



Fiona Aldridge, MInstF

With a strong management and marketing background gained from an initial 10 years in industry (leisure and fmcg), Fiona transferred her communications skills over 15 years ago to the not-for-profit sector. This included: a year's hands-on, front-line voluntary experience running care and construction programmes and managing 140 volunteers at an orphanage in Romania; successfully marketing a London church's retreat and conference centre, significantly building up its clientele; developing corporate partnerships for VSO, setting up their in-country fundraising initiative in Ghana, and co-ordinating their East European Partnership (EEP) private sector funding.

Head-hunted for the position of CEO at the UN Refugee Agency's (UNHCR) charitable affiliate in the UK, Fiona set up the charity, UK FOR UNHCR, from scratch and ran it for over 5 years. She and her team raised public awareness and over £2million for UNHCR's work with refugees around the world, as well as significant gifts in kind worth several £million, often in the face of negative media and public attitudes.

Today Fiona serves on the UK board of Medair, the relief and rehabilitation agency, and the board of Brandauer, one of the largest contract precision presswork companies in Europe. She has a business development and communications role with The Whitehall & Industry Group (WIG), an independent not-for-profit which builds understanding and co-operation between the public and private sectors.

With her background in all three sectors and after a number of years as a free-lance consultant advising and helping charities with their fundraising and marketing strategies, Fiona's particular interest continues to be in the development of public/private/voluntary sector partnerships.

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