

5 March 2015

HOME Fundraising joins Rogare as an Associate Member

Plymouth University's fundraising think tank, [Rogare](#), is delighted to announce that door-to-door fundraising agency HOME Fundraising has become an Associate Member.

Associate Members are suppliers to the fundraising sector who share Rogare's '[Critical Fundraising](#)' ethos. Associate Members will assist Rogare in identifying areas of research and plan the publications, events and other outputs that will bring this research to the attention of the fundraising practitioner community.

Ian MacQuillin, Rogare's director, says: "With Associate Membership we are looking for partners who share our vision of changing the way fundraisers think about, and solve, the challenges our sector faces.

"I know the importance HOME Fundraising attaches to the issues of public perception of fundraising and the professional status of fundraisers. As these are two issues that are also of great interest to Rogare, I am delighted to welcome HOME to the ranks of Associate Membership."

Dominic Will, HOME Fundraising's joint managing director, says: "We are looking beyond specific fundraising channels to what makes good and sustainable organisations with a successful output, in our case this is developing individuals, recruiting donors and generating income."

"The creation and inception of Rogare is an important step in providing a different perspective on the issues within the sector, and we look forward to playing a significant role and contributing to this network through the advisory panel."

Dominic Will and **David Mbaziira**, HOME's head of external communications, will join Rogare's [advisory panel](#) of senior and emerging sector thinkers. Dominic Will also takes up a place on the advisory group to Rogare's current [review of relationship fundraising](#).

HOME Fundraising joins Rogare's other Associate Members, creative agency Bluefrog and regular giving specialist Rapidata.

Rogare plans to limit to six the number of Associate Members supporting us at any one time, and is currently talking to five fundraising suppliers, including some outside the UK, who are considering Associate Membership.

ENDS

For further information, contact Ian MacQuillin at Rogare (@RogareFTT) on 020 8659 1158 or 07977 422273 or ian.macquillin@plymouth.ac.uk

Visit the Rogare website at:

<https://www.plymouth.ac.uk/schools/plymouth-business-school/rogare>

Notes to Editors

About Rogare

Rogare (Latin for 'to ask') is the [Centre for Sustainable Philanthropy](#)'s fundraising think tank and the home of Critical Fundraising – the discipline of critically evaluating what fundraisers know, or think they know, about their profession. Our remit is to explore under-researched and 'under-thought' areas of fundraising. One of our key aims is to generate new practical ideas by pulling together the academic and practitioner branches of the fundraising profession.

About HOME Fundraising

HOME Fundraising, established in 2002, is the largest commercial employer of fundraisers in the UK and Europe, and the market leader in the UK door-to-door fundraising market. As part of an international group that includes HOME India, HOME's leadership model and operational infrastructure has employed, developed and trained over 20,000 fundraisers, who have recruited well over 1 million regular donors and raise more than £400 million for charities large and small.

HOME's output is essentially an inspiring conversation between two individuals, a HOME fundraiser and a potential donor. Sitting behind this is a business model and fundraising operation geared towards understanding group dynamics and how individuals influence the teams and departments they lead.

The company employs 1,500 fundraisers through a network of 17 regional offices across the UK.

About Plymouth University

Consistently ranked as one of the leading universities in the UK, and awarded a Queen's Anniversary Prize for Higher and Further Education in 2012, Plymouth has a strong record of excellence, enterprise and innovation across its teaching and research activities.

Distinguished by its long-term engagement with business and the community, the University enjoys outstanding links with employers and plays a key role in civic and regional leadership. It is the only university in the world to have been awarded the Social Enterprise Mark in recognition of its work in support of the sector.

With around 30,000 students, including those studying higher education at its partner colleges throughout the South West, the University is one of largest in the UK. It enjoys a high rate of graduate employment and has recently invested more than £150 million in its estate and facilities to enhance the student experience and support world-class research.

Plymouth has embedded sustainability across its operations, and is the overall best performing university in the People & Planet Green League. It is the first modern university to found a medical and dental school – the Plymouth University Peninsula Schools of Medicine and Dentistry – and is the leading provider of Higher Education in Cornwall. For more information, please visit www.plymouth.ac.uk