



John Rux-Burton

Founder and Managing Partner

Shared Vision

John Rux-Burton is the Founder and Managing Partner of Shared Vision (formerly Rux Burton Associates). They are the makers of Serafina, software that supports all aspects of regular giving from analysis and planning through to the delivery of multi-channel campaigns involving digital, phone, face to face, email, direct mail and text. They also offer consultancy and advice in regular giving, as well as helping manage many on-site telephone fundraising campaigns. They have run more than 300 campaigns in Oxbridge, schools, universities and business schools in Europe, Asia and Australia raising some £160m from nearly 400,000 donations as well of tens of millions in legacies.

Shared Vision's mission is to help bring educational prosperity to all.

John is an Inaugural Fellow of IDPE and has spoken widely at conferences, including IDPE, CASE, Educate Plus, MACE as well as Shared Vision's own regular seminars on relationship fundraising. John has been published in CASE Currents, the IDPE Newsletter, Fundraising & Philanthropy, and various other charity sector publications. In 2008, he received the Atenier medal from TU Darmstadt University for his contribution to global educational fundraising.

Educated at Framlingham College and Lincoln College in Oxford, John lives in the Cotswolds in Oxfordshire. He has three children and his interests are literature, photography and scuba diving.

