

This document contains the Session Descriptions and Bios for each of the Presenters
They are arranged in **chronological order** by the **date and time of each session**

MONDAY MAY 4, 2025 – PLENARY SESSION #4

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
<p>PLENARY #4: BLURRED LINES: How social purpose is changing the game and creating new opportunities in funding</p>	<p>What is social purpose and how has it changed the game?</p> <p>Christi Cruz will lead this session geared to helping nonprofit leaders better understand the principles of “Social Purpose” and how it is changing the game for nonprofits looking to secure corporate funding.</p> <p>Christi, Karen Ramchuk, Women In Need Society (WINS) and Amanda Pick, Missing Children's Society of Canada (MCSC) will share easy-to-implement ideas, insights and real-life examples of what worked for their organizations and how you can incorporate those ideas into your organization’s strategy</p>	<p>Presenters:</p> <p>Christi Cruz, CEO, BOLD Consulting</p> <p>Amanda Pick CEO, Missing Children’s Society</p> <p>Karen Ramchuk, President & CEO, WINS</p>	Monday May 5	12:30 pm – 1:45 pm	Bonavista
<p>Christi Cruz <i>Bio</i></p>	<p>For the past 25+ years, Christi held a number of senior roles at TELUS, a global telecommunications and integrated data company, where she successfully developed and executed award-winning technology and social purpose programs. She is most proud of her work creating a Center of Excellence in Government Subsidies for the TELUS wireless technology team where she secured more than \$250M in technology grants bringing connectivity to 39 underserved rural and Indigenous communities in Canada. Recognized as a respectful disrupter, Christi brings a unique lens combining her private and social sector experience. She has presented at numerous conferences and regularly shares her experience in program development, community investment, cause marketing and sponsorships. She earned a Master of Education from the University of Western Australia; an Advanced Certificate in Corporate Citizenship from Boston College and she was one of two community investment leaders selected to represent Canada at Boston College’s inaugural Leadership Academy. Her most recent adventure includes setting up a consultancy to help the social sector audit existing, develop new and scale innovative solutions to solve society's most pressing challenges. She can tell a good story in both English and Spanish and makes a really good grilled cheese sandwich. Although passionate about her work, she is most proud of her long-standing championship status as an award-winning boogeyman chaser and internationally renowned skinned knee kisser.</p>				

Amanda Pick
Bio

Amanda Pick is recognized as a driven self-starter with over 20 years of experience in creating, leading and executing complex, highly sensitive multi-stakeholder strategic programs. Known as a powerful collaborator, she brings a keen ability to visualize long term impact through the use of technology. She is internationally recognized for her expertise as a social innovator, engagement strategist and her ability to build organizational frameworks that deliver measurable outcomes.

She has dedicated her career to creating safer spaces and resources for youth across Canada. Her passion is centered on keeping kids safe and away from the dangers of exposure to high-risk activities such as substance misuse, sexual exploitation, human trafficking and even the risk of death. That’s why she developed and successfully launched the MCSC’s ground-breaking Child Search Network, a communication tool with a series of components, including a versatile app, social media, and other digital communication channels which allow police departments across Canada to reach members of the community whose eyes, ears, and voices are critical in the search for a missing child.

Amanda leads MCSC-Missing Children’s Society of Canada working with police enforcement and engaging communities across the country.

Karen Ramchuk
Bio

Karen Ramchuk is a highly respected leader, award-winning advocate, and the President and Chief Executive Officer of the Women In Need Society of Calgary (WINS), a charity dedicated to empowering women and families facing poverty and adversity.

Recognized for her outstanding contributions to both social justice and the business sector, Karen has received numerous accolades, including the prestigious King Charles III Coronation Medal. She serves as a member of the Trico Foundation, where she helps to advance social change, and represented Canada at the United Nations Commission on the Status of Women, advocating for policies to promote gender equality worldwide. Additionally, Karen is an advisor to the Chiu School of Business at Bow Valley College, shaping the next generation of leaders who will continue the work of positive change.

Karen is a strong advocate for female empowerment, inclusive leadership, and equal opportunities for all genders. Her leadership is reflected in her team at WINS, which is comprised of over 70% women and individuals identifying as female. Together, they work tirelessly to move others from surviving to thriving, creating lasting positive change in the lives of those they serve.

MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #4

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
<i>Motherhood Mental Load 2.0 - Discussion</i>	<p>In 2024, we introduced the concept of Motherhood and the Mental Load within our fundraising industry, tackling challenges and best practices when it comes to working as a fundraiser while being a caregiver and the unique challenges it presents within our sector. There was great discussion with women, caregivers and allies who shared their own perspective. An urgent need was identified at that session to have a recurring social outlet/group that met regularly to share best practices, challenges within their jobs, and recommendations to their employers to increase efficiency.</p> <p>The Motherhood and Mental Load group, co-hosted by Danisha Bhaloo-Shivji and Whitney Bawel, has met every two months over the last year with a dedicated group of fundraisers in Calgary with robust discussions throughout.</p> <p>The session will be a mix of interactive and presentation style and will include audience feedback and talking circle.</p>	Panelists	Monday May 5	2:00 pm – 3:00 pm	Bonavista

Danisha Bhaloo-Shivji, CFRE
Moderator

Bio



With over 20 years of professional experience in the social impact sector, Danisha has delivered successful outcomes in service delivery, public relations, communications, volunteer recruitment and fund development. She is a Certified Fundraising Executive (CFRE) and works at United Way of Calgary and Area as the Manager of Engagement and Affinity Groups. She currently holds leadership roles as a Board Member for Imagine Canada and Vice-President of the Friends of the University of Alberta Botanic Garden.

Some of her past community engagement roles include being the Chair of the Social Wellbeing Advisory Committee for the City of Calgary, Senator of the University of Alberta, Co-Chair for Women United for United Way of Alberta Capital Region, and Board Member for United Way Centraide Canada.

Danisha’s most important role is Chief Mom Officer and reports to two little ones, her 5-year-old fierce daughter and 2-year-old feminist son.

Whitney Bawel, CFRE
Panelist
Bio



Whitney Bawel, CFRE, has been a professional fundraiser for over 17 years. She has focused her time on raising funds to help remove barriers for people to access education, find safety and connect with resources they need to create the life they want. She has had the privilege of working in both the non-profit and post-secondary sectors, beginning her career at the University of Guelph's Call Centre and eventually moving to Alberta in 2010 after completing her undergraduate degree.

Whitney spent close to a decade working in fundraising at the Mount Royal University Foundation in various roles and most recently in major gifts and planned giving at YW Calgary, helping them exceed their most recent campaign's \$50million goal. She has been serving on the AFP Calgary & Area Chapter's Professional Development and Advancement Committee and on the Board of the Canadian Association of Gift Planners - Alberta South Chapter since 2022 and most recently joined forces with Danisha Bhaloo-Shivji, CFRE, to offer a space for mothers and caregivers in fundraising to get together and build community.

When she isn't fundraising and volunteering, she is busy raising her two children with her husband.

Karen Ramchuk
Panelist
Bio



Karen Ramchuk is a highly respected leader, award-winning advocate, and the President and Chief Executive Officer of the Women In Need Society of Calgary (WINS), a charity dedicated to empowering women and families facing poverty and adversity.

Recognized for her outstanding contributions to both social justice and the business sector, Karen has received numerous accolades, including the prestigious King Charles III Coronation Medal. She serves as a member of the Trico Foundation, where she helps to advance social change, and represented Canada at the United Nations Commission on the Status of Women, advocating for policies to promote gender equality worldwide. Additionally, Karen is an advisor to the Chiu School of Business at Bow Valley College, shaping the next generation of leaders who will continue the work of positive change.

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Steven Ross, CFRE
Panelist
Bio



Steven Ross is the Chief Development Officer for the Wilder Institute/Calgary Zoo. Steven has spent the last 20 years working in fund development and cause-marketing for leading charities including the Nature Conservancy of Canada and the United Way of Calgary & Area.

Steven has a lifelong passion for the environment and a desire to mobilize communities to create change and develop sustainable solutions. Steven's proudest titles are as Husband to his amazing wife Nicole (a fellow fundraiser) and Father to two incredible kids Nellie (10) and Everett (8). He loves travelling with his family and being their biggest fan as they chase their dreams and passions.

Marcela Zafra
Panelist
Bio



Marcela Zafra helps non-profits give their mission the visibility they deserve through various strategic marketing strategies. With over 10 years of experience in digital advertising, content creation, and email marketing, Marcela is a seasoned expert in driving engagement and impact for the social sector. Mama of Sebastian, a 7-year-old sporty guy and Rubik's Cube lover with a golden heart, and Olivia, a 5-year-old spontaneous girl who loves to sing and dance every time she gets a chance, Marcela studies conscious discipline. In her free time, she promotes and shares her workbook "As a Family," which helps parents build habits of connection and empathy in their families.

Marcela holds degrees in Business Administration and International Marketing and Advertising from Universidad ICESI, a certificate in Non-Profit Management from Mount Royal University, and is certified as a Non-Profit Marketing Director from Nonprofit Marketing Guide

MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #4

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
<i>The Math Behind a Major Gift</i>	<p>You have been asked to run a \$5 million campaign. You have little or no front-line fundraising staff. Your board and your CEO know you will need resources to ensure campaign success, and you have been asked to make a presentation to the board of directors on what the campaign needs to be successful. Eeek! Where do you start?</p> <p>How do you make this rational for your leadership? You will leave this session with the answers to these questions. Over the course of this interactive workshop, we will explore where to start (hint: you start with the campaign goal), how fundraising principles are used to build on this to take you to the answers your leadership wants and needs.</p> <p>Along the way, you will gain a new appreciation (and love) for your gift chart. You will learn a bulletproof method for extending this information into gift officer activity levels. Finally, you will be able to make a strong recommendation on just how many people you need to hire.</p> <p>Fear not! This session is firmly rooted in reality. The practical application of time-tested fundraising principles will be forged with the practical realities of working with real fundraisers. All of this will produce an outcome that represents a professional and realistic approach to determining your fundraising resource needs.</p>	N/A	Monday May 5	2:00 pm – 3:00 pm	Fireside
Vincent Duckworth, CFRE <i>Bio</i>	<p>Vincent Duckworth is the President and CEO of ViTreo and a longtime champion of the nonprofit sector. With over 30 years of experience, he's known for his expertise in campaign strategy, major gifts, and philanthropic naming (yep, he literally wrote the chapter on it!).</p> <p>Vincent’s background includes senior fundraising roles at top Canadian universities and founding his own consultancy in 2007. He’s a Certified Fund Raising Executive (CFRE), an AFP Master Trainer, and a sought-after speaker.</p> <p>He also hosts the Braintrust Philanthropy podcast and curates a popular weekly newsletter on sector news.</p> <p>Based in Calgary, Vincent is an avid cyclist, enthusiastic hiker, occasional writer, and a big fan of lake life in Saskatchewan. He and his wife Christine are proud parents of three awesome kids.</p>				

MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #4

Session Title	Session Description	Co- Presenter	Session Date	Session Time	Room
<p><i>Millennials and Corporate Social Responsibility: Cutting Through the Spin to Identify What Works</i></p>	<p>Fundraisers play a crucial role in uniting people toward a shared vision. By fostering This session will cover research on Millennials in Canada and their impressions of corporate social responsibility, with a focus on cause marketing. Attendees will learn about what characteristics make for a successful project, and what causes their audience to be skeptical. It will provide real examples from qualitative research conducted in 2024, and attendees will reflect on their own experiences and come up with a list of attributes to look for when designing partnerships for success</p>	N/A	Monday May 5	2:00 pm – 3:00 pm	Acadia
<p><i>Alex Abboud Bio</i></p>	<p>For more than 15 years, Alex Abboud has been a leader in the fields of communications, fundraising, and strategy.</p> <p>He spent his early career in municipal politics, working for a City Councillor in Edmonton on communications, strategic policy initiatives, and legislation. After realizing that he preferred politics as a hobby rather than a career, he switched into the non-profit sector, working for Homeward Trust Edmonton – a funder of homelessness and affordable housing programs – in progressive roles culminating in Director, Communications & Fund Development. In his time there, he grew the organization’s brand through key message development, social media and media engagement, and established new corporate partnerships to support this work.</p> <p>He later consulted for public, corporate, and non-profit clients, and worked on contract for the Multicultural Family Resource Society building its fundraising program and doubling charitable donations in his time there. He then joined the Canadian Mental Health Association – Edmonton Region as the head of its fundraising and communications program, where he established and grew its annual campaign and started a transition from event-based fundraising to individual giving which saw the organization close its first five-figure gifts in recent years. He also brought in new private foundation grants that supported new programs and program expansion.</p> <p>In addition to his professional experience, Alex has an academic background in these fields, holding a master’s degree with a specialization in marketing from the University of Glasgow, where his dissertation focused on cause marketing and corporate social responsibility’s impact on consumer behaviour amongst Millennials.</p> <p>Alex is also an experience board member, having served as Chair of the Edmonton Heritage Council, Vice-President of the Canadian Parks and Wilderness Society, and on the boards of charities including Health Nexus and the Friends of Jasper National Park.</p>				

MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #4

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
<i>Succession Planning</i>	<p>Succession planning ensures continuity in not-for-profits and is best viewed as a risk to manage for organizations. A 2024 study with more than 100 Canadian NPOs explored how succession risks are managed and collected data on current strategies and future leadership needs. My presentation highlights the data and helps charities understand key challenges in leadership transitions, providing insights into trends and best practices for smooth transitions.</p> <p>The first section of the presentation focuses on explaining succession planning, common scenarios, risks involved, data from a 2024 study, and learning opportunities. The second section of the presentation focuses on the key stages in succession planning.</p> <p>The key stages are as follows:</p> <ol style="list-style-type: none"> 1. Define the organization's succession needs. 2. Identify the next generation 3. Assess and develop the next generation 4. Monitor and measure progress <p>The third and final section of the presentation focuses on the next steps. This portion of the presentation discusses important elements that should be implemented for CEO/Executive Director succession, Board Chair succession, how to get started, a portrait of participants, and the presentation summary.</p>	N/A	May 5	2:00 pm – 3:00 pm	Fairview



Patrick Matiwski
Bio

Patrick S. Matiwski is the Regional Manager for British Columbia at BNP Inspire. With over two decades of experience in development and fundraising, Patrick has successfully led significant campaigns and held leadership roles across various organizations. He is known for his strategic expertise in volunteer management, donor relations, and fundraising strategies. Patrick is also a committed community contributor, serving in Rotary for over 15 years and mentoring young professionals.

MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #5

<i>Session Title</i>	<i>Session Description</i>	<i>Co-Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
Reverse Engineering: Transformational Gift First, Campaign Seconds – Making it Work	<p>In 2019, the Southern Alberta Institute of Technology (SAIT) received a transformational \$30 million gift to establish the School of Advanced Digital Technology. With no formal plan in place for the School at the time, the gift became a catalyst for strategic change, launching SAIT’s <i>Real Futures</i> campaign. This initiative not only shaped the new School but also integrated campus-wide priorities, redefining institutional planning and advancement.</p> <p>This session will provide key insights into how SAIT, in collaboration with The Discovery Group, developed a campaign in response to a transformational gift. Attendees will gain practical strategies for building a campaign from the ground up, tips on how to engage Deans and Administration in the process and balancing institutional priorities with campaign objectives. Through real-world experiences, this presentation will offer a unique perspective on how the role of a gift can drive long-term impact and serve as a foundation for future institutional planning and transformational change.</p>	Brian Bowman, CFRE	May 5	3:15 pm – 4:15 pm	Bonavista
<i>Doug Nelson Bio</i>	<p>Doug Nelson founded The Discovery Group with a vision to bring together a group of talented and compassionate leaders. Together they are aligned with his belief that the social profit sector represents individuals and communities coming together to change the world for the better. Collectively, they spearhead inspired strategies to help nurture that change. Described by the media as a 'fundraising phenom' and a 'true innovator,' Doug unravels complex challenges in aligning governance and philanthropic performance. His early development work in education propelled him to become the Chief Development Officer at the University of Alberta, and responsible for the second largest fundraising campaign in Canadian history. As President and CEO of the BC Cancer Foundation for six years, he led the organization to revenue of \$300 million, including a campaign that would launch the Personalized Onco-Genomic (POG) program. His work is award-winning in the areas of governance, culture, advocacy, and innovative granting, and he has raised nearly \$1 billion for organizations in Canada and the United States. As President of the California Pacific Medical Centre Foundation, he led the development and execution of a campaign that would support the opening of two hospitals valued at \$3 billion, shaping the future of care in San Francisco. Doug is also host of the leading social profit sector podcast, The Discovery Pod. With a photographic memory for baseball statistics, Doug had a childhood dream to be the first baseman for the Toronto Blue Jays. These days, he can be found remarkably often at a Bob Dylan concert.</p>				

Brian Bowman, CFRE
Bio

An alumnus of the University of Alberta (B.Comm. 1987), Brian has enjoyed a rewarding career as a fundraising professional in the performing arts, social services, health care and post-secondary sectors for more than two decades. After leading two \$50m+ United Way Campaigns in Calgary, he joined the Southern Alberta Institute of Technology (SAIT) in 2008 to lead the Promising Futures Campaign. In 2011, his team was awarded the Association of Fundraising Professionals International's highest honor – “The Campbell and Company Award for Excellence in Fundraising – Large Institution” for their work. He and his team were also recognized with the “Sun Life Team Award” by SAIT in 2017 in recognition of their innovative and exemplary work on the SAIT Centennial.


A Certified Fundraising Executive (CFRE) and CASE Laureate, Brian is actively involved in the Council for Advancement and Support of Education (CASE). He chaired the 2014 CASE Conference in Vancouver, B.C. prior to serving as District VIII chair and as an inaugural member of the Canada/U.S. Council. He has presented at conferences in Canada, the United States and Australia on fundraising and alumni relations. An accomplished musician, Brian founded and led an adult recreational choral organization for more than two decades. He was recognized with the “Con Spirito Award” in 2016 by the Alberta Choral Federation for his contribution to the choral community. He is passionate about building strong teams and engaged communities – a pursuit that has served him well in all aspects of his life and career.

MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #5

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
<p><i>LEAD. A Fundraiser’s Guide to Creating a Better Future for All</i></p>	<p>Fundraisers play a crucial role in uniting people toward a shared vision. By fostering relationships and communicating a compelling mission, they have the power to change the world. But does this responsibility stop at the doors of the organizations they represent?</p> <p>In this session, AFP Calgary President Ron Smith will encourage fundraisers to think beyond the confines of their organizations and recognize the broader impact they can make by engaging with their communities. It’s time to LEAD.*</p> <p>Drawing from personal experience and insights into industry trends, Ron will explore the need for bold leadership in today’s nonprofit sector. He’ll also discuss how volunteer involvement can be a powerful tool for expanding fundraising opportunities and advancing careers. If you’ve ever felt that you could do more or should do more, this session is one you won’t want to miss.</p>	N/A	May 5	3:15 pm – 4:15 pm	Fireside
<p>Ron Smith, CFRE <i>Bio</i></p>	<p>Ron Smith, CFRE, is a visionary fundraising and operations leader with over a decade of experience in the non-profit sector. Known for his passion for community impact, Ron has a proven track record in cultivating strong donor relationships and driving transformative fundraising success. From his early days in Small Town Alberta, contributing to community projects, to leading major gifts, capital campaigns, and sponsorship initiatives, Ron has always recognized the importance of proper resourcing in achieving an organization's mission and vision.</p> <p>Currently a Senior Associate at ViTreo Group Inc. Ron’s expertise spans human services, private education, healthcare, and Christian ministry. His leadership has resulted in millions of dollars raised, ensuring long-term organizational sustainability. Ron excels at empowering teams, fostering a culture of philanthropy, and advancing missions through strategic fund development.</p> <p>A Certified Fundraising Executive (CFRE), Ron is also an active volunteer, serving as the President of the Association of Fundraising Professionals (AFP) Calgary. His commitment to philanthropic work is matched by his dedication to professional development, as evidenced by his pursuit of a Bachelor of Arts in Leadership from Trinity Western University. When not making a difference, Ron enjoys quality time with his family at their happy place in Sylvan Lake.</p>				



MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #5

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
<p><i>Reducing the After-Tax Cost of Donations in Light of Current Tax Legislative Uncertainty</i></p>	<p>Join Danny Mah, for an exclusive session dedicated to the strategic application of flow-through shares within Canada’s distinct tax landscape. He will explore how to leverage PearTree’s innovative flow-through share donation platform - a powerful tool for fundraisers and gift planners seeking to empower donors to accelerate their philanthropic impact.</p> <p>Through this platform, donors can achieve transformational giving to the causes they value most, while simultaneously contributing to job creation in remote and rural Canadian communities. Amid an evolving tax legislative environment, Danny will address PearTree’s approach to navigating these complexities and potential changes, equipping participants with the knowledge needed to remain informed and proactive. This session is an essential opportunity for professionals in philanthropy to refine their expertise and enhance their fundraising capabilities.</p>	<p>N/A</p>	<p>May 5</p>	<p>3:15 pm – 4:15 pm</p>	<p>Acadia</p>
<p>Dany Mah <i>Bio</i></p> 	<p>Danny joined PearTree in 2015. From his base in Calgary, Danny is focused on developing relationships with energy issuers and their investors, and he works closely with Western-based current and prospective donor clients, their advisors, and their charitable causes. Danny is a capital markets professional with over 25 years of energy investment banking experience. Throughout his career, Danny has covered companies in the oil and gas, renewable energy, oilfield service, midstream and pipeline sectors. He has been involved in a multitude of equity and debt financings, ranging in size from \$2 million to \$1.7 billion. He has also structured several flow through limited partnerships and provided advice on numerous mergers and acquisitions.</p> <p>Danny has previously served for five years as a board member for UEnd, a charitable organization focused on alleviating poverty in developing countries. Danny has a Bachelor of Commerce (Finance) from the University of Alberta and is a CFA charterholder.</p>				




MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #5

Session Title	Session Description	Co- Presenter	Session Date	Session Time	Room
<p>Designing Generosity Experiences: How to Create Transformational Giving Moments That Inspire Deeper Donor Engagement</p>	<p>Recently we asked over 103 professionals if their process was worth it and whether their organization actually used their strategic plan. 1 said they used it consistently. 1 said they use it as a ‘guide sometimes’. 101 said No they almost never used the document!</p> <p>What a waste of time.</p> <p>Strategic Road Mapping is exceedingly more effective. Want to know more as to why Mapping gets your organization to where it needs to go? A better way to do strategic planning is to make it a dynamic, ongoing process rather than a static document that sits on a shelf gathering dust.</p> <p>Strategic Road Mapping is an improved approach</p>	N/A	May 5	3:15 pm – 4:15 pm	Fairview
<p>Matthew Hussey <i>Bio</i></p> <p>GENEROSITY*</p>	<p>What makes someone feel deeply connected to a cause, stay more likely to give again and be retained for the long term? How can nonprofits intentionally design moments that create unforgettable moments of generosity?</p> <p>In this session, Matt Hussey, Founder of Generosity X, will explore how nonprofits can move beyond transactional fundraising to create meaningful generosity experiences that deepen donor relationships and inspire lasting commitment. Together, we’ll dive into:</p> <ul style="list-style-type: none"> • Why transformational giving moments lead to stronger donor loyalty and donor lifetime value. • How to design peak experiences that create emotional connections and enduring memories. • How to use the HEARTS framework to craft truly unique and resonant generosity experiences. • Practical strategies to move donors from their first gift toward becoming long-term and even legacy donors. <p>You'll leave with a practical blueprint to create giving moments that inspire action today—and devotion for a lifetime.</p>				

MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #6

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
<i>Co-creating Transformational Gifts</i>	<p>Join a panel discussion featuring seasoned fundraisers who have successfully secured transformational gifts across various organizational scales—from six-figure gifts for small non-profits to multi million-dollar gifts for larger organizations. Explore strategies for partnering with donors to achieve impactful change that motivates them to give at higher levels, broadening your perspective on major gift opportunities, and tackling challenges—both internal and external—to closing transformational gifts.</p> <p>Panel: Brian Bowman, CFRE – SAIT Polytechnic Greg Epton – Arts Commons Werklund Centre Sandra Wong, CFRE – University of Calgary</p> <p>Moderator: Catherine Scheers, CFRE</p>	N/A	May 5	4:30 pm – 5:30 pm	Bonavista
<i>Catherine Scheers, CFRE Bio</i>	<p>Catherine Scheers, CFRE, Senior Director of Development, University of Calgary.</p> <p>Catherine’s mission is to help those who are changing the world connect with those who have the resources to make it happen. Her extensive career comprises Development, Communications and Event Management. Catherine has personally raised tens of millions of dollars, including numerous Principal and Transformational Gifts. In her role as Senior Director, Development at UCalgary, Catherine leads nine faculty fundraising teams. She is also an international best-selling author, professional speaker, and Certified Professional Success Coach.</p>				

MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #6

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
<i>Building Data Habits That Lead To Data Driven Decision Making</i>	Data-driven decision making is more than a buzzword—it's a practice that can transform your nonprofit's effectiveness. Yet many organizations struggle to bridge the gap between collecting data and actually using it to inform strategic choices. In this session, you'll discover how to build sustainable data habits that drive real impact. You'll leave with concrete tools to move beyond gut feelings and "the way we've always done it," equipped to create a culture where data informs—but doesn't dictate—your decisions.	N/A	May 5	4:30 pm – 5:30 pm	Fireside
<p>Eva Kwan <i>Bio</i></p> 	<p>Eva Kwan, President & CEO Method Works Consulting</p> <p>Eva is committed to building stronger non-profit organizations through the intelligent use of technology. Eva founded Method Works Consulting because she recognized that organizations need well-structured systems and excellent data to drive their success. Since 2007, Method Works Consulting has worked with hundreds of Canadian charities.</p> <p>Eva brings her over 20 years of experience working with charities and her wide range of experience to her clients and provides informed strategic counsel that guides positive decisions to successfully leverage the use of technology and data within charities. For a more detailed background please refer to https://www.linkedin.com/in/evaswkwan/</p>				