

Biographical Profile

Richard Perry

Richard Perry is driven by a passion for donor stewardship and care and has a 40-year record of delivering outstanding results for clients and non-profit organizations.

Currently this passion is expressed through The Veritus Group, founded in 2005 by Richard and business partner Jeff Schreifels. Their work, of helping non-profit organizations develop highly effective major donor programs, is recognized by scores of leading non-profits and fundraising thought leaders in the United States, Canada and Europe. The combined annual major gift income of the agencies they serve recently totaled in excess of \$500 million.

Richard is particularly valued for providing clients with innovative and effective approaches to reverse the loss of major gift revenue which (for many non-profits) can exceed 50% a year for a single organization, equating to millions of dollars lost from good donors every year.

Their blog, *Passionate Giving* (at www.veritusgroup.com) shares practical and helpful advice on starting and maintaining a successful major gift program, no matter what size organization you have. It has won recognition in recent years for its outstanding contribution to online fundraising resources.

In addition to his major gift consulting practice, Richard draws from a rich experience of starting companies and launching new ventures. He provides effective and practical help on how an organization should be organized, how to hire the right people, how to build a culture of philanthropy and how to effectively manage people.

Previously Richard co-founded The Domain Group, a leading direct marketing agency serving major non-profits in the United States, Canada and Europe. From its Seattle base it expanded to offices in Colorado, Atlanta, London and Paris. The agency was sold in 2005.

Richard's history also includes a notable eight years as Director of Development for a US-based relief and development organization. He led a team that, in just four years, increased the donor list from 16,000 to 350,000, with annual income rising from \$600,000 to \$15 million.

In the early 1980s he and his staff set up one of the first inbound telephone centers for non-profits in the country, servicing an aggressive major U.S. market donor acquisition strategy using hour-long direct marketing television specials featuring projects in Southeast Asia, India, Nepal, Pakistan, Africa, the Caribbean and Central and South America.

Also, at this time, he and his staff launched a daily radio program, which was the first phase of a donor acquisition strategy followed by events in cities where a critical mass of donors had been acquired. Layered on top of this strategy was an effective direct mail program for lower-dollar donors and a major gift program for the higher-capacity donors. This all happened long before the advent of the Internet.

During his Director of Development years, together with the Executive Director of the organization, he founded affiliate offices for the organization in Canada, Australia and South Korea. He also developed multi-million dollar funding sources in the UK, Germany and the Netherlands.

Richard's international perspective on life and business was formed in his early years. Born of American parents in Colombia, South America and spending his first seven years of education in Quito, Ecuador at an American International school, Richard learned the importance of valuing all types of people from diverse backgrounds. He has applied this cultural sensitivity in successful business ventures internationally.

A fluent Spanish speaker, Richard is effective in navigating business and non-profit agendas in any Hispanic culture or country.

On a more personal level, as you get to know Richard, you find a driven man with a very soft and caring heart. He grew up among the urban poor in South America and native peoples in the jungles of the Colombian Amazon. These beginnings marked him for life as man who cares for those that need a chance in life; who wants to wrong injustices; who will defend the one put down and shamed; and who champions the potential of each human being no matter what the cost.

Now he spends his time leading the Veritus Group with his business partners, helping donors fulfil their dreams and passions for a hurting world through their giving.

Married to Karen, Richard makes his home in Asheville, North Carolina. He has two children, three grand-children and a dog.