



# Case Study: Cerebral Palsy Alliance

Photo by Kristina Litvjak

## Recruitment that empowers disability support

### The Challenge

For over 70 years, the Cerebral Palsy Alliance (CPA) has been blazing trails for people living with physical disabilities. In addition to their influential and innovative support programs, CPA also blaze trails with their fundraising. One of CPA's key fundraising pillars is overseen by their Head of Partnerships and Events. When this role fell vacant due to an internal promotion, CPA needed to recruit a professional with a proven track record, both in not-for-profit fundraising and event management.

CPA fundraising has ballooned as the demand for their services has grown. That's because each day between one and two children are diagnosed with cerebral palsy and around 34,000 people live with cerebral palsy across Australia. Today, CPA have an annual fundraising budget of over \$30M and a fundraising team of 30 people. This team helps enable CPA to fund a global cerebral palsy research program, and meet the demand for their support services head-on. They employ 1800 staff working from 112 sites throughout metropolitan, regional and rural NSW and the ACT. To continue to fulfil their mission, CPA needed confidence that their new Head of Partnerships and Events could meet an ambitious set of fundraising targets.

*"We work with Patrick Cameron at 360HR because he understands the not-for-profit space and our culture. He puts forward high-quality candidates and his work makes him and 360HR stand apart from other recruiters. We deeply value his work as a recruiter."*

**Lucy Jacka - GM Fundraising,  
Cerebral Palsy Alliance**

### The Solution

CPA turned to 360HR's Patrick Cameron who's worked extensively in not-for-profit recruitment and has a strong track-record recruiting for CPA. As well as getting to know exactly the type of candidate CPA were looking for, Patrick also took the time to pinpoint why this role was such an important opportunity for the right person. This involved working with CPA to understand where and how this role sat within CPA's broader strategic vision.

However, it's important to note that not-for-profit fundraising and event management are niche specialisations. Patrick had to use his extensive network of contacts to reach out personally to potential candidates. Nevertheless, by highlighting CPA's level of innovation in both service delivery and fundraising, Patrick crafted a strong narrative that brought to life the scale of the opportunity for the prospective candidates. This approach allowed Patrick to refer two highly-qualified candidates to CPA.

### The Results

The successful candidate has been in the role now for over 12 months and has exceeded their fundraising targets. They're a key member of a high-performing team that inspires businesses and the public to support CPA's abiding mission: to help babies, children, teenagers and adults living with neurological and physical disabilities lead the most comfortable, independent and inclusive lives possible.



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