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PHILANTHROPY
FORUM 2016

NOVEMBER 15 +
NOVEMBER 16, 2016



**COMMUNITY
FOUNDATION
OF GREATER
PETERBOROUGH**

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SPECIAL THANKS



MESSAGE FROM THE PHILANTHROPY FORUM CHAIR

Welcome to Philanthropy Forum and thanks for coming!

Seven years ago the Community Foundation of Greater Peterborough launched its first Philanthropy Forum. Who would have ever imagined that it could have evolved into the game-changer it is today?

This year, Philanthropy Forum, once again, intentionally shares its opening day with National Philanthropy Day - a single day recognized around the world, and is dedicated to donors, volunteers, foundations, organizations, and most importantly, to the millions of people who live their lives motivated to leave this world a better place. People like you.

Without a doubt, philanthropy is all around us. It is in the air that we breath. It is a casserole to a new neighbour, a 7-year old's birthday gifts to a shelter, winter coats for a Syrian family, a hospital wing. It is the moment when we care more about the wellness of others than we care about ourselves. It is our every day.

Philanthropy Forum is our gift to you. It is a unique opportunity to share, and learn, and honour the value of philanthropy in our community, our country, our universe.

I hope that you will immerse yourself fully in the Philanthropy Forum experience and fully benefit from the expertise and passion of presenters and attendees.

Happy National Philanthropy Day!!!



A handwritten signature in blue ink that reads "Theresa Butler-Porter".

Theresa Butler-Porter
Chair,
Philanthropy Forum 2016

SPECIAL THANKS

To the 2016 Philanthropy Forum Program Advisory Committee:

Theresa Butler-Porter
Lakefield College School

Karen August
*Peterborough Chamber of
Commerce*

Michael Harris

Dianne Lister
Dianne Lister Group

Lorraine McCallum
Alzheimer's Society PKNH

Richard Morgan
Trent University

Shirlanne Pawley-Boyd
Canadian Canoe Museum

Lesley Heighway
*Peterborough Regional Health
Care Foundation*

PHILANTHROPY FORUM SCHEDULE AT A GLANCE

TUESDAY NOVEMBER 15 2016

Networking	8:30 - 9:30AM	Networking Breakfast/Welcome Market Hall Performing Arts Centre		
Plenary	9:30 - 10:30AM	Re-Humanize the Workplace <i>Stéphane Grenier</i> Market Hall Performing Arts Centre		
Networking	10:30 - 11:00AM	Networking Break		
Session A	11:00AM - 12:15PM	Good to Great Governance – Why & How <i>Cynthia Armour</i> Whitepath Consulting, Inc.	The Leadership Gap <i>Dianne Lister & David Hutchinson</i> Market Hall Performing Arts Centre	Building Buzz: Tips on Social Media/ Communications <i>Karen August & Neil Morton</i> The Venue
Networking	12:15 - 1:45PM	Networking Lunch Break**		
Session B	1:45 - 3:00PM	State Your Case! <i>Shirlanne Pawley-Boyd</i> The Venue	The Non-Profit Brand: Why Your Mission Depends On It <i>Jonathan Bennett</i> Whitepath Consulting, Inc.	Legal Issues in Social Media for Charities <i>Terry Carter</i> Market Hall Performing Arts Centre
Networking	3:00 - 3:30 PM	Networking Break		
Panel	3:30 - 4:30PM	Inspiring Giving <i>Mike Hendren (KLT), Dr. Kenzu Abdella (KMRA), Alison Casey (Hospice), & Lois Tuffin (The Mount)</i> Market Hall Performing Arts Centre		

**Lunch is not provided. We encourage attendees to take advantage of the Downtown restaurants.

PHILANTHROPY FORUM LOCATIONS

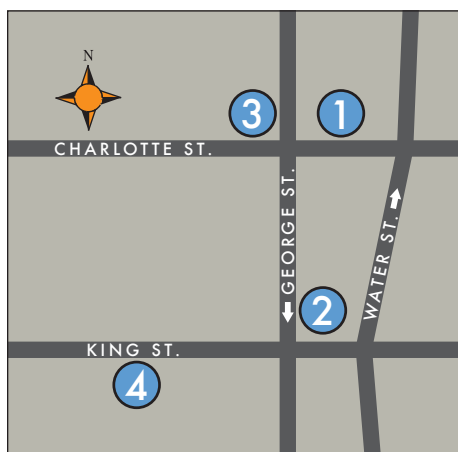
Philanthropy Forum 2016 will take place in downtown Peterborough, with sessions held at the following locations. All locations are wheel accessible and within walking distance.

- 1 Market Hall Performing Arts Centre**
140 Charlotte St, Peterborough
Wifi: MHPublic
- 2 The Venue**
286 George St N, Peterborough
Wifi: The Venue / Password: Paramount
- 3 Whitepath Consulting, Inc.**
Suite 100, 160 Charlotte St, Peterborough
Wifi: WPC Guest / Password: whitepath
- 4 Myrtle's Kitchen, Peterborough Public Health**
Second level, 185 King St, Peterborough

WEDNESDAY NOVEMBER 16 2016

Plenary	9:30 - 10:30AM	8 Digital Trends in Philanthropy <i>Paul Nazareth</i> Market Hall Performing Arts Centre		
Networking	10:30 - 11:00AM	Networking Break		
Session A	11:00AM - 12:15PM	Understanding the Philanthropic Decision <i>Ken Ramsay</i> Market Hall Performing Arts Centre	Wisdom in Leadership – Be the Catalyst <i>Connie Taylor</i> The Venue	Magnetic Headlines & Shareworthy Posts: Create Social Media Content that Inspires Conversation & Engagement <i>Rebecca Huels & Meghan Moloney</i> Myrtle's Kitchen
Networking	12:15 - 1:45PM	Networking Lunch Break**		
Session B	1:45 - 3:00PM	Strategic Planning: The Power of the Process <i>Alicia Doris</i> Myrtle's Kitchen	Rural Insights into the Challenges & Opportunities of Volunteerism in Aging Communities <i>Mark Skinner</i> Market Hall Performing Arts Centre	Technology Tips & Tricks for Event Organizers <i>Sofie Andreou</i> The Venue
Networking	3:00 - 3:30PM	Networking Break		
Plenary	3:30 - 4:30PM	Seeding Reconciliation on Uneven Ground <i>Jessica Bolduc</i> Market Hall Performing Arts Centre		
Networking	5:00 - 6:45PM	Up Close & Personal Dinner		
Keynote	7:00 - 8:00PM	Above and Beyond – Why Spaceflight is only the Beginning <i>Dr. Roberta Bondar</i> Market Hall Performing Arts Centre		

**Lunch is not provided. We encourage attendees to take advantage of the Downtown restaurants.



Welcome to beautiful downtown Peterborough! Please enjoy our unique compliment of restaurants and shops. There are nearly 100 places to dine within a few blocks of the Philanthropy Forum locations! Be sure to bring your Holiday Shopping Passport with you for a chance to win \$2,500 in downtown money.

Thank you for supporting our local businesses!

Terry Guiel
Executive Director
Peterborough Downtown
Business Improvement Area



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PROGRAM FOR TUESDAY NOVEMBER 15 2016

Networking Breakfast/Welcome To Philanthropy Forum

8:30 – 9:30 AM, MARKET HALL PERFORMING ARTS CENTRE

Good morning! Join us for this free networking breakfast to kick off Philanthropy Forum. This gathering will include opening remarks from the Chair of the Philanthropy Forum Committee, and Welcome Song performed by the Indigenous musical group, Unity. A Welcome Song is part of the traditional greeting from the territory upon which we are holding our event. The song calls all, both physical and spiritual, to come and listen to the wisdom that will be shared in a good way, with open hearts and minds. So, bring an open heart and an empty stomach! Refreshments and breakfast will be provided.

Plenary: Rehumanize the Workplace

9:30 – 10:30 AM, MARKET HALL PERFORMING ARTS CENTRE

Presented by Stéphane Grenier

Anchored by over 15-years of experience in improving the way that large public and private sector organizations support their employees, Grenier offers his audiences pragmatic advice designed to support workplaces to develop corporate cultures of open, non-stigmatizing approaches to mental health and wellbeing.

He blends lived accounts, compelling corporate case studies, and leading-edge research into a passionate argument that the status quo is no longer acceptable in the field of workplace mental health. Grenier makes us ask ourselves: How did we miss the obvious? Why did we overlook our people?

Good to Great Governance — Why and How?

11:00 AM – 12:15 PM, WHITEPATH CONSULTING, INC.

Presented by Cynthia Armour

The unifying force that marks the best charities is great governance. In the words of Peter Drucker, “Management is doing things right; leadership is doing the right things” but what does that look like? Find out what the distinguishing features are between a board that’s merely “responsible” in contrast to one that’s “exceptional”. Discover why it’s important to pursue that ideal and the benefits of supporting such a worthwhile transition.

Join governance and fundraising expert Cynthia Armour, CFRE in an interactive session that explores why your board members need to be great leaders and how they can get there.

This session will be especially interesting to chief executive/directors, board chairs/presidents and fund raisers.

Learning Opportunities:

- Review board roles and responsibilities;
- Compare and contrast good, responsible boards with those that are exceptional; and
- Identify steps your charity can take to begin your board’s transition to great governance

The Leadership Gap

11:00 AM – 12:15 PM, MARKET HALL PERFORMING ARTS CENTRE

Presented by Dianne Lister and David Hutchinson

In the era of the most significant transition in the history of the charitable sector in North America, it is important for Boards, executives and emerging leaders to recognize the overall impact the demographic projections will have on all organizations and their stakeholders over the next decade.

Join Dianne Lister and David Hutchinson as they examine the leadership gap and what that means for hiring practices within your organization.

Learning Opportunities:

- Develop an organizational framework for a talent strategy; and
- Explore short and long term solutions to address the looming talent gap

Building Buzz: Tips on Social Media/Communications

11:00 AM – 12:15 PM, THE VENUE PTBO

Presented by Karen August and Neil Morton

PTBOCanada.com's Neil Morton & Peterborough Chamber's Karen August lead a workshop on how to leverage the power of social media, communication and branding when it comes to philanthropy. The workshop will include a great overview on using these marketing tools properly, as well as a recent successful case study.

This workshop will include a hands-on segment, so join Neil and Karen with your cell phones and be ready to build buzz!

Learning Opportunities:

- How to create more social media content without creating extra work;
- How to involve everyone at your organization in communications; and
- Methods your organization can use to build buzz.

State Your Case!

1:45 PM – 3:00 PM, THE VENUE PTBO

Presented by Shirlanne Pawley-Boyd

We will look at what a case for support is, why it is important and how you can use it as the basis for all your organization's awareness and fundraising efforts. We will focus on the impact of the work that your organization undertakes and how you can articulate this through your mission statement, goals and objectives. We will review and discuss a couple of sample cases, identifying the basic components of a case for support and what you should include to attract donors and supporters.

Join Shirlanne as she provides an overview on how to develop an effective case for support for your organization.

Learning Opportunities:

- Gain an understanding of the importance of the case for support;
- Develop knowledge about the key components required to build a strong, comprehensive and compelling case for support; and
- Identify how the case for support can be utilized in several different ways to educate, increase awareness and ultimately assist the organization to secure support.

The Non-Profit Brand: Why Your Mission Depends On It

1:45 PM – 3:00 PM, WHITEPATH CONSULTING, INC.

Presented by Jonathan Bennett

Non-profit organizations that create powerful brand stories and visual identities have an advantage. They know that when they connect, engage, and inspire the benefits are many. Those with strong brands ensure that donors, clients, volunteers, staff, partners, media, funders and government all deeply understand their purpose and they can more easily see how they can contribute. Does your brand tell your story? Does your organization's brand resonate with all your stakeholders?

Join Jonathan Bennett as he unpacks the most important elements of strong non-profit brands. Learn how your organization can start to shape its brand to achieve the results you deserve.

Learning Opportunities:

- Participants reflect on their own organization's brand, and how it's performing for them.
- Leave with ideas on how to work to improve their brand, but more importantly, why it's necessary.

Legal Issues in Social Media for Charities

1:45 PM – 3:00 PM, MARKET HALL PERFORMING ARTS CENTRE

Presented by Terrance Carter

Charities face legal challenges in using social media. This session will explain some of the key legal issues with using social media, including privacy issues, CRA regulatory issues, and intellectual property issues. Common reasons and pitfalls of using social media will be covered, as well as social media and privacy risk management strategies.

Join Terrance as he outlines possible legal issues in using social media as a charitable organization.

Learning Opportunities:

- Learn some of the key legal issues with using social media, including privacy issues, CRA regulatory issues, and intellectual property issues;
- Understand common reasons and pitfalls of using social media; and
- Learn social media and privacy risk management strategies.

Panel: Inspiring Stories: Sharing, Celebrating and Learning from Stories of Success in Our Community

3:30 – 4:30 PM, MARKET HALL PERFORMING ARTS CENTRE

Presented by Mike Hendren, Dr. Kenzu Abdella, Lois Tuffin, and Alison Casey
Moderated by Richard Morgan

Let's face it – the non-profit sector is often a challenging place to be. The needs can seem overwhelming and there is never enough time, people power, or funding to accomplish everything we'd like to achieve. What keeps us going and moves us past the obstacles we face? Inspiring Stories.

The Greater Peterborough region is blessed with talented and dedicated volunteers, donors, and leaders who make a difference every day through their work and volunteerism. By sharing and celebrating the Inspiring Stories of their organizations with us, our panelists will help spark your creativity, energy and commitment to foster even more Inspiring Stories in our community.

NATIONAL PHILANTHROPY DAY – November 15

National Philanthropy Day is a celebration of philanthropy – giving, volunteering, and charitable engagement – that highlights the accomplishments, large and small, that philanthropy – and all those involved in the philanthropic process – makes to our society and the world.

National Philanthropy Day is both an official day and a grassroots movement. Every year, since 1986 when President Ronald Reagan first proclaimed November 15th as National Philanthropy Day in the United States of America, communities around the world have celebrated by hosting events to recognize activities of donors, volunteers, foundations, leaders, corporations, and others engaged in Philanthropy.

In 2012, Canada officially recognized November 15 as National Philanthropy Day.

PROGRAM FOR WEDNESDAY NOVEMBER 16 2016

Plenary: 8 Digital Trends in Philanthropy

9:30 – 10:30 AM, MARKET HALL PERFORMING ARTS CENTRE

Presented by Paul Nazareth

The web as we know it is almost 30 years old. Social media is 10 years old. Have you kept up? 2016 donor engagement is more than just about online annual gifts. We will discuss the growth of major and planned giving strategy, donor research tools and what "data" looks like outside of just 'donor information'. Paul will include global and Canadian resources on the state of online giving. Over and above where we're at, he'll discuss what you can do right now to not just catch up but lead your charity to greater engagement and more donations.

Sponsored by The Dennis Group

Understanding the Philanthropic Decision

11:00 AM – 12:15 PM, MARKET HALL PERFORMING ARTS CENTRE

Presented by Ken Ramsay

In the world of fundraising nothing is more fundamental than understanding the philanthropic transaction and the nature of our role in it, both as fundraisers and volunteers. Ken Ramsay will explore this simple yet profound foundational concept and present the innovative Philanthropic Decision Cycle to be used as a “road map” in every fundraising situation by volunteers, new and the most experienced fundraisers - always knowing where to go in a conversation. Ken will also invite participants from the audience to act as prospective donors while he assumes the role as fundraiser to put into action this new understanding of how the philanthropic decision is made.

Learning Opportunities:

- A deeper yet simple understanding of how the philanthropic decision is made;
- What steps a donor goes through to make his/her decision; and
- How fundraisers and volunteers can seamlessly lead a prospect through this decision cycle.

Wisdom in Leadership – Be the Catalyst

11:00 AM – 12:15 PM, THE VENUE PTBO

Presented by Dr. Connie Taylor

This interactive workshop is designed to inspire effective leadership based on a philosophy of connection and respect. This philosophy draws from the facilitator’s doctoral research that presents a perspective of wisdom as a social phenomenon. This phenomenological inquiry found that wisdom emerges out of unique human interactions in particular contexts between wise-act-catalysts and receptive witnesses. This is a shift from the traditional perspective of wisdom as a person-centered internal manifestation. Wisdom is externally manifested; co-created between individuals.

Join Connie as she explores how to extrapolate and scaffold these findings to develop a unique management and leadership philosophy based on respect, faith in our human interactions, and the role of leader as catalyst.

Learning Opportunities:

- A leadership philosophy based on values, respect, and human connections;
- The role of reflection in leadership; and
- A proactive versus reactive approach to leadership.

Magnetic Headlines & Shareworthy Posts: Create Social Media Content that Inspires Conversation & Engagement!

11:00 AM – 12:15 PM, MYRTLE’S KITCHEN, PETERBOROUGH PUBLIC HEALTH

Presented by Rebecca Huels and Meghan Moloney

In this busy digital world, many of us struggle to create innovative, inspiring and engaging social media content, while still meeting the other demands for our time and resources. As manager of communications and events at the PRHC Foundation, Rebecca Huels has been there - in fact she lives there. So she’s

asked communications consultant and social media writer extraordinaire Meghan Moloney to join her in presenting a fun, interactive workshop on how to create or repurpose social media content that gets results and gives your social media ambassadors (a.k.a. your biggest fans) something to crow about!

Learning Opportunities:

- How to create and repurpose content that passionately demonstrates your organization’s impact and humanity, while creating dialogue;
- How to harness the power of your digital ambassadors by creating content that inspires them; and
- How to manage and converse with all your audiences, from your biggest fans to your loudest critics.

Strategic Planning: The Power of the Process

1:45 PM – 3:00 PM, MYRTLE’S KITCHEN, PETERBOROUGH PUBLIC HEALTH

Presented by Alicia Doris

Acknowledging that no one-size-fits-all when it comes to the strategic planning process, this session will explore the journey, and its impact on the destination — and beyond. We’ll learn from case studies, and hear from leaders who have tailor-made their planning processes. By carefully considering your organization’s culture, and the context in which you’re planning, you can set yourself up to emerge from a strategic planning process with dynamic directions AND stakeholders who support them. Join Alicia while she examines the opportunities ahead for your organization.

Learning Opportunities:

- Recognize that the best strategic planning process is the one that acknowledges and meets the needs of its organization;
- Think creatively about the design and implementation of the strategic planning process, and be inspired by “real-life” examples; and
- Approach the strategic planning process as an important, but integrated part of the work of the organization

Rural Insights in the Challenges and Opportunities of Volunteerism in Aging Communities

1:45 PM – 3:00 PM, MARKET HALL PERFORMING ARTS CENTRE

Presented by Dr. Mark Skinner

There are many lessons to be learned from rural communities about the challenges and opportunities of volunteerism. Drawing on a decade of rural aging research at Trent University, elsewhere in Canada and internationally, this session examines the key trends, issues and initiatives underway in Canada’s rural voluntary sector and invites a discussion on the implications for volunteerism in the Peterborough region.

Join Mark as he emphasises the development of key insights into sustaining the vital role of volunteering in aging communities.

Learning Opportunities:

- Become familiar with key trends and issues related to volunteerism in rural communities;
- Learn about how aging rural communities are addressing challenges of volunteerism; and
- Opportunity to discuss implications for sustaining volunteerism in the Peterborough region.

Technology Tips and Tricks for Event Organizers

1:45 PM – 3:00 PM, THE VENUE PTBO

Presented by **Sofie Andreou**

This is a must-attend workshop if you are an event organizer. In this session, Sofie will cover both event marketing tips and tools for volunteer management. These tools and approaches are aimed to help you to both increase attendance to your events and to help keep your volunteer management under control.

Join Sofie as she shares her many simple tips and steps which work, and help you increase awareness to your events while decreasing your costs.

Learning Opportunities:

- Understand how to increase in attendees via social media Buzz;
- Effectively capture medias' attention in the digital age;
- Understand when to live stream and/or live tweet from your events; and
- Keep your sanity leveraging volunteer schedule management and private groups tools.

Plenary: Seeding Reconciliation on Uneven Ground

3:30 – 4:30 PM, MARKET HALL PERFORMING ARTS CENTRE

Presented by **Jessica Bolduc**

The 4Rs Youth Movement began with the goal to develop an innovative response to the complex challenge of promoting cross-cultural dialogue between Indigenous and non-Indigenous youth on the lands now called Canada. Sharing an experience and holding a conversation may sound simple. But when we are bringing people together across significant differences, it's actually very complex. We knew there were no simple solutions, but still sought a good way forward.

In this plenary, Jessica Bolduc, Executive Director of the 4Rs Youth Movement, will explore the question "what does it take in practice to responsibly lead cross-cultural dialogue within the context of reconciliation" using her experience with envisioning and growing the 4Rs Youth Movement.

Sponsored by LLF Lawyers

A Travelling Song by Unity

4:30 PM, MARKET HALL PERFORMING ARTS CENTRE

Presented by **Unity**

Following the plenary by Jessica Bolduc, the Indigenous musical group, Unity, will preform a Travelling Song. A Travelling Song at the end of an event sends everyone, both physical and spiritual, on their way knowing that good work has been done and with the thought to travel safely to their loved ones waiting for them at home. It is an acknowledgment that we have come together to work for the good of all and we will now take that new knowledge home to share in our own communities and continue that work.

Up Close and Personal Dinner

5:00 - 6:45 PM, VARIOUS LOCATIONS IN DOWNTOWN PETERBOROUGH

This unique opportunity will allow up to 6 Forum participants* a chance to network with one of seven non-profit gurus at a local restaurant right before the keynote presentation. Order what you like, pay for what you order!

Non-Profit Host	Topic	Participating Restaurant
<i>Jen Cureton (YWCA)</i>	Legacy Giving	St. Veronus, 129 Hunter St. W.
<i>Hajni Hos (NCC)</i>	From Small Shop to Big Shop	Kettle Drums, 224 Hunter St. W.
<i>Stephen Kylie (The Mount)</i>	The Mount: The Story so Far	The Favourite Greek, 360 George St. N.
<i>Hanah McFarlane (CCRC)</i>	Shifting the Sector: Why Philanthropy Must Change	Hot Belly Mama's, 378 George St. N.
<i>Paul Nazareth (CanadaHelps)</i>	Making Money in the Age of the Internet: Lessons Learned in Charity & Business	Hobart's, 149 Hunter St. W.
<i>Claire Payne (KCU)</i>	The Importance of Community Investing	Amandala's, 375 Water St.
<i>Jim Russell (UW)</i>	Using Your Authentic Self and the Power of Caring	Olde Stone Brewery, 380 George St. N.

*Please note that only those who have pre-registered for the dinner may attend as space will be limited.

KEYNOTE

Above and Beyond – Why Spaceflight is only the Beginning

7:00 - 8:00 PM, MARKET HALL PERFORMING ARTS CENTRE

Presented by Dr. Roberta Bondar

The perspective of Earth as seen from space is a reality check that we live on a planet. It also can open the mind and heart to the interconnectedness of its natural resources, including the most precious of which, is human life. Helping others to survive and then to excel through education are great principles of philanthropy. The Roberta Bondar Foundation seeks a better society for all of us, by connecting all generations to our natural world through the natural coupling of art and science.

Sponsored by The Kameron Fund of the Community Foundation of Greater Peterborough
Special thanks to Liftlock Group

2016 PHILANTHROPY FORUM PRESENTERS

Keynote Presenter

Dr. Roberta Bondar, Ph.D



A cross-discipline thought leader with ground-breaking insights on the environment, innovation, discovery and leadership, Dr. Roberta Bondar is one of North America's most sought-after and respected presenters.

Dr. Bondar draws on her remarkable depth of expertise as an astronaut, physician, scientific researcher, photographer, author, environment interpreter, and team leader to stimulate, motivate, educate, and inspire.

By customizing each speech and keynote, Dr. Bondar brings added value with her maturity, wisdom gained from "in the trenches" life experiences, broad educational background, and depth of personality. This unique combination will ensure that any event will be extraordinary.

Connect with Dr. Roberta Bondar

Website: www.robertabondar.com ; www.the-robertabondarfoundation.com

Twitter: @RobertaBondar ; @RBondarFnd

Facebook: @TheRobertaBondarFoundation

Plenary Presenters

Jessica Bolduc



As the ED of the 4Rs Youth Movement, Jess is working to create capacities for Indigenous and non-Indigenous young people to come together to cultivate understanding and action in support of a type of reconciliation that is relevant to young people. She is an Anishinaabe-French young woman, of the bear clan, living in Sault Ste. Marie, ON, and is a member of the Batchewana First Nation. In her community, Jess is working with other young leaders to foster arts-based economies, social infrastructure and hub spaces for change makers in Northern Ontario. In the future, she is hoping these initiatives, her role on the Community Foundations of Canada Board, and as a Board member for Thinking Rock Community Arts, will be a catalyst in the development of a more sustainable place to call home by strengthening inclusion and capacity of under-appreciated communities of people such as youth and Indigenous people.

Connect with Jessica Bolduc

Website: www.4rsyouth.ca

Facebook: www.facebook.com/groups/nysonaoyouthreps

Twitter: @jboldlygo; @4Rsyouth

YouTube: www.youtube.com/watch?v=B9XIFUAasrc

Stéphane Grenier, MSC, CD, LLD



Stéphane Grenier is a former member of the Canadian Military who retired as a Lieutenant Colonel after serving for just over 29 years.

In hopes of challenging society's traditional outlook regarding mental health, Grenier has spent much of his career redefining how workplaces and individuals should care for and support those affected by mental health problems. By developing, implementing, and managing peer based programs aimed at reducing stigma, Grenier builds understanding of how to deal with the fast-growing realities hindering today's brain based economy.

His non-clinical approach offers simple and pragmatic ways of giving purpose to people's experience and allows organizations to start down the path of systemic wellness and re-humanized workplaces where mental health stigma is no longer a barrier to recovery.

Connect with Stéphane Grenier
Website: www.stephanegrenier.com
Twitter: @s_grenier

Paul Nazareth



As Vice President of Community Engagement with CanadaHelps, Paul's team works directly with over 17,000 charities as they fundraise and millions of donors as they support causes they care for. He has been a philanthropic advisor with the Scotiabank Group and spent over a decade with charities like the University of Toronto and the Catholic Church of Greater Toronto. He teaches with the postgraduate fundraising program at Georgian College, is Chair of the Advisory Committee at the Humber College postgraduate fundraising program, an instructor with and has been named a lifetime "Friend" of the Canadian Association of Gift Planners. Paul has been featured in the Globe and Mail and Forbes. He speaks and writes on philanthropy, digital media for charities and business networking for a variety of national associations and publications.

Connect with Paul Nazareth
Twitter: @UnivitedU; @CanadaHelps

Panel Presenters

Dr. Kenzu Abdella, PhD



Kenzu Abdella is an Ethiopian Canadian living in Peterborough. He is the president of the Kawartha Muslim Religious Association, a charitable organization that promotes interfaith and cultural understanding and a greater awareness of Islam in the Peterborough area. He is also a Professor of Mathematics at Trent University. His research area focuses on the application of Mathematics to Environmental and Engineering related problems.

Alison Casey



For the past eight years, Alison has worked to build the capacity of Hospice Peterborough into a financially stable organization. Hospice has benefited from her continued focus on awareness building, face to face fundraising, volunteer management and community relations skills.

Prior to her position with Hospice Peterborough, Alison mastered grassroots fundraising during her time with the United Way of Peterborough, Canadian Cancer Society and several other smaller charities. She honed her skills taking online courses at Mount Royal University in Calgary, attended Association of Fundraising Professionals Toronto conferences, seminars and other learning opportunities.

Over the years she has mentored many new fundraising professionals and is a long-time member and previous board member of the Peterborough Area Fundraisers Network.

Connect with Alison Casey

Website: www.hospicepeterborough.org/

Twitter: [@hospiceptbo](https://twitter.com/hospiceptbo)

Facebook: [@HospicePeterborough](https://www.facebook.com/HospicePeterborough)

LinkedIn: <https://ca.linkedin.com/in/alison-casey-66008918>

Mike Hendren, M.PL, B.B.A



Mike Hendren is the Executive Director of Kawartha Land Trust since 2010. Mike has worked in family business, the private and public sector and in the land conservation business, both in Ontario and abroad. He has a degree in Business Administration from Trent University and a Masters in Urban and Regional Planning from Queen's University, and is a registered Professional Planner.

Mike volunteers with a number of local groups and enjoys the opportunity to work with a rich array of people and landscapes across the Kawarthas. He enjoys kayaking, music, skiing, and being outdoors.

Connect with Mike Hendren

Facebook: [@kawarthalandtrust](https://www.facebook.com/kawarthalandtrust)

Twitter: [@KLTptbo](https://twitter.com/KLTptbo)

LinkedIn: www.linkedin.com/in/mike-hendren-99004343

Lois Tuffin



Lois Tuffin works as editor in chief for Kawartha Media (Peterborough This Week, its sister papers and MyKawartha.com) and has shared her leadership and expertise in various charitable organizations – including Homegrown Homes, Peterborough Poverty Reduction Network, Youth Emergency Shelter and the redevelopment of the former Mount St. Joseph property (aka The Mount Community Centre). She is currently chair of fundraising for the Mount.

Connect with Lois Tuffin

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Building Blocks Presenters

Cynthia Armour, CFRE



After two successful multi-million dollar campaigns Cynthia Armour returned to school and graduated with honours from York University's Non-profit Management and Leadership Program. She is principal of Elderstone Resource Development and for the past 25 years, has facilitated countless strategic planning sessions, trained and coached board members, chief executives and senior managers across Canada. Her ongoing curiosity and expertise in Governance, Fund Development and Marketing ensures that leaders understand the interdependence of these top organizational priorities.

Cynthia has volunteered on numerous boards, was a founding member of the Fundraisers Network and mentored through Big Sisters. She has also been a Subject Matter Expert for CFRE International and for four years authored the monthly fundraising column on Charity Village where she translated best practices into accessible articles for all to understand.

Connect with Cynthia Armour

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Alicia Doris



Alicia Doris sees her work as a strategic communicator, planner and advisor through a stakeholder relations lens. First and foremost, a relationship builder, she works with her clients in the non-profit and charitable sector to cultivate collaboration, connection and meaningful projects, plans and strategies.

Alicia is formally trained as a journalist, and credits roles in community and public relations at Trent University and Peterborough Regional Health Centre (PRHC) for an incredible breadth and depth of experience. Close to a decade at PRHC, Alicia worked closely with the PRHC Foundation on its capital campaign and for her work on the new hospital project, received the Ontario Hospital Association Communicator of the Year Award. She builds project teams as principal consultant at Cultivate Communications & Strategy, and is a senior consultant with The Dennis Group Inc. She is Chair of Children's Stage Lakefield and a volunteer with Hospice Peterborough.

Connect with Alicia Doris

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Shirlanne Pawley-Boyd, CFRE



Shirlanne Pawley-Boyd is an award winning, senior fundraising executive with over 25 years of philanthropic experience. She is currently the Director of Philanthropy for the Canadian Canoe Museum. Shirlanne has held a variety of leadership roles in the education, not-for-profit and health care sectors for organizations like BC's Children's Hospital, Trent University, United Way and Fleming College. A graduate of Fleming College and a certified fundraising executive, Shirlanne has a passion and commitment to community building and volunteerism. She has volunteered her time and shared her professional expertise with numerous groups including the Rotary Club of Peterborough, The Mount Project, The Community Foundation's 2015 Philanthropy Forum, Peterborough Regional Health Centre, United Way of Peterborough and District, Strath McLean Child Care Centre and the YWCA of Peterborough.

Ken Ramsay



Ken Ramsay is one of the most experienced fundraising professionals in North America and is committed to empowering those who empower others. He does this through speaking, training, teaching and conducting workshops for fundraisers, foundation staff, Boards and volunteers.

He was the founding Chair of the Canadian Association of Gift Planners and led Legacy Leaders for 18 years securing commitments for over \$2.5 billion for North American charities. Ken now teaches in the Humber College Fundraising Management Course and is a senior consultant with PGgrowth in Canada.

He has recently released a book on the Empowerment Dialogue approach to fundraising and is the creator of the comic strip Gerald Bear, Fundraiser.

Connect with Ken Ramsay

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Innovation & Change Presenters

Jonathan Bennett



Jonathan Bennett is CEO and Founder of Laridae Communications Inc., a management consulting firm that helps non-profit and public sector organizations soar. He is also an award-winning novelist and poet. At Laridae, Jonathan provides sought-after strategic counsel relying on his wealth of experience in public and non-profit sector communications, strategic planning, branding, facilitation, change management, stakeholder engagement, marketing and governance training.

Connect with Jonathan Bennett

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Dianne Lister



Dianne Lister has over 25 years experience in leading Canadian organizations in healthcare, higher education and the arts. Dianne is a lawyer, was named one of Canada's Top 25 Women of Influence (2011), is a sessional instructor at UVic, and in 2016 joined the Hutchinson Group as a senior associate.

Connect with Dianne Lister

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David Hutchinson



David Hutchinson is the CEO of the Hutchinson Group., an executive search and talent firm working exclusively in the Canadian not-for-profit and charitable sectors. David has placed senior level candidates with a wide variety of organizations since 1997.

Connect with David Hutchinson

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Dr. Mark Skinner, PhD



Trent University professor Mark Skinner holds the Canada Research Chair in Rural Aging, Health and Social Care and is founding director of the Trent Centre for Aging & Society. He is a health geographer appointed to the Trent School of the Environment and is a member of the prestigious Royal Society of Canada College of New Scholars, Artists and Scientists. Dr. Skinner's research examines how rural people and places are responding to the challenges and opportunities of population aging, particularly the evolving role of the voluntary sector and volunteers in supporting older people and sustaining aging communities. Featuring community-based research in Canada and internationally, Mark and his students have collaborated with community leaders in the Peterborough region for more than a decade. His most recent book is "Aging Resource Communities: New Frontiers of Rural Population Change, Community Development" (2016, published by Routledge).

Connect with Mark Skinner

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Dr. Connie Taylor, PhD



Connie is an independent scholar, consultant, facilitator, and writer. During her recent immersion in the world of academia, Connie earned both an MEd and PhD at Queen's Faculty of Education where she acquired teaching, research, and scholarly skills. Connie's newly acquired academic skills are teamed with her Bachelor of Commerce and more than 25 years of practical business experience where Connie worked within the business sector in a variety of management and executive roles. She also served the not-for-profit sector facilitating strategic planning, policy development, and execution strategies for a host of clients. Currently, as a social scientist with a focus on wisdom and its practice, Connie is once again serving the community; academics with their research, organizations with their business development, and individuals with their personal growth.

Connect with Dr. Connie Taylor

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Leveraging Technology Presenters

Sofie Andreou, M.Eng



Sofie Andreou is a Speaker, author, coach & facilitator on the power of Online Marketing! Sofie is the author of the Your Social Strategy series. She delivers her popular and sought after business seminar series Leveraging the Power of the Internet to 100s of professionals monthly.

Sofie is recognized as digital marketing leader in various groups including; economic development, Chambers of Commerces, small business enterprise centres, fortune 500 companies and the online business community. Her practice is focused on digital marketing training for both small, large, local and international companies.

Connect with Sofie Andreou

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Karen August



Karen August is a highly accomplished arts administrator and project manager in Peterborough, where she has spent the last 20 years as a community animator in the not for profit sector. As Manager of the Market Hall Performing Arts Centre, Karen led the organization through a comprehensive strategic planning process and as Director of Development oversaw the completion of a 10 million dollar renovation transforming the historic theatre into a state of the art performance space.

In 2012, Karen joined the Greater Peterborough Chamber of Commerce, where as Manager of Membership Services, she oversees a portfolio of Chamber programs, ensuring that activities are member-centric and relevant to the Chamber's broad membership. Charged with leading the growth of annual membership and sponsorship participation, the Chamber's sponsorship rates have increased 34% in the last three years while new memberships and member retention has grown.

Karen excels at bringing creativity, lateral thinking and passion to the projects that she undertakes. As a strategic thinker and project leader, she's drawn to growth initiatives that are about community building in the broadest sense.

Connect with Karen

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Terrance Carter, B.A., LL.B., TEP, Trade-mark Agent



As Managing Partner of Carters Professional Corporation, Mr. Carter practices in the area of charity and not-for-profit law, and is counsel to Fasken Martineau on charitable matters. Mr. Carter is a co-author of Corporate and Practice Manual for Charitable and Not-for-Profit Corporations (Carswell), a co-editor of Charities Legislation and Commentary (LexisNexis Butterworths, 2016), and co-author of Branding and Copyright for Charities and Non-Profit Organizations (2014 LexisNexis Butterworths). He is recognized as a leading expert by Lexpert and The Best Lawyers in Canada, and is a Past Chair of the Canadian Bar Association and Ontario Bar Association Charities and Not-for-Profit Law Sections.

Connect with Terrance Carter

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Rebecca Huels



Rebecca Huels has worked in communications since stumbling into a temp placement in public relations in the mid-90s and discovering the greatest job in the world. After heading back to school to actually learn how to do it well, she decided to make her mother happy by using her newly honed persuasive powers for good, focusing on the not-for-profit sector. 20 years later, she's the Manager of Communications at PRHC Foundation, happily sharing the impact of donations on patient care.

Connect with Rebecca Huels
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Meghan Moloney



Meghan Moloney is a communications consultant and freelance writer, and has worked in the non-profit communications sector for eight years. An early adopter of social media, Meghan has been exploring online identities and digital communication for over 12 years. She holds a Bachelor degree in English and Anthropology and a Masters degree in Journalism. Together Meghan and Rebecca represent not only two different generations of social media users, but also two key demographics of the non-profit audience.

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Neil Morton



Neil Morton is Co-Founder/Publisher of the social entertainment website PTBOCanada and Co-Founder of boutique agency StudioPTBO. He speaks to organizations and entrepreneurs regularly on social media, branding, marketing and communication.

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**Meetings monthly on the 4th Thursday,
7:45 am, Five Counties Children's Centre
(872 Dutton Rd. Ptbo)**

ABOUT THE COMMUNITY FOUNDATION OF GREATER PETERBOROUGH

Our passion and purpose at the Community Foundation of Greater Peterborough (CFGP) is inspiring giving to build a vital community for everyone. As a public foundation, we work closely with community builders – philanthropists, business leaders, and charities, helping connect the dots between them in order to address some of our community’s greatest needs. Together with our community supporters, we are enhancing the quality of life for residents of the County and City of Peterborough.

Since beginning our work with donors in 2009, we have established more than 40 named funds – a community endowment that now exceeds \$6 million and that will continue to grow, providing grants to enhance the social, economic, and environmental well-being of Greater Peterborough for years to come. Since 2011, 75 charities have shared in the \$1 million in community grants we have made.

In early October CFGP released Greater Peterborough’s Vital Signs®, a snapshot of our community that measures the vitality of the City and County of Peterborough, identifies needs, strengths and trends, and supports actions on issues that are critical to our quality of life. Vital Signs® is used by many people and organizations in our community to educate, champion issues, and bring people together to create change. And, of course, we use it in our conversations with donors and fund advisors to help inform and direct their giving.

CFGP values the contributions that charities in our community make to building a vital community. Whether you are a staff member, volunteer or supporter, we hope that Philanthropy Forum will inform and inspire you to carry on your important work.

CONNECT WITH PHILANTHROPY FORUM 2016



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cfgp.ca/forum



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