfall Group ([www.westfallgroup.net](http://www.westfallgroup.net)), a leading provider of major gift development strategies, has announced it has raised more than \$500 million for its clients – breaking client fundraising records and providing hope to some of the world’s most vulnerable people. In 2016 alone, Westfall clients have raised more than \$30 million, with donor gifts averaging almost \$102,000 in cash and pledges.

“Our core mission since we began is to provide major gift fund development strategies to help clients realize their dreams to bring help for today and hope for tomorrow,” said Westfall CEO Bob Westfall. “As a result, our clients are providing disaster relief around the world, giving starving people access to food, freeing victims of sex trafficking and providing medical care to sick and dying children. Others are engaged in training tomorrow’s leaders to find fresh solutions to these problems.”

Westfall Group uses a wealth-analytics audit performed on the client’s donor files to ensure the best donors will attend its major donor event weekends. In addition, Westfall’s sister company, Westfall Gold, creates print and video materials to capture the essence of each organization’s mission.

“Everyone has a story, but not everyone can tell it,” said Westfall Gold President Alan Gold. “The event collateral and videos we produce connect the donor deeply with the client’s intellectual, emotional and transformational case for support.”

In 2013, Westfall Group announced it had raised \$300 million for clients. In the last two years, Westfall has raised more than \$170 million in cash and appreciated assets. Clients raised more than \$5.50 for each dollar spent, and the average time it usually takes to cultivate a major donor was compressed from 12-18 months into one 3.5-day transformational experience.

“It is remarkable how closely donors become connected to our clients -- and to each other -- during the events,” said Westfall Executive Vice President for Finance and Operations Jacques Aebli. “During an event, non-donors often become major donors, and major donors become ambassadors.”

The average donor gift at a Westfall major donor event in 2014 was \$62,000. In 2015 it was over \$71,000.

Westfall Group's client list continues to expand and includes organizations like Halftime Institute, Medical Teams International, Leadership Network, Mercy Ships, Gordon College, PULSE Outreach, Convoy of Hope, Point Loma Nazarene University and CURE International.

"We are not about to slow up," said Westfall. "In 2016, we are producing 28 major donor events and plan to increase that number to 60 events in the next few years. By the year 2020, our goal is to have helped our clients raise more than \$1 billion."

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**Westfall Group** ([www.westfallgroup.net](http://www.westfallgroup.net)) is a leading provider of major gift fund development strategies whose goal is to help their clients achieve significant growth and extraordinary impact. Westfall is a solution-based team committed to augmenting its clients' strengths through research, statistical analysis and intelligence on current giving trends.