



# How Can Tracey Help?



# About Tracey

## CONTACT

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[www.goodfundraising.co.uk](http://www.goodfundraising.co.uk)



## Tracey Mearns Corporate Fundraising Lead

Tracey is an experienced business and marketing specialist with over 35 years' experience working across both commercial and charitable sectors. She brings a deep understanding of the challenges charities face in generating sustainable income to deliver their objectives.

With more than 20 years of fundraising experience, both as a volunteer and in professional roles, Tracey is passionate about helping charities grow and succeed. Her expertise includes developing corporate partnerships, producing fundraising strategies and reviews, mentoring and coaching, and managing fundraising campaigns, projects, and events. She also advises on marketing and communications, supporting organisations to build effective social media activity that drives engagement and supports fundraising goals.

Out side of work, Tracey enjoys supporting her son at rugby matches and taking on long-distance walking challenges to raise funds for local and regional charities.

## Areas of Expertise

- 💡 Corporate Partnerships
- 💡 Corporate Fundraising Strategy
- 💡 Corporate Mentoring & Coaching
- 💡 Networking & Business Development
- 💡 Project and Account Management
- 💡 Marketing & Communications
- 💡 Fundraising Events & Campaign Management
- 💡 Trustee Governance & Board Administration