



## Gail Picco

Gail Picco, an award-winning not-for-profit executive widely recognized as a fund-raising and advocacy leader has joined The Osborne Group. From 1990 to 2016 Gail generated several hundreds of millions of dollars for clients through capital, major gift, corporate, membership and direct marketing campaigns. She raises awareness and generates calls to action through national bi-lingual multi-channel communications, advocacy, community engagement and media relations and is one of the country's foremost experts on how to carve a path through the increasingly complex dynamics in the charitable sector.

### SELECTED ACHIEVEMENTS

Throughout her career, Gail has carved out paths of success in an increasingly competitive nonprofit sector. Specific achievements include:

- As Campaign Director, she raised \$3.5 million for a complete renovation of a women's shelter in west Toronto. This is the most private sector money ever raised for a women's shelter in Canada.
- As Campaign Director of the Kids Help Phone \$7.5 million *Futures Campaign* raised money for the development of content, knowledge management systems, sustainability and research. Transforming how hundreds of thousands of Canadian children were served, this national campaign for a virtual infrastructure was the first of its kind in Canada.
- Campaign Director for the Canadian Race Relations Foundation's *Unite Against Racism* campaign, during which \$1 million was raised to finance the country's largest ever-nationwide bi-lingual, multi-channel anti-racism campaign. It resulted in 35 million television impressions alone.
- Led teams that executed direct marketing programs worth tens of millions of dollars for clients such as the Canadian Diabetes Association where annual revenue was increased from \$3 million to \$9 million.

### PRIOR EXPERIENCE

- **The Osborne Group**
  - Osteoporosis Canada
- Strategist and Independent Consultant, Transformational Philanthropy (2011—2016)
- Principal Strategist, Stephen Thomas Limited (2006—2010)
- President & CEO, Gail Picco Associates (1990—2006)
- Counsellor, Interval House Toronto (1982—1990)

Gail's often ground breaking strategies have enabled organizations realize their fundraising, organizational, communications and issues management goals. Her clients have included the Alberta Cancer Foundation, Canadian Diabetes Association, Oxfam Canada, Ronald McDonald House Charities Toronto, UNHCR (the UN Refugee agency), Canadian Landmine Foundation, Centre for Aboriginal Media, Elementary Teachers' Federation of Ontario, Federation of Women Teacher's Associations of Ontario, imagineNATIVE, and the Peel Board of Education.

### QUALIFICATIONS

Gail is the author of the recently published *Cap in Hand: How Charities are Failing the People of Canada and the World*. Sector observers call it "brave, searching and necessary". She is also author of novels *What the Enemy Thinks* and *Your Working Girl*. Gail writes a blog of memoir and commentary on politics, charity and popular culture, and a regular column for *Hilborn Charity News*. She is also Chair of the Regent Park Film Festival.