

CONTACT

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PROFILE

Pony Hunter has a distinguished background in fundraising, with notable team achievements including the 2006 Silver Award for Direct Marketing for the CRM: Friend of PAWs Program and the 2006 DMA International ECHO Award for the same initiative.

The team received National Awards for Excellence for various appeals, including the Bequest Division A and Budget Acquisition Division A awards for 'The Lost Dogs' Home.

With extensive experience in developing major gift and high-level giving programs, Pony has also led successful direct marketing campaigns and fundraising events across various organisations, showcasing expertise in donor retention, grants and corporate funding opportunities.

PONY HUNTER

Previous Name: Larissa Hookham (recently married)

FUNDRAISING ACHIEVEMENTS

FIA Awards for Excellence in Fundraising - Awarded to The Lost Dogs Home Team

- 2006 Silver Award for Direct Marketing – Effectiveness, CRM: Friend of PAWs Program
- 2003 Bronze Award for Direct Marketing – Effectiveness: Winter Crisis Appeal
- 2006 DMA International ECHO Award: Friend of PAWs Program
- 2006: Inducted into the FIA Hall of Fame
- Bequest Division A for 'The Lost Dogs' Home Bequest Pack 2005
- Budget Acquisition Division A for 'The Lost Dogs' Home Acquisition Appeal 4 2005
- 2005 FIA National Awards for Excellence: Budget Acquisition for 'The Lost Dogs' Home Acquisition Appeal 2004

Employment History

Sole Trader and Business Owner of Remedial Massage Clinic Currently working out of Docklands Health Melbourne 2016 – 2025

This business flourished and I created it as my child was diagnosed in 2015 with an intellectual disability.

My child is now 16 and has become resilient and independent through therapy interventions. **I wish to return to my career in philanthropy and fundraising.**

My experience encompasses developing a strategic vision for growth, managing every aspect of the business, and implementing effective marketing campaigns that attracted a diverse clientele that supported my child and I through these past ten years.

Geelong Animal Welfare Society Director of Fundraising June 2014 - December 2015

- Developed major gift, bequest, and high-level giving programs, including two targeted appeals per year.
- Managed grant applications and cultivated corporate funding opportunities.
- Implemented the eTapestry database and executed online/social media fundraising campaigns.
- Conducted direct marketing campaigns and focused on donor retention and upgrading.
- Coordinated major fundraising events and budget management to achieve revenue targets.

Royal Melbourne Hospital Foundation Direct Marketing & Database Manager April 2013 - December 2014

- Developed and managed four major individual giving direct mail campaigns per year – exceeding fundraising targets
- Developed Bequest programs and high-level giving initiatives.
- Managed maintained the CRM raisers edge with direct reporting to finance for the end of month reconciliations
- Managed all printing and mail for all appeals
- Developed and research grant applications
- Bequest event management
- Stewardship of major donors over 200k

Victorian National Parks Association
Fundraising Coordinator 2012 – 2013

- Led the implementation of major gift, bequest, and high-level giving programs.
- Developed corporate funding opportunities and maintained relationships with existing donors.
- Developed donor stewardship practices and managed fundraising budgets.

Camp Quality
Fundraising Coordinator 2008 – 2011

- Coordinated community and corporate fundraising activities and maintained a fundraising advisory council.
- Planned and implemented strategies for fundraising in Victoria, ensuring maximum revenue.

CARE Australia
Database Administration of Fundraising and Communications 2007 – 2008

- Managed database queries and maintained data integrity for effective fundraising communication.
- Addressed data duplication issues and streamlined online donation processes.

The Lost Dogs Home
Team Leader and Database Coordinator 2002 – 2007

- Developing fundraising program strategies and implementation with fundraising team and fundraising consultants.
- Work with other members of the team with enquiries and encourage an environment of shared information and support
- Assist with other fundraising activities as required.
- Develop fundraising procedures, policies and document, communicate and implement resources for training staff.
- Implementation of database system requirements for fundraising as required.
- Developing data management procedures, policies
- Manage data integrity through a query system.
- Experience and understanding of the current fundraising database.
- Assist in development of LDH website and implement backend database procedures.
- Provide staff supervision and implement procedures for ongoing telemarketing program.

Summary of Previous Roles

- Williamstown Ferries
Administration Assistant (Casual) | 2002 - 2004
- Lowe Lintas Sydney/APL Digital
Help Desk Administrator | 1999 - 2001
- TMP Worldwide Advertising Agency
Print & Traffic Administration | 1998 - 1999
- American Express International
Marketing Print Coordinator | 1998

EDUCATION

Victorian University

Certificate IV in Mental Health - CHC43315_FEOMHM

Below are a list of my current enrolled units for 2025

- Participate in Workplace Health and Safety (HLTWHS001)
- Work with diverse people (CHCDIV001)
- Promote Aboriginal and/or Torres Strait Islander cultural safety (CHCDIV002)
- Work legally and ethically (CHCLEG001)
- Work with people experiencing or at risk of homelessness (CHCSOH001)
- Visit client residence (CHCCCS027)

Victoria University

Remedial Massage Diploma Health Science HLT52021-01

- Research and develop business plans
- Establish and manage client relationships
- Work with diverse people
- Manage legal and ethical compliance
- Research and apply evidence to practice
- Engage with health professionals and the health system
- Confirm physical health status
- Analyse and respond to client health information
- Manage the prevention and control of infection
- Develop massage practice
- Assess client massage needs
- Provide massage treatments
- Perform remedial massage musculoskeletal assessments
- Provide remedial massage treatments
- Adapt massage treatments to meet specific needs
- Apply principles of pain neuroscience
- Apply remedial massage clinical practice
- Manage work health and safety
- First Aid & CPR
- Pathology
- Advanced Anatomy and Physiology

Other qualifications:

- Provide First Aid CBD College Melbourne HLTAID011
- Provide basic emergency life support CBD College Melbourne HLTAID010
- Provide cardiopulmonary resuscitation CBD College Melbourne HLTAID009
- Infection Prevention and control – NHHI
- Active professional Massage and Myotherapy Australia membership no: 45898
- Health Fund rebate approved therapist Massage and Myotherapy Association
- Professional Indemnity Insurance
- Northern Business College 2 years – Business administration