

GIVING LIFE

to your ideas, dreams and visions



OKP

PHILANTHROPY | MARKETING

OUR PURPOSE

OKP (O'Keefe & Partners) was founded with the sole purpose of advancing giving.

Our team of experts in fundraising, philanthropy and marketing provide a wide range of services designed to inspire generosity and encourage more people to give more often.

We work with community focused organisations from around Australia, New Zealand and overseas who want to maximise their impact.

We fill the gaps in their skills, knowledge and experience to help them achieve their goals and build capacity for the future.

At OKP we don't just raise money. We connect people, empower them and inspire action. We make positive transformation possible. We give life to your ideas, dreams and visions.

OUR PHILOSOPHY

Our philosophy at OKP is one of connection.

We seek to develop strong connections with our clients, so that we may truly understand their individual needs, challenges and opportunities. Each project we work on is unique, custom designed to provide workable, sustainable and ultimately successful, solutions.

We are also dedicated to helping our clients better connect with their stakeholders. Whether they want to generate more income, increase market share, diversify fundraising programs, raise public profile or grow their database, strengthening connections internally and externally is the key to success.

“

At OKP we are known for our team-approach and the high level of talent, experience and knowledge we bring to the table. Working with OKP is a cost effective way for organisations with limited budgets to access some of fundraisings brightest minds. Our clients value being able to tap into such a high level of expertise and benefit from the specific skills, **experience and knowledge** they need to achieve their **goals** and **maximise opportunities for success.**

”



Julie Johnson
MANAGING DIRECTOR



OUR PERFORMANCE

For more than 35 years, OKP has been providing services related to fundraising, marketing and communications.

Our expertise and guidance has helped raise more than \$500 million for our clients and ensured we are recognised as one of Australasia's leading fundraising development agencies.

OKP is best known for our achievements in the areas of integrated campaign management, strategic development and feasibility studies, recently OKP has generated impressive results from online campaigns.

How Our Team Has Been Transforming Giving



35+ years




350+ studies



1000+ people



\$500M+ dollars

A large, artistic hourglass is the central visual element. The top bulb is filled with dark, fine-grained sand, while the bottom bulb is filled with a lighter, golden-brown sand. The narrow neck of the hourglass is visible in the center. The background is a soft, out-of-focus sky with light blue and white clouds. The overall mood is contemplative and professional.

I have years of experience but with today's market pressures and challenges, having external strategic guidance has ensured all elements of our Campaign are conducted in a timely and professional manner. An objective sound board is key to assisting me remain focussed and on message.

Marilyn Rickard

Head of Community Relations
ST CATHERINE'S SCHOOL

OUR POPULAR SERVICES

ANNUAL FUNDRAISING



Ongoing fundraising programs such as direct mail, planned giving, online giving, events, grant-seeking and corporate engagement. We can design, deliver and manage an entire program, or provide assistance in specific areas such as strategic development, creation of resources and collateral or copywriting.

CAPITAL FUNDRAISING



With extensive experience in major gifts and capital appeals, OKP conceives and delivers successful campaigns that often exceed the multi-million dollar expectations of clients. As well as end to end campaign delivery, we also manage individual projects such as feasibility studies, case for support and collateral creation, leadership recruitment, training & skills building, mentoring and development of strategic plans and prospect lists.

DIGITAL CAMPAIGNS



OKP is a pioneer and leading expert in the area of digital fundraising. In the time other organisations were still writing off digital fundraising as a passing fad, we were learning and preparing for the digital revolution that is now upon us. In recent years we have led a number of highly successful online campaigns and seen numerous organisations get off to a flying start.

RESEARCH



OKP specialises in cost effective but statistically sound research initiatives including benchmarking, concept testing, pre-campaign planning, prospect profiling and community consultation. Our services have been engaged by governments, leading not-for-profits and corporations with an interest in philanthropy.

RECRUITMENT



We provide organisations with the benefit of our extensive industry experience, insight and connections. We offer executive, employee and volunteer recruitment, as well as a secondment service where an OKP staff member will assume responsibility (on a short or long-term basis) for a vacant role in your team.

BUSINESS CONSULTING



Our management and business consulting approach is aimed at solving problems, empowering stakeholders and positioning organisations for growth. In essence, we work closely with our clients to establish new business and deliver sustained improvements in business performance.

OUR PROJECTS

OKP has worked with many organisations to complete a diverse range of projects across a large number of sectors. We have been engaged by organisations large and small, from those just starting out to well-established, high-profile organisations.



REMOTE



REGIONAL



STATE



NATIONAL



GLOBAL

Just some of the sectors we work with include

- ✓ aged care
- ✓ arts, cultural & heritage
- ✓ children & youth
- ✓ conservation, environment & animal welfare
- ✓ corporations
- ✓ education
- ✓ emergency & government
- ✓ health, wellbeing & welfare
- ✓ hospitals
- ✓ humanitarian & overseas aid
- ✓ medical research
- ✓ religious
- ✓ schools
- ✓ sport & recreation
- ✓ universities



Working with OKP has been a very rewarding experience for Mercy Ships. Their expertise, guidance and international perspective is helping to grow the success of our fundraising program while building the capacity of our team. OKP truly understand our needs and are invested in our success.



Alan Burrell

Managing Director
MERCY SHIPS

OUR PAST CLIENTS

AGED CARE

- Bapcare
- Benetas
- Care Connect
- COTA for Older Australians
- Echuca Community for the Aged
- Emmy Monash Aged Care
- Freemason's Homes
- Glenview Community Services
- Lynden Aged Care
- Villa Maria Catholic Homes

ARTS, CULTURAL & HERITAGE

- Chunky Moves
- Festival of Jewish Cinema
- Jewish Museum of Australia
- Melbourne Theatre Company
- Museum Victoria
- Opera Australia
- Powerhouse Museum
- Victorian Arts Centre
- Victorian College of the Arts

CHILDREN & YOUTH

- Alannah & Madeline Foundation
- Australian Childhood Foundation
- Barnados Australia
- Berry Street
- Foundations for Young Australians
- Good Shepherd Youth & Family
- Grassmere Youth Services
- Kids Under Cover
- OZ Child
- Variety the Children's Charity
- Windermere Child & Family Services

CONSERVATION, ENVIROMENT & ANIMAL WELFARE

- Animals Australia
- Animal Welfare League
- Australian Conservation Foundation
- Greening Australia
- Green Peace
- RSPCA
- Trust for Nature
- WWF
- Zoos Victoria

EMERGENCY & GOVERNMENT

- Brisbane Council
- Care Flight
- City of Bunbury
- City of Casey
- City of Yarra
- LifeLine
- Manningham Centre
- St John Ambulance
- Westpac Helicopter Rescue Service
- Willoughby City Council

HEALTH, WELLBEING & WELFARE

- Alzheimers Victoria
- Asthma Foundation
- Cancer Council Australia
- Guide Dogs
- Heart Foundation
- Heart Foundation
- Leukemia Foundation
- Melbourne Health
- MS Society
- Peninsula Health

CORPORATIONS

- | | | | | |
|-----------|---------|-----------|--------|-----------------|
| ■ Alcatel | ■ Coles | ■ Dymocks | ■ Myer | ■ Origin Energy |
| ■ QBE | ■ REPCO | ■ TAC | ■ TAL | ■ Telstra |



OKP brought professionalism, strategic direction and experience to this component of our Capital Campaign and gave us a fresh perspective. OKP took the time to really understand our needs and objectives, and tailored a solution that worked within budget and available resources.

Nerida Webster

Manager, Marketing and Communications
STATE LIBRARY VICTORIA

HOSPITALS

- Ballarat Health Services
- Epworth Freemasons Hospital
- Macedon Ranges Health
- Melbourne Health
- Mercy Hospice
- Royal Adelaide Hospital
- St Andrews War Memorial Hospital
- St Vincent's Health
- West Gippsland Healthcare Group
- Women's & Children's Hospital Foundation

HUMANITARIAN & OVERSEAS AID

- Amnesty International
- Barnados Australia
- CARE
- Caritas Australia
- Fred Hollows Foundation
- Mercy Ships
- Plan
- Red Cross
- Save the Children
- The Salvation Army
- World Vision

MEDICAL RESEARCH

- Baker Heart and Diabetes Institute
- Children's Medical Research Institute
- Hunter Medical Research Institute
- Menzies Research Institute
- Murdoch Childrens Research Institute
- Queensland Institute of Medical Research

RELIGIOUS

- Benevolent Society
- Bible Society
- Churches of Christ
- Missions without Borders
- The Salvation Army
- The Samaritans Foundation
- Uniting Care Australia
- Vincentcare Victoria
- Wesley Mission
- Wimmera Community Care
- Windermere Child & Family Services

SCHOOLS

- All Hallows' School
- Brisbane Grammar School
- Camberwell Girls School
- Kincoppal Rose Bay School
- Loreto Normanhurst
- Melbourne High School
- Ruytons Girls' School
- Scotch College Adelaide
- St Catherine's School
- Yarra Valley Grammar

SPORT & RECREATION

- QLD Cruising Yacht Club
- Scouts
- Surf Life Saving
- Sydney Swans
- UNE Sports Union
- Western Bulldogs Foundation
- Wheel Chair Sports
- YMCA

UNIVERSITIES

- | | | | |
|----------------------------------|-------------------|------------------------|------------------------|
| ■ Australian National University | ■ Bond University | ■ Griffith University | ■ Macquarie University |
| ■ QUT | ■ RMIT | ■ Swinburne University | ■ UNSW Sydney |
| ■ Victoria University | | | |

OUR **PASSION**

**At OKP our passion
is giving.**

As well as being a team of dedicated fundraising professionals, we are also active philanthropists. We believe it is important to lead by example and support causes that make a difference in our community.

Our daily work aims to generate dollars for worthy causes. Our regular giving is how we choose to complete this cycle and keep in touch with the real and changing needs in our global community.

Through regular giving, we reaffirm our commitment to what makes this industry tick; the drive to help a cause in need.

OKP has raised millions and millions for our clients over the years, yet we are personally motivated to do more.



When might you need our services?

Clients engage our services at all points in their journeys. Whether you are just getting started, or well down the road, OKP can provide strategic counsel and/or operational assistance.

We not only get you to your destination faster and more effectively, we also make sure you are on the right road and have everything you need to make your journey a success. The majority of our clients come to us when either faced with a big challenge or new opportunity.



What is OKP's footprint?

OKP provides services to clients throughout Australia, New Zealand and overseas.

We have offices located in Melbourne and Sydney, and a number of experienced team members based in other areas of Australia and New Zealand. This allows us to cover a wide geographic area including both metro and regional areas.

Our team is adept at working remotely, giving you access to the very best skills and expertise, regardless of your location.



How is OKP engaged?

As a full service agency we are able to create cohesive, fully integrated and seamless programs that deliver results. You engage our services as you would hire an architect or builder. We work on a fee for service arrangement and offer a range of engagement models to compliment your team.

Given today's challenges, it is no surprise that our partnership model is popular. Projects orchestrated under this arrangement draw upon both parties expertise and experience.

“Providing personnel to assist with calling, meeting and negotiating with prospective major givers helped our program move forward – we valued the 'hands on' work.”

Major Wayne Pittaway

Former Divisional Commander
SALVATION ARMY

GET **IN TOUCH** TODAY

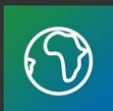
Our team is happy to discuss how we can help with your next campaign or start up initiative.



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