



## **Richard Radcliffe**

**Founder**

**Radcliffe Consulting**

Richard began his fundraising career with the MS Society, became Director of Fundraising of the Order of St John (St John Ambulance and the St John Ophthalmic Hospital in Jerusalem) and then a director of the Charities Aid Foundation.

He went on to become executive chairman of the world's first specialist legacy research and development company Smee & Ford, breaking new ground and instigating a number of world firsts that include the first ever university-based training course for trustees. His international work took Richard around the globe covering Will writing and legacy giving traditions in every culture. He trains anyone to make the legacy ask with passion.

Richard was made a Fellow of the UK's Institute of Fundraising in recognition of his outstanding contribution to fundraising. In a voluntary capacity he was a trustee of the IoF for six years, served as the Institute's Treasurer and chaired the IoF National Fundraising Convention for four years. He has also served as Chairman of the International Fundraising Congress (IFC) held annually in the Netherlands.

In 2010 Richard founded Radcliffe Consulting, giving him greater independence to challenge today's legacy market and its fundraising thinking and practices.

