

Friends of the Canadian Museum for Human Rights Welcomes New Chief Fundraiser

For Immediate Release
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WINNIPEG – Friends of the Canadian Museum for Human Rights (Friends) is pleased to announce the appointment of Davorka (Dav) Cvitkovic to the position of Chief Executive Officer, effective July 4, 2011.

“Dav Cvitkovic is recognized as one of the most accomplished fundraising professionals in Canada, and I’m thrilled to welcome her to the position of CEO,” said John Stefaniuk, President of Friends’ Board of Directors. “Dav’s imagination, vision and exceptional fundraising acumen will allow Friends to continue to solidify its position as one of the most successful fundraising organizations in the country.”



Cvitkovic has designed and executed successful multi-million dollar campaigns provincially (B.C.), nationally and internationally. She has held key leadership positions at Simon Fraser University, Royal Roads University (Victoria), and most recently as Vice President for University Advancement at Holy Names University - founded by French Canadians and located in Oakland, California. As Chair of the Canadian Arthritis Society’s national revenue development team, Cvitkovic pioneered the now-widely recognized “Joints in Motion” fundraising campaign and more than doubled revenue streams for the Arthritis Society in B.C. She holds an MBA in marketing and an undergraduate business degree in finance from Simon Fraser University, and is a past recipient of the Canadian Council for the Advancement of Education’s Rising Star award.

As CEO, Cvitkovic will lead the dedicated team of employees and volunteers towards completion of Friends’ \$150-million capital campaign. She will also initiate and oversee fundraising efforts to support a \$50-million endowment fund for scholarships, student travel and programming.

“Dav Cvitkovic has a track record for leading successful campaigns that dramatically increase revenues and surpass fundraising goals,” said Stuart Murray, President and CEO of the Canadian Museum for Human Rights. “The Museum is a unique national institution with unprecedented financial support from thousands of donors across the country. I know Dav will make an indelible mark on Friends’ fundraising efforts, and I congratulate Friends on this appointment.”

“Friends of the Canadian Museum for Human Rights is one of the best-recognized fundraising organizations in Canada, and I’m elated to be coming to Winnipeg to help bring this magnificent new museum to life,” Cvitkovic said. “Friends’ efforts have earned the support of Canadians

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across the country and donors around the world, and I'm thrilled to be guiding the organization's work as the museum takes shape."

Friends' Board of Directors would like to thank Gail Asper and Moe Levy for their exceptional efforts and success in raising support and funding for the Canadian Museum for Human Rights (CMHR). Their passion and dedication have resulted in more than \$125 million being raised in private donations for the CMHR, an unprecedented accomplishment in national museum history. Moe Levy, currently CEO and Executive Director of Friends, has been on secondment to Friends from The Asper Foundation. He will return to his role as full-time Executive Director of The Asper Foundation and will also serve on Friends' Board of Directors. Gail Asper will continue as Friends' volunteer National Campaign Chair and will also serve on Friends' Board.

In addition to the private funds raised since its inception in 2002, Friends also secured \$160 million in support from three levels of government toward the construction of the Canadian Museum for Human Rights and was instrumental in getting the Federal government to make the CMHR Canada's fifth national Museum, the first new national museum since 1967, and the first to be constructed outside of the National Capital Region.

To date, approximately 6000 donors and 440 volunteers have supported the effort to build a place for Canadians and visitors from around the world to explore and promote the subject of human rights and to encourage human rights action.

Friends of the Canadian Museum for Human Rights Inc. *was registered in 2002 as a Canadian charity to promote the establishment of, and act as the fundraising organization for the Canadian Museum for Human Rights (Canadian Registered Charity 85511473RR0001).*

For more information about Friends please visit: www.friendsofcmhr.com

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For more information, please contact:

Bob Elias, Communications Manager
Friends of the Canadian Museum for Human Rights
Tel.: (204) 989-5525
Email belias@friendsofcmhr.com