

Excellence in Fundraising in Canada, Volume II

Author Biographies

<p>Pat Hardy</p> 	<p>Pat Hardy has practiced fundraising since 1982. She was the first Canadian to achieve professional certification as an Advanced Certified Fundraising Executive (ACFRE), and is one of the few Canadians holding a Masters degree in Philanthropy and Development. A recognized leader in the profession, Pat was honored by the Association of Fundraising Professionals, Manitoba Chapter with the establishment of the, <i>Patricia Hardy Scholarship for Advancement</i>. Pat was also a contributing author to the first Canadian fundraising textbook, <i>“Excellence in Fundraising in Canada.”</i></p>
<p>Tim McConnell</p> 	<p>Tim McConnell is Managing Partner of McConnell HR Consulting Inc. He is a Senior HR Strategist with over 25 years’ experience in Human Resources management, both as a Director of HR and as a senior HR consultant. Tim provides advice and guidance on HR Strategy, Compensation, and Organization Design to clients in the public, private and not-for-profit sectors.</p> <p>Tim holds a Diplôme d’études collégiales (DEC) from Vanier College, a B.A. in Political Science and Economics from McGill University, and a Master’s degree in Public Administration from Carleton University. He has earned professional designations in HR in both Canada (CHRP) and the United States (SPHR).</p> <p>He is a Certified Management Consultant (CMC) and recently earned the Human Capital Strategist (HCS) certification from the Human Capital Institute (HCI) in Washington, D.C.</p> <p>Tim was an adjunct professor in the Advanced Program in HR Management at the Rotman School of Management, University of Toronto from 2002 to 2008. He is also a former Sessional Lecturer at Carleton University, teaching HR Management in the graduate School of Public Administration from 1993 to 1997.</p> <p>He is a seasoned public speaker and the published author of several articles on HR management, Succession Planning, Compensation and Organization Design. Tim’s book, <i>The NPO Dilemma – HR and Organizational Challenges in Non-Profit Organizations</i>, was published in New York in 2012.</p> <p>Tim is a past-President of the Ottawa Human Resources Professionals Association (OHRPA) and a past-President of the Human Resources Professionals Association of Ontario (HRPAO). He was a member of the Board of Directors of the Boys and Girls Club of Ottawa and Chair of the HR Committee from 2008 to 2011.</p> <p>McConnell HR Consulting Inc. is a boutique management consulting firm founded in 2002, providing clients in the Not-for-Profit sector with solutions to strategic HR, Compensation and Organization Design challenges.</p>

<p>Ligia Pena</p> 	<p>Ligia Peña, CFRE is Director of Development at the MOSD Foundation (Montreal Oral School for the Deaf) since 2013. For the past 13 years, she has been working with a wide range of organizations; from mental health, environmental education, at-risk youths to international NGOs.</p> <p>Working on all aspects of fundraising, communications and management, her true passion has always been to empower small non-profits to be strong, resilient and sustainable so they may realize their important mission. In recent years, Ligia has been presenting on the topic of planned giving for small shops and ethics in fundraising.</p> <p>Ligia is very active in the Canadian non-profit sector by serving on several committees at the Association of Fundraising Professionals. She also serves on the Board of Directors of Girls Action Foundation.</p>
<p>Karen Van Sacker</p> 	<p>Karen Van Sacker is an accomplished fundraising executive with over 30 years as a non-profit leader. She began her career in sport management in 1984 at the national level quickly moving into the fundraising profession. Ms. Van Sacker has specific expertise working with executive leaders and boards, and strength in organizational development. Her analytical skills are brought to bear in this chapter on Performance Management and Metrics, which aims to draw on personal experience and live case studies.</p> <p>Karen returned to Canada in September 2013 following 11 years in Australia to open Global Philanthropic’s Vancouver office. She served 8 years in the Australian university sector, most recently as Director of Fundraising and Campaign for The University of Queensland where she was responsible for campaign readiness, principal gifts and international advancement strategy, including the negotiation of 8-figure gifts as a member of an integrated team.</p> <p>She serves on UBC’s Thunderbird Athletics Council, was a board member of the Byron Bay Writers Festival and Secretary to The University of Queensland in America. She has served the profession as a chapter executive and on conference committees.</p> <p>Karen completed her BA at University of British Columbia, a post-graduate certificate at L’Université Laval, a MBA from Concordia University and the Australian Company Directors’ program. She is bilingual in French and English.</p>
<p>Andrea Morris & Kelly Morris</p> 	<p>Andrea Morris is a Senior Director in the Office of Advancement at the University of Alberta where she has worked in major gifts and leadership positions since 2000. She currently leads the faculty-based advancement programs and oversees the Office of Corporate and Foundation Relations. Andrea holds a Bachelor of Arts degree in Communications from the University of Ottawa. She is based in Calgary, Alberta.</p> <p>Kelly Morris is an Associate Director of Development, Leadership Annual Giving at the University of Calgary and has had the privilege of working with a great team since 2013. Previously working as development consultant, Kelly had the opportunity to work with all types of charitable organizations to help build capacity and advance their causes. Prior to working in the nonprofit industry, Kelly worked in Melbourne, Australia in the digital media world honing her skills in account management and client service. Kelly holds a Bachelor of Social Sciences in Sociology and Public Policy and Public Management from the University of Ottawa. She is based in Calgary, Alberta.</p>

<p>Deb Greenfield</p>  <p>& Krishan Mehta</p> 	<p>Deb Greenfield, CFRE, has had an extensive career in fundraising, marketing and community relations. Currently, she is the Director of Development at the Ted Rogers School of Management, Ryerson University. Prior to this, she was Campaign Manager at Centennial College in Toronto and Director of Marketing and Development for the Grand Theatre in London. She has helped establish national planned giving programs and participated on a taskforce that developed and established Canada’s first graduate program in philanthropy.</p> <p>Krishan Mehta is Executive Director, Campaign at Ryerson University. Previously, he has held a variety of fundraising, alumni and marketing roles at Seneca College and the University of Toronto. Krishan is also an instructor in Ryerson’s fundraising management program and a PhD candidate at the University of Toronto where he is conducting research on the philanthropy of high net-worth immigrants in Canada. He serves as Vice President of Inclusion and Equity and President-Elect for the Association of Fundraising Professionals Greater Toronto Chapter and Co-Chair of the Inclusive Giving Project, a multi-year government-funded program that brings together donors, community leaders and non-profit managers to share their experiences of giving and fundraising within twelve diverse communities across Ontario.</p>
<p>Chris Holz</p> 	<p>Christopher Holz is a seasoned public affairs executive with over fifteen years experience working with government decision makers and clients across several public policy areas. He has served clients in various sectors including energy (Northland Power, Boralex, EnerCare, Sithe Global Power, RES Canada), real estate and infrastructure development (Cadillac Fairview, The Las Vegas Sands Corporation, Tennis Canada), financial services (DBRS, TMX Group), retail (Ivanhoe Cambridge), health care (the College of Physicians and Surgeons of Ontario, Shoppers Drug Mart, Rexall-PharmaPlus, Sick Kids Hospital, The Scarborough Hospital), and the non-profit sector (Habitat for Humanity Canada, Sheridan College, ShelterNet, the Peel Children’s Centre) among others. Mr. Holz was recently ranked as “one of the top ten lobbyists at Queen’s Park” according to Queen’s Park Briefing, a Toronto Star Intelligence Unit publication.</p> <p>Previously, Mr. Holz served as Senior Communications Advisor and speechwriter for the Ontario Minister of Energy and the Chair of the Cabinet, and later as Senior Policy Advisor to the Ontario Minister of Finance. Before joining the provincial government, he was Vice-President of another leading government relations and communications firm.</p>
<p>Dan Abraham</p> 	<p>Dan Abraham brings more than twenty years experience in telefundraising to his chapter for Excellence in Fundraising in Canada Volume 2. Most of those years at Strategic Communications (Stratcom) where currently serves as ‘Senior Director of Fundraising and Outreach’. Over the last fifteen years, Dan has managed successful telefundraising campaigns for some of Canada’s largest charities and non-profits.</p> <p>Dan studied Journalism at Ryerson University where he specialized in magazine journalism and contributed to numerous student publications. Dan has taught direct response at Humber College, has led workshops on telefundraising for a wide range of audiences, and contributed to the CMA’s Fundraiser’s Handbook.</p> <p>Dan lives in Toronto with his lovely partner Lisa, lovely daughter Jasmine, and dashing stepson Kieran. Dan plays and records music and is an avid record collector. Other hobbies include cycling, art, and football as well as a keen personal and professional interest in politics, environmental issues, and the events that shape the world.</p>

<p>Cathy Daminato</p> 	<p>Cathy Daminato has devoted over 25 years of her life to fundraising and development in the education and health care sectors in Greater Vancouver. After completing her B.Sc. from Queens University and an MBA from the University of British Columbia, she held leadership roles at Douglas College, BCIT and Royal Columbian Hospital Foundation. In 2003, she became the first Vice-President of Advancement and Alumni Engagement at Simon Fraser University, tripling the fundraising activity, building endowments and raising significant funds for key capital projects. Most recently under Cathy's leadership SFU launched its largest fundraising effort to date, the \$250 million Power of Engagement 50th Anniversary Campaign.</p> <p>Cathy's leadership ability, strategic planning skills and marketing acumen have been critical to her success. She is more than willing to share her experiences and passion for philanthropy by giving her time to inspire and mentor others in the fundraising profession. She led the creation of a new fundraising management certificate program at BCIT, and served on various boards and committees of AFP nationally and internationally, including a term as Chair of the AFP Vancouver Chapter. She is currently a board member of the Canadian Council for the Advancement of Education.</p>
<p>Ted Garrard</p> 	<p>Ted Garrard is President & CEO of SickKids Foundation which supports one of the world's leading centres for pediatric care, research and learning – the Hospital for Sick Children. The Foundation raises more than \$125 million annually, has endowments valued in excess of \$900 million and is the largest non-governmental funder of children's health in Canada. Prior to joining the Foundation Ted served as Vice-President, External at The University of Western Ontario from 1996-2009, where he led campaigns that raised more than \$600 million. He also spent 13 years at United Way of Toronto in a variety of roles including leading all fundraising operations. Ted is Chair of the Canadian Children's Hospital Foundation Executives, a director of Children's Miracle Network, past Chair of Imagine Canada, Past Chair of United Way of London-Middlesex, a past director of United Way/Centraide Canada, and a past director of the Canadian Council for Advancement in Education. He received the Association of Fundraising Professional's Outstanding Fundraising Executive Award in 1997, was named one of Canada's Top 40 Under 40 in 1998, and in 2014 was named Outstanding Communicator by the International Association of Business Communicators (IABC).</p>
<p>Brent Barootes</p> 	<p>Brent Barootes is President and CEO of the Partnership Group – Sponsorship Specialists™, an Alberta based national sponsorship consulting firm. In the past 25 years Brent has worked directly or indirectly with many Canadian brands, corporations, small and medium businesses as well as charities, nonprofits, professional and amateur sports teams, to develop, audit, enhance, design, and build effective sponsorship programs for them.</p> <p>As a past Director of Development with the Canadian Breast Cancer Foundation as well as having worked with many small and large charities and nonprofits, Brent truly understands how these organizations can generate additional revenue from a well run corporate sponsorship program. Having delivered success in both the philanthropic world and the corporate sponsorship world Brent is the ideal candidate to be providing expertise in what corporate sponsorship is all about and how it differs from philanthropy.</p> <p>Annually Brent is engaged to deliver more that 45 speaking engagements from luncheon keynotes to half and full day workshops. His expertise includes sponsorship valuations and audits, corporate measuring and investment in sponsorship for realized ROI, inventory/benefit asset development, asset valuation, sponsorship activation programs, package development, and mentoring of staff and volunteers engaging in sponsorship.</p>

<p>John Van Duzer</p> 	<p>John is a graduate of Queen's University and was the recipient of that school's highest honour, the prestigious Tricolour Award (1986). Since then worked at three of the country's largest ad agencies serving multi-million dollar clients you might have heard of: Ford, Pepsi, and Procter & Gamble. Throwing caution to the wind and trading in a six-figure salary for one a lot closer to \$6,000, John founded WISHART.NET a quarter century ago and has been working tirelessly to create the greater good ever since.</p> <p>John is one of the most accomplished and award-winning creatives in Canada, having won well over 200 awards. He credits his success not just to his staff and clients, but to his wife and four kids who are forever asking, "are we there yet?" Ever searching for new and better ideas, John is always thinking. Canadian charities who are thinking about raising significantly more money invariably come to wishart; it has helped them raise more than one BILLION dollars in just the past ten years.</p> <p>As a Christian, John has been helping people reconcile their faith and their finances, and the product of this calling is "Loonie: Crazy Talk about Faith and Finances" a book which was published earlier this year to great acclaim.</p>
<p>Anne Melanson</p> 	<p>Anne is the President and CEO of Bloom Non Profit Consulting Group Inc. She earned her Bachelor of Public Relations Degree in 1988 from Mount Saint Vincent University and has held the CFRE designation since 2008.</p> <p>Anne has been a professional fundraiser and an enthusiastic champion of Canadian charities for 25 years. Her areas of special expertise are major gifts programs, capital campaigns, and fundraising communications. She has held senior fundraising positions with Ketchum Canada (now KCI), Acadia University, and Saint Mary's University.</p> <p>She has supported the fundraising profession as a volunteer and leader within AFP locally, nationally, and internationally. Anne was a nominee for AFP's Outstanding Fundraising Executive in 2003 and was named a "Woman of Excellence" by the Progress Club in 2010.</p> <p>Five years ago Anne founded Halifax-based consulting firm Bloom Non Profit Consulting Group Inc., where today she serves as President. She is a sought-after coach and presenter, and has served clients in the charitable sector regionally, nationally and internationally with fund raising goals totaling more than \$150 million. When not a fundraiser, she derives her greatest joys in life from her husband, two sons, a pair of labrador retrievers, and a motorcycle.</p>
<p>James Howe</p> 	<p>James Howe possesses a proven track record of success over 20 years as a creative, innovative communications professional. He uses integrated marketing communications to help charities and nonprofits deliver their mission and strive for their vision.</p> <p>James is the Chief Idea Guy at his full service communications firm Communicate & Howe! (communicateandhowe.com). He's led awareness campaigns for Women's Crisis Services of Waterloo Region and worked on annual reports and other communications material for clients such as the Kitchener-Waterloo Humane Society and World Accord. Previously, he was director of communications for the YMCAs of Cambridge & Kitchener-Waterloo and communicated for Toronto's Daily Bread Food Bank.</p> <p>He regularly speaks to at conferences and events such as participating in two panels at the 2014 Nonprofit Technology Conference in Washington D.C. His blog is ranked among the "Top 150 Nonprofit Blogs."</p>

<p>Vincent Duckworth</p> 	<p>Vincent Duckworth has been a fundraising professional for 20 years. He began his career in fundraising when joined the University of Alberta as the Faculty of Engineering’s first director of development in 1995. He is one of the few professional fundraisers in Canada who also has a degree in engineering. While at the University of Alberta, he played a key role in their first major fundraising campaign.</p> <p>Vincent went on to lead the NAIT campaign, a \$14 million comprehensive fundraising effort. Over a two-year period, he and his team raised \$24 million at average pace of \$1 million per month. When he returned to the University of Alberta in 2002, this time in Medicine and Dentistry, he led the effort to raise the funds for two new health research buildings.</p> <p>In 2007, Vincent founded a fundraising consultancy in Calgary, Crescendo Fundraising Inc. He has advised and offered counsel for many of Canada’s transformational facility projects. He is internationally recognized as an expert on campaign design, strategy and major gift performance, he is also the leading Canadian authority on philanthropic naming.</p> <p>Vincent and his partner, Christine Fraser, have three children and they live in Calgary.</p>
<p>Kathryn Babcock</p> 	<p>A specialist in both grassroots fundraising and multi-million dollar corporate partnerships, Kathryn has honed an entrepreneurial approach that leverages assets and opportunities.</p> <p>Through cultivating an entrepreneurial fundraising mindset, Kathryn helped catapult the Canadian Women’s Foundation to become of one of the largest women’s foundations in the world. This included; the creation of Canada’s first charitable IPO, a multi-million dollar women moving women campaign, and a national media and retail partnership. As principal of Babcock & Company, Kathryn specializes in helping charities to raise more money through breakthrough ideation that gets results.</p>
<p>Rob Peacock</p> 	<p>Rob Peacock is a Certified Fund Raising Executive with over 28 years of fund raising experience from various philanthropic sectors — including health care, education, arts and social services. Rob holds a Masters degree in Philanthropy and Development and was a faculty member of Humber College’s Fundraising and Volunteer Management Program.</p> <p>An active volunteer all his life, Rob is Past Chair of the International Development Committee of the Association of Fundraising Professionals as well as Past Chair of the Canada Council. He currently serves on the Advisory Committee for the Masters in Philanthropy and Nonprofit Leadership at Carleton University, Canada’s first Masters program in Philanthropy, and is the author of two books:</p> <ul style="list-style-type: none"> • Face Time: Relationship Philanthropy, A Resource for Canadian Major Gift Fundraising • Engagement – A Resource for Canadian Volunteer Boards

John Pepin



Based in the UK for 15 years, John Pepin spent over 15 years as a chief executive of a variety of Canadian charities/ social enterprises/ associations; and he has 17 years experience as a social entrepreneurial consultant internationally. He has successful turnaround experience as an Interim chief executive of a charity in 2013. Currently he is Chief Executive, Philanthropy Impact.

His experience includes: strategic and business planning, governance, enterprise development and growth, research and evaluation, social investment, revenue generation/ fundraising, organisational turnaround and growth, change management, and collaboration; and as a facilitator, trainer, mentor, board trustee and board chair, and speaker; and he has published articles and has research experience in the areas of social enterprise, trade and professional association financial sustainability, governance, social investment funds, privatisation and the third sector, venture philanthropy, and collaboration in the non-profit sector, and a book providing guidance on social enterprise.

He has experience in innovative service and programme design, project and venture start-up and management, and business strategy consulting across multiple third sector verticals. He is passionate about social change, innovation and growth in organisational reach and impact; a strong all-rounder, bringing proven service design, commercial acumen, operational management, business strategy and partnership building expertise to create sustainable social ventures.

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John Baker



John Baker has an extensive breadth of Executive and Chief Executive experience in the public, private and not-for-profit sectors and has a broad background in strategic and business planning. Prior to his work with Aperio, he was the Founding President of Proventus Inc., a for-profit spin off of a not-for-profit association, and prior to that the President and CEO of the Ontario Service Safety Alliance.

John is also a retired Naval Officer having elected early retirement after 21 years of service in the Canadian Navy. He has a BA in International Studies from the Royal Military College of Canada, has attended the Banff School of Management and The Aresty Institute of Executive Education - Wharton School, University of Pennsylvania. He is also a member of the faculty of the Schulich School of Business York University.

Guy Mallabone



Guy is recognized internationally as one of the non-profit sector's most thoughtful and inspiring fundraising leaders. He is President and CEO of Global Philanthropic, and has served as Vice-President of External Relations for SAIT Polytechnic and Chief Development Officer for the University of Alberta, as well as senior fundraising positions at the Canadian Red Cross Society and cultural non-profit organizations.

Guy is a regular 'heavy hitter' speaker and presenter on fund development at international conferences in Canada, the United States, Europe, South Africa and Australasia. Guy was recognized in 1999 by the Edmonton Chapter of AFP as the Outstanding Fundraising Professional, and in 2009 by Alberta Venture Magazine as one of Alberta's most influential citizens and by the Calgary Herald in 2009 as one of Calgary's 20 most compelling citizens.