

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 #3

Session Title: The DEI Undoing: What DEI Pushback Signal for Canada's Nonprofits

Description:

As DEI efforts face growing political and corporate resistance, nonprofit leaders are left asking: where do we go from here? This eye-opening session dives into the national rollback of Diversity, Equity, and Inclusion — and the ripple effects it's having across Canada's nonprofit landscape.

We'll explore how U.S.-driven backlash is influencing funders, boards, and communities here at home — and what that means for organizations rooted in social impact and justice. We'll unpack how to sustain your DEI commitments in the face of rising skepticism.

Date: Monday May 5th, 2025

Time: 8:30 am to 9:45 am

Location: Delta Calgary South 13500 Southland Drive SE (in the Bonavista Ballroom)

SPEAKER: APRIL HOWE

April has been an active voice for diversity and inclusion for many years. Through her Consulting firm Crayon Strategies Inc., she helps organizations create the conditions for authentic inclusiveness. She consults and coaches extensively with clients within the public, private, and non-profit sectors.

April served the Province of Nova Scotia from 2018 – 2023, most recently as the Deputy Minister of Fisheries and Aquaculture. Before being appointed as Deputy, she was the Senior Executive Advisor to the Deputy Minister of Justice. Before joining the Department of Justice, April was Executive Director of People and Culture with the Public Service Commission. Former to joining government, April was a Partner with Knightsbridge Robertson Surette leading their Career Services practice. April holds an Executive Master of Business from Saint Mary's University - Sobey School of Business and is also a Certified Career and Executive Coach.

As a believer in community engagement, April co-chaired the successful 2020 Halifax Mayoral campaign for Mayor Mike Savage. She currently sits on the Boards of the Neptune Theater, the International Women's Forum (IWF), and the Africville Heritage Trust. Previously, she served on the of boards of the North End Community Health Center, the IWK Foundation, the Halifax Partnership, the United Way Halifax, the Black Business Initiative, and Dress for Success.

MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #2

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
<i>Big Gifts for Small Shops – Leveraging Creativity, Innovation, and Scalable Strategies</i>	This session is designed for small nonprofits and anyone looking to do more with less. Participants will explore how lean teams can secure major gifts through creativity, innovation, and smart use of technology. From donor cultivation and securing meetings to investor-style asks and meaningful stewardship, participants will discover scalable tactics that deliver real results. With interactive polling and case studies, participants will leave with practical tools and a fresh perspective, ready to transform limited resources into high-impact fundraising strategies that fuel long-term growth and deepen donor engagement.	Ingrid Mosker & Olga Krochak, CFRE	May 5	10:00 am – 11:00 am	Bonavista
Olga Krochak, CFRE <i>Bio</i>	Olga Krochak, CFRE , is a dynamic fundraising leader with an entrepreneurial mindset and over a decade of experience driving transformative growth for small charities. She is the founder of <i>4D Philanthropy</i> , a boutique consultancy that helps small shops achieve big results through innovative, scalable fundraising strategies. Olga is also an Associate with <i>ViTreo</i> , where she primarily supports capital campaigns and major gift development. She has secured millions through strategic major gifts, corporate sponsorships, and integrated grant approaches, while also launching pilot initiatives that enhance revenue streams and build long-term sustainability. Known for her ability to identify opportunities, refine strategies, and deepen donor engagement, she is passionate about driving change and cultivating a strong culture of philanthropy. A dedicated volunteer, Olga serves on the board of <i>AFP Canada</i> and is actively involved with the <i>Youth Singers of Calgary</i> , where she supports community engagement and fund development. Her impact has been recognized through various accolades, including the <i>2022 Alberta Women’s Newcomer Impact Award</i> .				

Ingrid Mosker
Bio

Ingrid Mosker is the inaugural Director of Development at Youth Singers of Calgary, bringing nearly a decade of fundraising experience from the Calgary Folk Music Festival. She specializes in building lasting donor relationships, securing corporate sponsorships, and leading strategic fundraising initiatives that support and grow arts organizations. Known for her creativity and strategic thinking, Ingrid has a gift for securing meetings with even the most elusive donors. She brings an imaginative, personalized approach to major gift fundraising, crafting compelling strategies that lead to meaningful engagement and philanthropic investment. Ingrid holds a Master of Music from the University of Alberta and has contributed to Calgary's vibrant arts scene through roles at the National Music Centre and the Calgary Performing Arts Festival. She also helped develop curriculum-supportive education programs. A former competitive Highland dancer, Ingrid is an avid runner, enjoys tennis, and remains active as a volunteer with the McKnight Hockey Association. Fluent in French and Italian, she also teaches piano and theory from her home studio.

MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #2

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
<i>Strategic Plans Gather Dust</i>	<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	10:00 am – 11:00 am	Fireside
<i>Ray Marshall, CFRE - MTh ‘25 Bio</i>	<p>Over the last 30 years, Ray has led many charities through successful strategic exercises and fundraising campaigns. Ray has been the lead consultant for projects with dozens of charities. He has worked with organizations like Hopehill Seniors Society, Halifax Hospice, Fort Edmonton Foundation, Greater Edmonton SPCA, Mustard Seed Calgary & Edmonton, Toronto’s Yonge Street Mission, KCI Canada, FH Canada, Diabetes Canada, Jerry Forbes Centre for Community Spirit Foundation, YESS, a Food Banks Canada, Vecova Calgary, Edmonton Food Bank, Surrey Memorial Hospital Foundation, Trinity Western University, Arthritis Research Centre in Vancouver, Salvation Army, and many more.</p> <p>Ray’s volunteer involvements in Board and Committees work for Rotary Clubs local and internal national work, Medals4Mettle -international Board, AFP Canada and Global Board/Committee work, and speaking engagements across the nation, and numerous other Advisories, Board’s, and Committees.</p> <p>Ray was an active member of the Association of Fundraising Professionals for nearly 30 years and has sat on local chapter Boards -Vancouver and Edmonton-as well as the two National Boards, and an international committee. He is recognized for and often asked to speak from his vast knowledge, experience, and success in the charitable sector. Ray is co-located in the B.C. Lower Mainland and Alberta.</p>				

MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #2

Session Title	Session Description	Co- Presenter	Session Date	Session Time	Room
<p>Big-Picture Communications Plans for Fundraising Success: A Strategic Comms Plan for Nonprofits</p>	<p>Nonprofit organizations often struggle with reactive, scattered communications (trying to drive engagement, raise funds and build a community of supporters) instead of a proactive, strategic approach. This hands-on, interactive session will guide participants through building their own Big-Picture Communications Plan, ensuring they leave with a roadmap to implement immediately.</p> <p>This session provides a step-by-step, interactive experience where participants will actively develop their 2025 communications plan, messaging framework, and content calendar. By the end, attendees will leave with a clear, actionable plan that drives engagement, supports fundraising, and builds a community of supporters.</p>	N/A	May 5	10:00 am – 11:00 am	Acadia
<p>Marcela Zafra <i>Bio</i></p>	<p>Marcela Zafra helps non-profits give their mission the visibility they deserve through various strategic marketing strategies. With over 10 years of experience in brand strategy, digital marketing and marketing and communications strategy, Marcela is a seasoned expert in driving engagement and impact for the social sector. Additionally, she actively volunteers by mentoring new immigrants interested in marketing careers at Calgary Catholic Immigrant Services.</p> <p>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</p>				



MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #2

Session Title	Session Description	Co- Presenter	Session Date	Session Time	Room
<p><i>Round Table Discussion Workshop: Career Development for Fundraisers of All Levels</i></p>	<p>The fundraising landscape is evolving rapidly, requiring professionals at all levels to continuously adapt, develop new skills, and build strong networks. This interactive round table discussion is designed to provide fundraisers—whether early-career professionals or seasoned leaders—with practical strategies to navigate career growth, mentorship, and industry trends.</p> <p>Attendees will engage in peer-led discussions, exploring essential skill sets, transitioning between roles, and building a strong professional network. The session also addresses critical issues like work-life balance and staying ahead of industry changes, ensuring participants leave with actionable insights to enhance their career trajectory.</p>	N/A	May 5	10:00 am – 11:00 am	Fairview
<p>Sandra Wong, CFRE <i>Bio</i></p>	<p>Sandra Wong is a seasoned fundraising professional based in Calgary, Alberta, with over 15 years of experience in the non-profit sector. She has a proven track record in securing major gifts, leading capital campaigns, and developing strategic donor relations programs. Sandra holds a Certified Fund Raising Executive (CFRE) designation, underscoring her commitment to ethical and effective fundraising practices. Throughout her career, she has demonstrated exceptional leadership in building philanthropic cultures within organizations and mentoring emerging fundraisers. Her extensive experience and dedication to the field make her a valuable facilitator for discussions on career development in fundraising.</p> <p>2024 Outstanding New Fundraising Professional - Issued by AFP Calgary and Area Chapter · Nov 2024</p> <p>2024 CCAE Prix d'Excellence award, Silver Place: Best Advancement Services Initiative - Issued by Canadian Council for the Advancement of Education (CCAЕ) · May 2024</p>				



MONDAY MAY 5, 2025 – BREAKOUT SESSIONS – BLOCK #3



<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>10 Things I Wish I Had Known – Common Misses for Small, but mighty, Non-Profit Charities</i></p>	<p>The session will be an informative and fun hour based on experience, and reinforced with relevant data that will help leaders to make decisions to improve their non-profit’s position in the community. Each section involves a key take away, illustrated with examples, while eliciting responses from the audience to reinforce, counter or expand on the key points raised. We can learn even more together. Through this workshop, participants will gain actionable insights to avoid common fundraising mistakes, learn effective ways to build stronger donor relationships, and enhance their organization’s fundraising strategy for sustainable success. This includes being encouraged to take steps to think differently about their communication tools, addressing how to make decisions on where to apply resources with tight budgets, and by identifying what allies and partners they have in development that are under used.</p>	<p>N/A</p>	<p>Monday May 5</p>	<p>11:15 am – 12:15 pm</p>	<p>Bonavista</p>
<p>Dean Dodge, CFRE <i>Bio</i></p>	<p>Dean Dodge, Chief Development Officer (CDO) at Vecova and 10-year CEO of the YMCA of Saskatoon, brings over 30 years of leadership experience in non-profit and municipal sectors. With a Bachelor of Education from the University of Saskatchewan and a Master’s in Outdoor and Environmental Education from the University of Regina, Dean has excelled in roles focused on program development, recreation management, and community partnerships. Dean worked for the City of Regina as the Coordinator of program services and eventually as the Manager of Sport and Recreation. Over this period Dean was responsible for the decision making on capital and operational budgets for a variety of centres. In this capacity he oversaw staff that led programs and services in the facilities including: golf courses, community centres, rinks, outdoor pools, spray pads, leisure centres, community-based programs, and was involved in future facility development. Dean returned to Saskatoon in 2013 to become the CEO of the YMCA and to lead the organization as they transitioned into a community leading charity and entered into a variety of partnerships to provide more services to the people of Saskatoon. Each year Dean was fortunate to spend more energy on community engagement and advancement to provide a sustainable path forward. Working with the individuals who make up a volunteer Board helped shape Dean’s approach to leadership and gave him opportunities to learn from each of them. Starting in Jan 2024 Dean started work as the Chief Development Officer for VECOVA where he is dedicated to advancing Vecova’s mission through innovative initiatives and strategic development. He was drawn in by the strong vision of inclusion for everyone and continues to marvel at the dedicated staff and the amazing consumers who they serve with their small but mighty team..</p>				

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<p>The 2025 Digital Fundraising Playbook: What's Working Now in Tech & Fundraising</p>	<p>Feeling like digital fundraising is a moving target? You're not alone. Just when you think you've cracked the code, AI evolves, algorithms shift, and best practices change—again. It's enough to make anyone's head spin. But don't worry, I've got you.</p> <p>In this session, we'll cut through the noise and dive into <i>what's actually working now</i> in digital fundraising. We'll cover AI-powered research and content creation, website and landing page optimization, email fundraising, social media campaigns, donation ads, and online fundraising platforms—focusing on the tech-driven strategies that are delivering real results.</p> <p>By the end, you won't just be keeping up—you'll be ahead of the curve. You'll walk away with the latest innovations, a smarter approach, and the confidence to navigate digital fundraising like a pro.</p>	<p>N/A</p>	<p>May 5</p>	<p>11:15 am – 12:15 am</p>	<p>Fireside</p>
<p>Joanne Toller, CFRE (ret'd) <i>Bio</i></p>	<p>Joanne Toller is a fundraising coach and nonprofit consultant with 30 years of experience helping organizations raise more and stress less. As the founder of The Cause Specialists, she specializes in fundraising strategy, digital marketing, and nonprofit growth through coaching, courses, and consulting.</p> <p>But her work is also deeply personal. Joanne lost my oldest daughter, Taylor Toller, to domestic homicide, and in her honour, I am a proud and loud advocate for domestic violence awareness. That's why I support True North Society, a nonprofit providing emergency shelter, outreach services, and education programs to break the cycle of abuse in Strathmore and beyond.</p> <p>I use my voice, expertise, and connections to secure funding for True North and other vital causes. If you're a corporate sponsor, community leader, or nonprofit professional, let's connect and make a lasting impact—together.</p>				



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<p><i>From Envelope to Engagement: How Direct Mail Drives Annual Giving and Enhances Donor Relations</i></p>	<p>In an increasingly digital world, direct mail remains a powerful tool for annual giving and donor engagement. This session explores how fundraisers can strategically use direct mail to strengthen relationships with current donors while also expanding their reach through targeted neighborhood mail campaigns. By leveraging personalized appeals to named donors and using neighbourhood awareness campaigns to engage surrounding households, organizations can build brand awareness, inspire action, and create a ripple effect of generosity.</p> <p>We will dive into the psychology behind why physical mail creates stronger emotional connections than digital appeals and how nonprofits can harness this to cultivate long-term donor relationships. Additionally, the session will cover the value of unique, interactive mail pieces—such as stickers, engagement cards, and other low-cost inclusions—that make mailings stand out, increase open rates, and inspire recipients to give for the first time or deepen their existing support.</p> <p>Through examples and actionable strategies, attendees will learn how to design compelling mail campaigns that not only secure donations but also enhance donor loyalty and lifetime value.</p>	<p>Tylers Dueck</p>	<p>May 5</p>	<p>11:15 am – 12:15 pm</p>	<p>Acadia</p>
	<p>Mail & Data Manager, Burke</p>	<p>With over a decade of expertise, Tyson leads our mail and data department, ensuring seamless coordination with Canada Post and top-notch data optimization. His knowledge and dedication guarantee efficient, high-quality results.</p>			
<p><i>Tyson Stanton</i> <i>Bio</i></p>	<p>Creative Manager, Burke</p>	<p>Tyson brings a dynamic mix of marketing, graphic design, and print expertise to every mail project. As Creative Manager, he collaborates closely with clients to deliver innovative solutions that exceed expectations in design, production, and budget.</p>			
<p><i>Tyson Dueck</i> <i>Bio</i></p>					
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