



Gwen Chapman

Gwen started her career in South Africa in the early 1980's as an Account Director at Downes Murray International (DMI), where she ran the direct mail programs for a wide variety of non-profit organizations, and used television and print media to identify prospective bequest donors for the South African National Cancer Association.

As Marketing Manager for WWF-UK in the mid 80's, she developed a database of donors to complement the membership program, and launched a provocative and highly successful multi-media, multi-audience legacy program – the first of its kind in the UK.

After immigrating to Canada in 1988 and working as a Consultant in Toronto at Stephen Thomas (ST) for a couple of years, Gwen joined WWF-Canada and developed a cutting edge donor-centric program that dramatically increased the donor file and the number of monthly and bequest donors.

In the mid-90's Gwen was appointed National Director of Development at CNIB, where she focused on staff training and the development of policies and procedures to ensure a strong donor-centric program that enhanced all levels of giving, especially planned and major giving.

In 2001, Gwen joined Mal Warwick & Associates (MWA) in California as Senior V.P. where she developed “Your Legacy Partners”, a donor-based approach to planned giving helping clients identify, cultivate and nurture legacy donors.

Gwen is a passionate advocate for donor-centric relationship fundraising. Located in Victoria since 2011, Gwen runs her own consultancy DonorFocus 360. She specializes in mentoring and “Touch Point” Audits to help clients maximize revenue now and in the long term.