

# Money and mission – fundraising from a different perspective

Fundraising is not for the faint hearted. It's essential for most mission organisations but it can be challenging. Kristi will share some key observations and insights she's gained from her work with not-for-profits over the past decade. She'll take us through the kinds of roadblocks that often hinder fundraising activity in organisations, as well as strategies to help improve your fundraising success. This will be an interactive session which will encourage thought and discussion about our own personal perspectives on money and mission.



## KRISTI WILSON-MCKENZIE

### WILD HIVE

A bona fide champion at championing others, Kristi is continually inspired by social enterprises and for-purpose organisations that seek to make a positive difference in the world. Kristi is a business analyst, storyteller, marketer and creative thinker who brings both 'blue sky' imagination and the clarity of strong analytical skills. With a background in visual communication, and almost a decade in executive marketing, Kristi's passion is helping organisations communicate their brand stories, achieve real customer growth, and cultivate high-performing teams.

MISSION STREAM AND  
NEW LANDSCAPE STREAM