



## **Marianne Quebral**

### **Vice President for Institutional Advancement Asian Institute of Management (AIM)**

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Marianne “Mayan” G. Quebral is the Vice President for Institutional Advancement of the Asian Institute of Management. A pioneer in fund raising and trained at The Fund Raising School in Indiana, U.S.A., Mayan managed the largest non-profit direct mail campaign in the Philippines with over one million letters sent annually, raising more than 85 million pesos in less than four years. Formerly the Resource Development Officer of United Nations Children's Fund (UNICEF) in the Philippines, she initiated the first survey of the nature of gift-giving attitudes in the Philippines and has authored The Fund Raiser's Guide to Fund Raising. Mayan travels extensively around Asia teaching non-profit organizations the principles and success seeds of fund raising. Mayan co-founded Venture for Fund Raising 14 years ago as a non-profit that is dedicated to teaching the joy of giving.