

# Curriculum Vitae

## Daryl Upsall

### Personal Details

Full name: Daryl Baden Upsall

Date of birth: 12/10/60

Nationality: British

Resident of: Spain

### Office:

Calle Caleruega 79 Piso 7

Madrid 28033

Spain

Tel: +34 91 829 0772

Fax: +34 91 302 0214

Web: [www.darylupsall.com](http://www.darylupsall.com)

Email: [darylupsall@darylupsall.com](mailto:darylupsall@darylupsall.com)

### School:

Boston Grammar School

### Academic Qualifications

BA (Hon's) Cantab

Social and Political Science

St. Catherine's College, Cambridge University,  
England.

### Other Relevant Training

- IBM Creative Management Course - UK
- ICFM Senior Management Course - Ashridge Management College, UK
- Various marketing, media and fundraising courses and conferences worldwide.

### Professional Skills

- 27 years of working at the cutting edge of fundraising, communications and advocacy in the non profit sector
- Leadership - ability to inspire others to achieve excellence.
- Senior management experience at senior level for 23 years.
- Strategic planning and implementation in complex organisations.
- International background - having worked in more than 42 countries across 4 continents
- Responsible for raising in excess of \$1.5 billion in donations in private donations
- Recruited the most fundraising leadership posts for such organisations as UNHCR, UNICEF, Greenpeace, ActionAid, WWF etc.
- Political - 25 years working at President, Prime Minister, Cabinet, Party Leader level.
- Presentation/Public speaking - regular keynote speaker at international marketing and fundraising conferences worldwide, on television, radio and to the written media.

### Professional Profile

Has 27 years experience managing fundraising, communications and advocacy operations in over 43 countries. Known for his leadership and innovation in fundraising he has been a pioneer in face to face, telephone and new media fundraising. Is respected internationally for his expertise and knowledge of building long term income via committed giving fundraising programmes.

He was International Fundraising Director for Greenpeace International for 7 years and also as acting International Communications Director for one year. His team invented Face to Face Fundraising in Austria before rolling it out worldwide including China, Chile, Thailand and Australasia. He started raising funds online in 1994 and is recognized as a world expert on

integrating new media in fundraising and communications and has spoken on this in fundraising conventions around the world.

At Cambridge University, he specialised in revolutionary politics, politics of developing countries and feminist studies whilst being a student political leader. He started working for the Nicaragua Solidarity Campaign in the early 1980s followed by working as Head of Campaigns, Communications and Fundraising at the development NGO War on Want during which the first major campaigns on ending the Third World Debt were launched.

In 1990 he launched the first professional fundraising for HIV/AIDS in Europe and has had a successful career in lobbying and advocacy for development NGOs, women's rights, advocacy organizations, and liberation movements. He has worked with Presidents such as Nelson Mandela (South Africa), Lula da Silva (Brazil), Daniel Ortega (Nicaragua), José María Figueres (Costa Rica) celebrities such as Elton John, Harold Pinter, Julie Christie, Queen and numerous other world leaders and international celebrities.

In Spain he is the co-owner and founder of the leading face to face fundraising, telephone fundraising and corporate social responsibility agencies and in the founder owner of the non profit recruitment website [www.globalcharityjobs.com](http://www.globalcharityjobs.com)

In July 2010 he was elected as a Fellow of the UK Institute of Fundraising.

## Career History

### Founder and Chief Executive

Since March, 2001

Established and manage a consultancy providing to the international NGO sector providing fundraising, communications, market research, business development, and executive recruitment and advocacy services.

### Daryl Upsall Consulting International SL

Madrid, Spain [www.darylupsall.com](http://www.darylupsall.com)

Daryl Upsall Consulting International (DUCI) is a unique international agency offering a comprehensive range of services to charities, universities, cultural institutions and UN agencies. Our extensive worldwide network of associates means we can provide a truly global service to the non-profit sector. DUCI works for many of the world most prestigious not for profit organisations. DUCI owns and runs the world's first global recruitment website for the non-profit sector Global Charity Jobs [www.globalcharityjobs.com](http://www.globalcharityjobs.com)

DUCI is the holding company its shareholdings in the companies working for the not for profit sector in fundraising in Spain; *Fundraising Estrategias SL*, *Fundraising Iniciativas SL*, *The Fundraising Company SL*, *International Fundraising SL* and in Argentina *Fundraising Contacts*.

### Director and co-owner

Since 2009

Telephone fundraising agency serving Spain and Latin America

### Fundraising Contacts

### Director and co-owner

Since 2009

International face to face fundraising agency working in Italy, Portugal, and Mexico and in 2010 it will operate in Brazil and South Africa. [www.intfundraising.com](http://www.intfundraising.com)

### International Fundraising SL

**Director and co-owner**

Since 2005

Specialist agency connecting non profit organisations with the corporate sector to focus on cause related marketing and corporate social responsibility. Also markets the fundraising database eTapestry in Spain and organises fundraising events. [www.fundraisingestrategias.com](http://www.fundraisingestrategias.com)

**Fundraising Estrategias SL****Director and co-owner**

Since 2004

Established Spain's leading face to face fundraising agency. It has raised over 180m Euros so far for Spanish NGOs [www.fundraisinginiciativas.es](http://www.fundraisinginiciativas.es)

**Fundraising Iniciativas SL****Director and co-owner**

Since May 2002

Established Spain's first and largest telephone fundraising agency. [www.fundraisingcompany.es](http://www.fundraisingcompany.es)

**The Fundraising Company SL****International Fundraising and Marketing Director**

1993 - 2001

Responsible for the raising of circa \$130 USD million per annum, the leadership and development of Greenpeace's fundraising and marketing globally and in the 33 countries where the organisation has a presence. Raised \$1 billion over 7 years. Management of a team of 10 staff located in 4 countries. As the longest serving member of the Greenpeace International senior management team I shared responsibility for the overall leadership and direction of the global organisation. Additionally was the Acting International Communications Director during 1999 responsible for Greenpeace's global media/communications output.

**Greenpeace International**

Amsterdam, Netherlands

**Chairman of Election Campaign Fundraising (UK)**

1992/1993 (Voluntary position)

Having been a counsellor to the ANC UK Chief, and subsequent South African High Commissioner to the UK, Mendi Msmang, I was asked to establish a 6-month appeal to raise \$1.5m for the ANC's first election campaign. Instead \$3m was raised from mass media, direct marketing and major gift events attended by Nelson Mandela.

**African National Congress****Head of Fundraising**

1990 – 1993

Established the fundraising and parliamentary lobbying programmes for the UK's leading HIV/AIDS organisation, raising the annual income from \$1.6 million to \$ 5 million per annum, as well enhancing the organisation's media profile and political influence.

**The Terrence Higgins Trust**

London, England

**Head of Campaigning, Fundraising and Media**

1988 - 1990

Management of 26 staff covering campaigns/lobbying, fundraising and media work. Responsible for an annual income of \$30million per annum to support overseas development programmes in some 38 countries.

**War on Want**

London, England

**Fundraiser/Campaigner**

1985 - 1988

Founder fundraiser responsible for increasing the annual income from \$15,000 per to \$750,000 per annum within three years and establishing NSC as the leading Central American campaigning organisation in the UK.

**Nicaragua Solidarity Campaign**

London, England

**Director/Owner**

1983 - 1985

Founder director of campaigning, lobbying fundraising service for the British Labour Party, trade unions etc. Co-authored and steered through Parliament the "Local Government - Access to Information Act".

**Labour Movement Services**

London, England

**Current Volunteer Roles****EUConsult**

Board Chair 2006-2009 and Board Member up to June 2010. EUConsult is a European network of senior, highly professional, ethically-minded consultants serving the European not-for-profit sector.

**Resource Alliance**

Spain's Ambassador for voluntary organisation providing fundraising and institutional development training to NGOs worldwide and IFC Advisory Panel member.

**Training & Workshops**

A regular speaker and master class trainer at most of the worlds leading fundraising and marketing conventions in the USA, Canada, UK, Netherlands, Switzerland, Denmark, Sweden, Mexico, Kenya, India, France, Brazil, Portugal and Spain

**Writing**

Provided articles and opinion pieces for NGO publications such as Professional Fundraising, Third Sector, Non Profit Times, Chronicle of Philanthropy, Direct Marketing International, Charity Times, and Resource Alliance Newsletter, Fondsen Magazine (NL) etc. Contributed to several published books on fundraising.

**Professional Memberships**

Fellow of Institute of Fundraising Professionals (UK), Association of Fundraising , Professionals(USA) Asociacion Española de Fundraising (Spain), Institute of Directors (UK), EUConsult