

Meet the facilitator

Fleur Allen, CFRE MFIA

Fleur is a Perth-based fundraising and certified business coach who helps small not-for-profits build sustainable philanthropic income. With over two decades of experience in community building, coaching, and donor engagement, Fleur specialises in guiding organisations under \$1M turnover to design practical donor campaigns, segment supporters, and establish stewardship systems that grow giving year on year.

She has supported organisations across the arts, child safety, education, and community services, blending evidence-based practice with a warm, facilitative teaching style.

As founder of Ask Fleur, she delivers interactive workshops and coaching programs that turn fundraising from an ad-hoc activity into a repeatable, values-aligned program. Fleur holds the Certified Fund Raising Executive (CFRE) credential, is a member of the International Coaching Federation and is known for translating strategy into simple steps teams can action immediately.