


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**

SUNDAY MAY 4, 2025

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
Philanthropy is changing. How are you growing?	<p>Through her firm Watermark Philanthropic Counsel, Dr. Sharilyn Hale has been providing bespoke philanthropy advice to leading philanthropists and generous families here in Canada and abroad for over a decade. Having transitioned from an almost 20-year career in fundraising, and as a practitioner and academic, she has a unique perspective on the intersection of donors, fundraisers, and charities.</p> <p>Drawing from the latest research and personal anecdotes, Sharilyn will illuminate the inside of trends in philanthropy and highlight, with humour and sensitivity, the challenges and opportunities they present for your growth and practice, and the future of fundraising.</p>	N/A	May 4	1:15 pm – 2:30 pm	Kananaskis
<p>Sharilyn Hale, PhD <i>Bio</i></p> 	<p>Dr. Sharilyn Hale helps generous people give well, engage their families, and channel their wealth and influence for good. She works with leading philanthropists, generous families, and social purpose organizations across North America and the Caribbean. Drawing from deep community knowledge and global research and practices, Sharilyn’s highly customized engagements result in clients having greater confidence and clarity in their giving, governance and social impact.</p> <p>Sharilyn is an advisor with 21/64 to support multi-generational family philanthropy, and former faculty member of the Ultra High Net Worth Institute, a think tank established to advance the practice of those working in the family wealth space. A Chartered Director (C.Dir), Sharilyn is also a certified governance advisor and trainer with BoardSource, blending the best of corporate and family governance in her work with private foundation and nonprofit boards.</p>				

She is a speaker, author, and educator to professional communities around the world, known for her ability to combine on-the-ground practical experience with the best of philanthropic theory and research. She holds undergraduate degrees in Theology and Psychology and a graduate degree in Philanthropy. She earned a doctoral degree in education and leadership, where her award-winning research on multi-generational family philanthropy governance in Canada produced a model that helps families approach their giving in a meaningful way that works. She has also released a study exploring affluent philanthropy in the Caribbean, where she grew up and continues to work.

A committed volunteer, Sharilyn is a member of the Advisory Council for the Masters in Philanthropy and Nonprofit Leadership (MPNL) program at Carleton University, where she also teaches governance and leadership. Welcoming it's 12th cohort of students, the program was initiated by a group of sector leaders – including Sharilyn – who saw a need to strengthen Canada's philanthropic eco-system.

She was Vice-Chair of the Toronto Public Library Foundation in support of the world's busiest library system, and a leadership volunteer for the Imagine Canada accreditation program for charities in Canada. She also served as a Provincial Appointee to the Ontario Trillium Foundation. Having spent the first part of her career as a professional fundraiser for some of Canada's leading charities, Sharilyn was Chair of CFRE International, the globally recognized credential for effective and ethical fundraising practice.

She was recently awarded the King Charles III Coronation Medal for service to Canada and bringing credit to Canada, and a 2025 Family Wealth Report Award for her work with generous families in the Miami, Latin America and Caribbean region.

SUNDAY MAY 4, 2025 – BREAKOUT SESSIONS – BLOCK #1

<i>Session Title</i>	<i>Session Description</i>	<i>Co- Presenter</i>	<i>Session Date</i>	<i>Session Time</i>	<i>Room</i>
<i>Resourcing your development office in 2025</i>	In a post-pandemic world, professionals are seeking greater flexibility, meaningful work, and professional growth opportunities. For success, organizations must adapt their staffing approaches to meet these needs, raise the funds to deliver their mission, all while maintaining operational efficiency. Together, we will explore innovative strategies for resourcing development offices in 2025 while maximizing the expertise of fundraising professionals. The session will highlight emerging approaches to optimize team efficiency and cover strategies such as outsourcing, strategic partnerships, hiring, volunteer engagement and artificial intelligence. This interactive session will engage participants to discuss challenges and share ideas on effectively resourcing your development offices in a changing world.	Scott Decksheimer & Laureen Jensen	Sunday May 4	2:45 pm – 4:00 pm	Kananaskis
<i>Scott Decksheimer, CFRE – Bio</i>	Scott has been a leader in the non-profit field for more than 25 years. In 2022, he co-founded Avista Philanthropy, a sought-after firm for local and national charities seeking specialized fundraising and leadership counsel. Over his career, Scott has consulted for and worked with over 85 organizations, often helping with the largest charitable gifts in their histories. Scott is an international trainer, active volunteer, advocate for the fundraising profession, award-winning fundraiser, and is skilled at developing leadership capacity to enable organizations to ask more, for what matters.				
<i>Laureen Jensen Bio</i>	Laureen is a seasoned senior non-profit leader with over 25 years of experience in various leadership roles, including consulting, fund development, project management, and operations. She excels in building and leading innovative, collaborative teams to enact change. Laureen's fundraising expertise is highlighted by her success in securing eight-figure contributions from individuals, corporations, and government agencies, effectively matching donors with causes they support. Laureen holds a Masters of Philanthropy and Nonprofit Leadership (MPNL) from Carleton University and a Post graduate diploma in Fundraising Management from the Humber Institute of Technology. Additionally, she volunteers on the Funding Advisory Committee for The Trail, focusing on government relations and revenue strategies to connect the Trans Canada Trail from Calgary to Camore, Alberta.				

SUNDAY MAY 4, 2025 – BREAKOUT SESSIONS – BLOCK #1

<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>The Cultural Revolution in Advancement – Are You Ready?</i></p>	<p>Demographics; immigration; birth rates; generational shifts. These and other factors are drastically changing - right now, in real time - our donors, our institutions, and our communities. The vast majority of institutions and fund development programs are not keeping pace. Don't get left behind!</p> <p>This session will equip attendees with a clear understanding of the demographic/cultural shifts currently underway – and coming in the years ahead – so that they can position their fund development programs for maximum success.</p> <p>Current empirical research, overlaid with current experience in Canadian institutions, will give attendees a clear understanding of what is coming their way. Additionally, specific discussions of the approaches and tools needed respond to these shifts will have attendees leaving with actionable tactics to begin implementing in their organizations.</p>		<p>Sunday May 4</p>	<p>2:45 pm – 4:00 pm</p>	<p>Nakiska 1</p>
<p>Ross Marsh, CFRE <i>Bio</i></p>	<p>With over 34 years’ experience fundraising in Canada and internationally, Ross Marsh has worked with over 400 clients on projects with goals from \$500,000 to \$400 million spanning the education, health, human services, religious, arts and culture, environmental, and sports sectors. His work has been recognized with numerous awards and accolades from industry groups, fundraising professionals and others. From 1990 to 2004, Ross was with DVA Navion, an international fundraising consultancy. Ross progressed through DVA Navion's ranks to become President of the Canadian division, overseeing all aspects of client services and management of the firm. In 2004 Ross established Ross W. Marsh Consulting Group Inc. to provide the charitable sector with something new; personalized, senior-level, hands-on service in collaboration with other senior practitioners to organizations across Canada. Today, Ross leads a team of eight Associates with over 300 years combined experience in fund development and non-profit management.</p> <p>In 2010, Ross co-founded and became president of Sponsorship Connections, which quickly become one of Canada’s top sponsorship sales agencies. With clients from coast to coast across Canada, Sponsorship Connections was eventually spun off and rebranded as Stream Sales and Marketing. Ross W. Marsh Consulting Group and Stream continue to collaborate on projects for clients needing a two-front solution to private sector revenue development. A graduate of the University of Toronto, Ross has sat on a number of for-profit and not-for-profit boards, including the Beta Theta Pi Foundation of Canada, Hillandale Corporation, LinkAGES Foundation (chaired the fund development committee), Sage Theatre (chaired the fund development committee), is a founding trustee of the Dave Williams Leadership Fund at the Edmonton Community Foundation and volunteers with numerous other organizations, such as Inn from the Cold, Grace Presbyterian Church in Calgary and others. Ross was a long-term volunteer mentor through the AFP Calgary and Area Chapter and was also a volunteer member of the Sponsorship Cabinet for the United Way of Calgary and Area for 2017 and 2018. He currently sits on the Development Committee of the West Vancouver Foundation, is an Honorary Lifetime Director of Independent Schools Advancement Professionals Canada and has authored a number of published articles on industry issues.</p>				

SUNDAY MAY 4, 2025 – BREAKOUT SESSIONS – BLOCK #1

Session Title	Session Description	Co- Presenter	Session Date	Session Time	Room
<p>Leadership in Crisis: What you can do, here, and now!</p>	<p>Are you, like me, feeling the urgency? Feeling the need to do something? Welcome to the club. A leadership crisis is “a time of intense difficulty, trouble or dangers: a time when difficult and important decisions must be made.” Some as asking, “are we really in a leadership crisis?” No matter how you label what’s going on, these are not ordinary times. The world is changing; ”our” world is changing. And leadership is key in terms how things eventually work out ... for you, your organization, your sector ...and more.</p> <p>This session is designed for those who want to take action to address leadership challenges ... on their team, in their organization, on their Board, or as leaders focused on the health of the social impact sector.</p> <p>Join Tony Myers for a dynamic and interactive session in which you share your challenges, test your ideas, and explore solutions on how we can address the leadership crisis in our lives, here and now.</p>	Panelists	Monday May 5	2:00 pm – 3:00 pm	Bonavista
<p>Tony Myers <i>PhD., M.A., LL.B., CFRE (Ret'd)</i></p>	<p>CEO Leaders of Tomorrow Canada Foundation // Fondation des leaders de demain Canada, Edmonton & Calgary</p>				
<p>Bio</p>	<p>Tony is a passionate enthusiast, formerly an international fundraising consultant, now turned CEO of a start-up NPO facing the same challenges as most other leaders in the social impact sector. His background includes success as a strategist, author, speaker and executive coach who loves to raise money, loves to ask for money, and loves to teach others how.</p> <p>His lifetime of experience in the sector working with diverse organizations in transition on 6 continents, has shaped his expertise as an empathetic leader and determined change-maker. His skills and experience in strategic planning, major gift fundraising, board governance and development, and NGO organizational assessments have placed him in demand as a speaker and consultant around the world.</p> <p>Ultimately, his leadership, global experience, and his spirited and engaging presentations will get you thinking, change your perspective and give you the confidence to pursue life, philanthropy and leadership in a world of abundance.</p>				



SUNDAY MAY 5, 2025 – PLENARY SESSION #2**Session Title: In Conversation: Insights and Perspectives from Canadian Philanthropists****Description:**

What truly motivates a philanthropist to give—and to give generously? In this candid, thought-provoking panel, three distinguished donors share the stories, values, and personal philosophies that shape their giving. From the spark behind a first gift to the ongoing relationship with charitable partners and fundraisers, this conversation will pull back the curtain on what has inspired their trust, and satisfaction in giving. We'll also learn what they wish every fundraiser knew.

Date: Sunday May 4th, 2025**Time:** 4:15 pm to 5:30 pm**Location:** Delta Calgary South 13500 Southland Drive SE (in the KANANASKIS ROOM)**Panel:**

- Esmail Bharwani
- Chloe Dusser

Moderator: Dr. Sharilyn Hale