



## Hailey Cavill-Jaspers

Chief DoGoodologist

BePartnerReady.com® & Cavill + Co

Hailey is Founder & Chief DoGoodologist of Cavill + Co, a matchmaking consultancy for corporates and brands in its 29th year. Through Cavill + Co, she's built over 50 significant corporate-cause partnerships that have impact and longevity, investing over \$40m into societal projects. Partnerships such as Kleenex/Guide Dogs, Disney/Big Brothers Big Sisters, Vodafone/Hello Sunday Morning, MLC/Lifeline, Workwear Group/The Big Issue and Seek Volunteer – the latter now in its 24th year.

As well as matchmaking, Hailey has helped companies like Qantas & Kmart design a CSR/ESG strategy and helps companies to discard corporate jargon and embrace authentic purpose-driven communication. Hailey has authored over 10 publications on CSR, the neuroscience of altruism and the conscious consumer movement, all free on her website. After running training for 20 years for non-profits, Hailey founded BePartnerReady.com® with Georgia McIntosh, to empower & upskill non-profits & social enterprises through a low-cost, high impact online training program.

Hailey has an impressive track record in sharing her knowledge having run masterclasses at IFC (Holland) and spoken on numerous stages over her long career including: Fundraising Institute of UK, FINZ, F&P, FIA, CPA Australia, The Happiness Conference, to name a few. Hailey hosts the first, most comprehensive and robust online training & implementation program for changemakers in Australia and NZ through BePartnerReady.com® which has been empowering changemakers since 2019.

In her spare time, she loves to paint (canvas not walls), drink chai & vodka (not together) and making Ottolenghi salads. She lives in the Yarra Valley in an eco 'hobbit house' with grass on the roof - but doesn't have hairy feet. Linked in page <https://www.linkedin.com/in/hailey-cavill-jaspers-3427101/>

Hailey's journey to becoming a DoGoodologist can be watched here (short video): <https://www.youtube.com/watch?v=2e2rKt6-7Y4&t=5s>