

Rucker Advisory.

— RUCKER ADVISORY

Advising those who *give*, and those who inspire *giving*.

Two connected areas of *work*.

A career spent on both sides of philanthropy.

I.

Philanthropic Advisory

Thoughtful philanthropy begins long before a gift is made.

I advise individuals, families, and family offices seeking greater clarity around their giving. Together, we articulate the role philanthropy plays within your family's broader purpose, develop a thoughtful giving strategy, evaluate opportunities with discipline, and build an approach that reflects your values across generations.

II.

Fundraising & Advancement Consulting

Transformational philanthropy begins long before the ask.

I advise schools and charities seeking to strengthen fundraising performance, prepare for campaigns, engage major donors, and build advancement capacity. My work helps institutions create the strategic foundations on which successful fundraising is built.

LEARN MORE →

“During her time at ASL, Síofra embodied the spirit of our community — bringing clarity, dedication, and strategic vision to every dimension of our advancement program. She elevated our fundraising efforts, cultivated deep and trusted relationships with major donors, and served as an invaluable thought partner to me and the Board as we navigated complex institutional challenges together.”

MATT HORVAT

Head of School, American School in London (ASL)



CONTACT

Begin a *conversation*.

I'd love to hear about what's important to you and the role you hope philanthropy will play.

Get in touch

SIOFRA@RUCKERADVISORY.COM

ABOUT

Twenty five years *aligning* funders & institutions



ORIGIN

Throughout my career, I have worked closely with philanthropists and multi-generational families making significant charitable commitments, while helping institutions steward transformational gifts and navigate complex stakeholder relationships in the United States and United Kingdom.

My philanthropic advising work focuses on helping clients bring greater clarity and discipline to their giving, particularly where family dynamics, governance considerations, or complex stakeholder relationships are involved.

My fundraising and advancement work focuses on campaign readiness, strategic alignment, feasibility studies, major gift strategy, team assessment, and reputation support, particularly at points of institutional inflection and change.

A BROADER PERSPECTIVE

In 2025, I earned an Executive MBA from the Cambridge Judge Business School, where I focused on family office strategy, governance, and international philanthropy. My independent research explored how culture influences philanthropic decision-making across different communities.

EXPERIENCE

Most recently, I served as Director of Advancement at the American School in London (ASL), an independent school delivering American education to an international student body. I advised the Board and school leadership through several high-profile and sensitive situations involving complex stakeholder interests. At ASL, I led fundraising, communications, alumni relations, and stakeholder engagement. During my tenure, I led annual fundraising growth of 76%, with £18 million raised in philanthropic support. I worked closely with major donors and secured multiple seven-figure gifts.

Before ASL, I served as Associate Head of School at Francis Parker School in Louisville, Kentucky, where I spent a decade working with several of the school's founding and multi-generational philanthropic families. During my tenure, I also led a \$20 million capital campaign and secured several transformational gifts.

Based in London, I advise clients and work alongside legal, financial, and family office advisers supporting philanthropic families.

TODAY

Today, I work across two complementary areas: *Philanthropic Advisory* and *Fundraising & Advancement Consulting*.

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Rucker Advisory.

— PHILANTHROPIC ADVISORY

Thoughtful philanthropy requires more than generosity.

While it is an expression of your values, priorities, and purpose, philanthropy is also a form of capital allocation.

And it is becoming increasingly complex.

The largest wealth transfer in history is underway. Trusted advice is essential.

Based in London, with more than 25 years of philanthropic experience with families and founders in the United States and the United Kingdom, I help individuals, families, and family offices bring greater clarity, discipline, and purpose to their philanthropy.

Say hello.

APPROACH → ORIGIN →

Give boldly. Give *thoughtfully*.

My role is not to tell clients what to support. It is to help them develop a clear philanthropic strategy, evaluate opportunities consistently, measure results rigorously, and focus resources where they believe they can make the greatest contribution.

To do that, they need alignment. And gaining alignment within a family and across generations can be complex. In my 25 years of experience of leadership within independent schools, I've earned the trust of families, facilitating difficult conversations, balancing competing interests, and helping them build alignment about values, legacy, education, and philanthropy.

My clients value discretion, thoughtful counsel, and a nimble approach that combines practical experience with rigorous analysis.

I work independently with a small number of clients and collaborate with a trusted network of specialists when appropriate.

02 SERVICES

Scalable and *responsive*

I.

Listen

I begin by understanding what matters most to the client: their values, interests, and goals for their philanthropy. This stage includes getting to know the family members, who has a seat at the table now, and who will be having a seat at the table in the future. This is the time where gaining alignment within the family around your philanthropic priorities is essential.

TYPICAL DELIVERABLES

- Your philanthropic goal statement
- Giving strategy and focus areas
- Decision-making framework for evaluating requests

II.

Shape

Once goals are established, I conduct a comprehensive review of current and historical giving to create a clear picture of the client's philanthropic portfolio.

This establishes a baseline against which future decisions, investments, and outcomes can be evaluated.

Applying the same rigor and thought to philanthropic capital that investment advisers apply to financial capital, I help clients understand what is working, what to retire, and where to deepen.

TYPICAL DELIVERABLES

- Comprehensive review of your current and historical giving
- Assessment between your stated values and your giving patterns

- Identification of concentrations, gaps, and emerging themes in your giving
 - Determining your philanthropic risk tolerance
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III.

Guide & Reflect

I support implementation through practical advice and coordination with existing advisers and family office teams.

Thoughtful reflection informs next actions. An annual review of your entire philanthropic portfolio - and its results - guides the following year's allocation.

TYPICAL DELIVERABLES

- Identification and assessment of charitable partners
 - Due diligence and grant request evaluation
 - Coordination with legal, tax, and family office advisers
 - Coordination of grantmaking processes and reporting
 - Annual comprehensive review of giving activity, commitments, and results across the your entire philanthropic portfolio
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À LA CARTE

Engage on a *single* piece of work.

Clients who do not need a full advisory relationship can engage me for a defined project.

Philanthropic Audit A forensic review of your current and historical giving to establish a baseline, identify patterns, and highlight opportunities for greater alignment and impact.	Defining Your Philanthropic Vision and Giving Strategy Articulating the role philanthropy plays within your family's broader purpose and the change you hope to create, then translating that into a coherent giving strategy.
Family Philanthropy Workshop A facilitated conversation to engage family members across generations, build shared understanding, and establish a framework for future philanthropic decision-making.	Sourcing Opportunities Identifying promising organizations, underfunded initiatives, and emerging leaders aligned with your philanthropic objectives.
Grant Due Diligence Independent assessment of a specific organization, program, or grant request.	Annual Philanthropic Report A year-end review of giving activity, commitments, and outcomes across the whole of your philanthropic portfolio.

How Clients Typically *Engage Me*

Every family arrives at philanthropy from a different place. The examples below illustrate some of the questions, opportunities, and transitions that often bring clients to Rucker Advisory.

While clients work directly with me, I collaborate with a trusted network of specialists when additional expertise or capacity is required.

01 Clarifying Existing Giving

AMERICAN FAMILY IN LONDON · GIVING \$50,000–\$250,000/yr

02 Building a Family Philanthropy

POST-LIQUIDITY FAMILY · GIVING \$250,000–\$1,000,000/yr

03 A London Family Office Serving an International Family

CAIRO · LONDON · NEW YORK · GIVING \$1,000,000+/yr

04 An Internationally Minded American Family

US-BASED WITH UK TIES · GIVING \$100,000–\$500,000/yr

05 Supporting Global Families

SINGAPORE · LONDON · CALIFORNIA · GIVING \$500,000–\$2,000,000/yr

06 A Family Foundation Entering Its Next Chapter

SECOND-GENERATION FOUNDATION · GIVING \$1,000,000–\$10,000,000+/yr

Ways of *working* together

Each engagement is shaped around the client's needs, time horizon, and the role they want an adviser to play.

01 Fractional Philanthropic Advisor

An ongoing advisory relationship providing continuous strategic counsel across your philanthropic portfolio — without the cost or commitment of a full-time hire.

02 Project-Based

A defined piece of work with a clear scope and timeline, such as a review of giving, goal-setting workshop, or due diligence on a specific opportunity.

03 Embedded

Working alongside your family office, foundation, or in-house team for a set period to lead a specific initiative or build internal capability.

After more than 25 years working with philanthropists, families, boards, and institutions in the US and UK, most recently at the American School in London, I became increasingly interested in the questions that should be answered before a gift is made. What matters most? What change is sought? How do we define and measure success? How can philanthropy reflect a family's enduring values while including the next generation?

My Executive MBA at Cambridge Judge Business School deepened that perspective, bringing greater analytical rigor, strategic frameworks, and an international understanding of governance, family enterprises, and philanthropy. It reinforced my conviction that effective philanthropy begins not with selecting charities, but with thoughtful reflection on purpose, values, and long-term aspirations.

Rucker Advisory was founded to provide independent philanthropic advice to individuals, families, and family offices seeking a thoughtful and strategic approach to giving.

CONTACT

Begin a *conversation*.

I'd love to hear about what's important to you and the role you hope philanthropy will play.

Get in touch

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Rucker Advisory.

— FUNDRAISING & ADVANCEMENT CONSULTING

Fundraising & *Advancement* Consulting

Drawing on more than 25 years of leadership in advancement across the US and UK, I advise schools and charities on fundraising strategy, campaign readiness, advancement leadership, and major philanthropy. Whether preparing for a campaign, strengthening an advancement program, or navigating a period of transition, my role is to provide practical counsel grounded in experience.

Say hello.

SERVICES → ORIGIN →

01 SERVICES

Scalable and *responsive*

Every engagement is led by me. Where projects require complementary expertise or additional capacity, I work with a trusted network of experienced specialists to put together the right team, ensuring you receive the expertise you need while giving you a single point of accountability.

I.

Campaign Readiness

Assessing fundraising readiness, campaign ambition, leadership alignment, and institutional capacity before a major fundraising initiative.

II.

Campaign Feasibility Study

An independent assessment of campaign viability, informed by confidential interviews with trustees, leadership, and prospective major donors. The study evaluates support for the proposed case for giving, or creates one, and provides recommendations on campaign readiness, strategy, and an achievable fundraising goal.

III.

Advancement Team Assessment

An independent review of your advancement operation to identify strengths, opportunities, and practical priorities for future growth.

IV.

Major Gifts Strategy

Helping institutions strengthen prospect strategy, donor engagement, and the systems that support transformational philanthropy.

V.

Fractional Advancement Leadership

Providing experienced advancement leadership on a part-time or interim basis during periods of transition, growth, or recruitment.

VI.

Board & Leadership Counsel

Advising heads, trustees, and senior leaders on fundraising strategy, governance, and building a culture of philanthropy.

02 ENGAGE

Ways of *working* together

Each engagement is shaped around the client's needs, time horizon, and the role they want an adviser to play.

01 Executive Sounding Board

Confidential one-to-one sessions for advancement leaders, heads, and trustees seeking an experienced, independent perspective on complex fundraising, leadership, governance, or organizational decisions. Available as: • One-hour advisory sessions • Half-day strategy sessions • Full-day leadership intensives • Ongoing monthly counsel

02 Project-Based

Defined consulting engagements focused on a specific institutional challenge, opportunity, or strategic priority.

03 Fractional Leadership

Ongoing executive support for institutions seeking experienced advancement leadership without the commitment of a full-time appointment.

03 ORIGIN

Origin

After more than 25 years leading advancement in independent schools in the United States and United Kingdom, I came to believe that successful fundraising never succeeds in a silo. It can only be successful if it is integrated across the institution.

The institutions that inspire transformational philanthropy are those with clarity of purpose, strong leadership, thoughtful governance, and a compelling vision for the future. And they have big, bold ideas. Campaigns succeed because the work that comes before them has been done well.

My Executive MBA at Cambridge Judge Business School deepened that perspective, bringing strategic frameworks and analytical rigor to questions I had been exploring throughout my career. It reinforced my belief that fundraising is not a siloed function but an expression of institutional strategy, culture, and leadership.

My Fundraising & Advancement Consulting practice was established to help schools and charities strengthen the foundations on which successful fundraising is built, whether preparing for a campaign, navigating change, or building long-term advancement capacity.

CONTACT

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I'd love to hear about what's important to you and the role you hope philanthropy will play.

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CONTACT

Say hello.

Share a note about who you are and what you're considering. I'd love to hear about what's important to you and the role you hope philanthropy will play.

Síofra Rucker

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LINKEDIN [↗](#)

NAME

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ORGANIZATION

HOW CAN I HELP?

Send message