



Meet the tutor

Maisa Lopes Gomes, MFIA, Head of Digital Fundraising

Maisa is an activist at heart, her core value is courage. She is a lifelong learner and teacher, committed to the legacy of education.

Since 2017, she has contributed to the fundraising sector as a tutor of the FIA, a public speaker, a member of the Include a Charity Committee (4 years), a member of the NSW FIA Committee (4 years) and has had articles published by the Fundraising & Philanthropy Magazine.

Born in Brazil, Maisa moved to Sydney in 2003. She has a bachelor's degree in graphic design and formal qualifications in marketing and digital technologies, and she has recently completed a course in digital business strategy at the prestigious MIT.

Maisa is the Head of Digital Fundraising at Cerebral Palsy Alliance (CPA), a Not-for-Profit (NP) transforming the lives of people with disabilities. During her 13 years at CPA, the Fundraising team raised more than A\$400M for CPA's mission. This extraordinary success contributed to a remarkable impact, including funding part of the research, which led to the rate of cerebral palsy in Australia dropping from 1 in 400 to 1 in 700 births.