



The First Campaign

**Hilary Salatich
and Ron Pearson**



We knew what we needed to do, but how were we going to pay for it?

Damar faced just this dilemma in 1985, when confronted with the need to add support facilities at our main campus.

“Our board wisely called upon Mrs. Hilary Salatich, who had already proven her abilities as a fundraiser for the Indianapolis Junior League,” said Damar President & CEO Greg Johnson. “Hilary took one look at our somewhat tired logo and non-existent public image and knew that she had her work cut out for her, yet saw opportunity in the challenge.”

Hilary called upon Ron “The Voice” Pearson for an image overhaul and Damar began to have a voice within Indianapolis’ tightly knit philanthropic community.

“The initial efforts of Ron and Hilary continue to repay Damar even today,” shared Damar President & CEO Greg Johnson. “The Damar of today still walks a little taller and thinks a lot bigger because of the success these two brought to the organization.”