



**CFRE International**

Certifying fundraising executives  
Setting standards in philanthropy

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## FOR IMMEDIATE RELEASE

### Certified Fund Raising Executives Elect Four Members to CFRE International Board of Directors

**Alexandria, VA – 18 August 2016** – CFRE International is pleased to announce the election of **Thomas P. Berekoff, M.A., CFRE** (Edmonton, Canada); **Vincent Law, CFRE, MInstF(Dip)** (Hong Kong, China); **Heather R. McGinness, CNM, CFRE** (Bronxville, NY); and **Lesley Ray, CFRE, FFIA** (Brisbane, Australia) to three year terms (2017-2019) on the CFRE International Board of Directors.

CFRE International is governed by a Board of Directors of eleven, including ten CFRE certificants and one public member. The Board strives to be representative and embrace diversity in the broadest sense. CFRE International utilizes a slate of candidates for voting purposes, rather than a general election, to ensure that such a small board mirrors the certificant population in its diversity, as best possible, and to protect against any one group overly influencing board makeup through sheer voting size. The candidate slate is the result of an open nomination period followed by the vetting of nominees by the CFRE International Committee on Directorship, who determine the final slate of candidates.

This year the CFRE International Committee on Directorship, chaired by Philip Schumacher, CFRE, ACFRE, had the task of selecting a slate of four candidates, with one current Board member eligible for re-election and wishing to serve a second term on the Board. After careful consideration, the Committee on Directorship determined that the exemplary service provided to CFRE International and the profession by current Vice Chair Heather McGinness warranted her inclusion on the slate for election to a second term of service. Berekoff, Law and Ray were selected for the slate following the careful review of nominations from the CFRE community and interviews with the Committee on Directorship.

The slate of Berekoff, Law, McGinness and Ray was elected by a 97.5% majority of current CFRE certificants who cast their ballots in the election closing 31 July 2016. Biographical information for the CFRE International Board of Directors Class of 2019 is provided below.



**Thomas P. Berekoff, M.A., CFRE**  
**President and CEO**  
**tpb strategic counsel ltd.**  
**Edmonton, Alberta**  
**Canada**

Tom Berekoff is CEO of tpb strategic counsel, a Canadian-based consultancy serving charitable and not-for-profit

organisations, philanthropic businesses and individuals. Over a 35-year career, Tom has helped raise nearly \$500 million for clients and organisations served. He has a wide breadth of leadership, fundraising and external relations experiences including higher education, continuing education, healthcare, sport, arts and culture, economic and community development, rural and remote context, international development, indigenous peoples, social investment, and faith-based organisations.

Tom received a Bachelor's degree (sport management) from the University of Lethbridge (1981) and a Master's degree (philanthropy and development) from Saint Mary's University of Minnesota (2005). Tom has earned and proudly maintained the CFRE designation since 1995 and has served CFRE International on the Committee on Directorship and the Exam Committee. He has also served as a volunteer with Association of Fundraising Professionals local chapters and the Canadian Association of Gift Planners and as a board member of numerous NGOs and community development agencies.

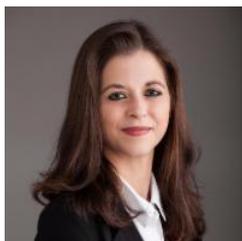


**Vincent Law, CFRE, MInstF(Dip)**  
**President and Founder**  
**PhilanthroKids Academy**  
**Hong Kong**  
**China**

Vincent has over 26 years of experience in fundraising, marketing and event management in both commercial and not-for-profit sectors. He is the first and only Chinese fundraiser in China who attained both CFRE certification and the UK qualification, Diploma in Fundraising, from the Institute of Fundraising. Law holds a Bachelor in Electrical Engineering from Imperial College London and a Masters in Psychology of Education from City University, Hong Kong. His Doctorate research with The University of Nottingham, UK is about the lifelong learning dimensions of volunteering.

Vincent is the CEO and Founder of PhilanthroKids Academy, an after-school program which teaches K-12 students the concept of philanthropy. Previously he held senior positions at World Society for the Protection of Animals, World Vision and Ocean Park Conservation Foundation Hong Kong.

Vincent earned his CFRE credential in 2006 and is currently serving his fourth year on the Association of Fundraising Professionals International Board of Directors. He is a past president of the AFP Hong Kong Chapter and has been an AFP Master Trainer since 2008.



**Heather R. McGinness, CNM, CFRE**  
**CFRE International Vice Chair**  
**Vice President for Advancement**  
**Concordia College – New York**  
**Bronxville, New York**  
**United States**

Heather brings two decades of experience in several areas of the philanthropic sector to her work on behalf of CFRE

International and the fundraising profession, including higher education, social services, associations, faith-based and international relief organizations. Prior to taking up her new post of Vice President for Advancement at Concordia College – New York, Heather most recently served as Senior Consultant – Account Director at Meyer Partners LLC in Schaumburg, Illinois.

A member of the Association of Lutheran Development Executives (ALDE), she has led its Education Team, is a frequent presenter and serves on the ALDE Board of Directors. She is a recipient of ALDE's Jay Bleeke Award and was named a Thrivent Fellow in 2013. Heather is a member of and a Master Trainer for the Association of Fundraising Professionals (AFP), and serves on the committee for the AFP Fundraising Effectiveness Project. Heather has held the CFRE credential since 2009.



**Lesley Ray, CFRE, FFIA**  
**Executive Director – Fundraising**  
**Mater Foundation**  
**Brisbane, Queensland**  
**Australia**

Lesley Ray is Executive Director – Fundraising at one of Australia's leading healthcare fundraising organisations where she couples fundraising practice with organisational management and leadership. There she leads a large team of fundraising professionals and communications specialists and is charged with the development of Mater Foundation's diverse fundraising programme to grow income capacity.

Lesley holds a Master's degree in philanthropic studies from the Australian Centre for Philanthropy and Nonprofit Studies (ACPNS) at Queensland University of Technology (QUT), where her research focused on the emergence of giving circles and their relationship with nonprofit organisations. Lesley is a Fellow and past national Chair of Fundraising Institute Australia (FIA) and gained her CFRE certification in 2002. She serves as a volunteer with FIA and CFRE International and is a Board Director for YWCA. Lesley is also a founding member of "Women & Change", a women's giving circle that aims to engage women in philanthropy. In 2015 Lesley received the Arthur Venn Fundraiser of the Year award from the Fundraising Institute Australia (FIA), a national award which recognises an individual who has made an outstanding contribution to fundraising in Australia.

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Founded in 2001, CFRE International is an independent nonprofit organization dedicated to setting standards in philanthropy through a valid and reliable certification process for fundraising professionals. The CFRE® program is accredited by the National Commission for Certifying Agencies (NCCA). NCCA, the accrediting arm of the [Institute for Credentialing Excellence](http://www.institute.org), grants accreditation to a select group of organizations that demonstrate compliance with the *NCCA Standards for the Accreditation of Certification Programs*. In 2013, the CFRE credential became available worldwide as the global standard for the fundraising profession. To learn more about CFRE International please visit [www.cfre.org](http://www.cfre.org) or contact George H. Hamilton, Marketing & Membership Manager at (571) 699-0603 or [g.hamilton@cfre.org](mailto:g.hamilton@cfre.org).