

Di Paton

Di has held executive positions within the non-profit sector for many years, including as Chief Executive of the YWCA Auckland, Greenpeace and Project K.

She began her non-profit career as the national manager of fundraising and public relations for the Foundation of the Blind after many years as a journalist and public relations consultant for major New Zealand companies. She has also worked in social work and marketing.

In recent years, Di has been successfully “re-inventing” the YWCA in Auckland, developing three community programmes and re-establishing the hostel.

As a result, Di has developed wide ranging skills in the areas of people management, strategic planning, team-building, marketing and, most especially, fundraising. However, not only does she have wide knowledge of the non-profit sector, Di also brings experience and knowledge of the government and corporate sector through working both in local and national government agencies and with many different types of businesses.

Di has held positions on non-profit Boards, and has spent many years assisting smaller organisations as a volunteer fundraiser/marketer, as well as mentoring senior managers.

Di now runs her own consultancy. In recent months she has been working intensively with the ASB Community Trust on a research project on capacity building in the non-profit sector, and assisting LifeLine New Zealand with a merger project.

Di has post-graduate qualifications in public relations and marketing and holds a CFRE fundraising qualification. She has undertaken social work, human resources and business study courses, including a Leadership and Marketing Course at YWCA World in Geneva and the Strategic Leadership Course through the Auckland University Business School Leadership Institute.

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