

CHANGE THE WORLD  WITH A GIVING HEART

National Philanthropy Day®

PRESENTED BY

VITRO

Bold Leadership. Transformative Fundraising.



NATIONAL PHILANTHROPY DAY 2025

Report to our Supporters





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OUR PRESENTING SPONSOR

ViTreo Group returned in 2025 as our Presenting Sponsor. Celebrating their 10th anniversary, it was a great pleasure to work with the ViTreo team, a leading player in the non-profit sector, ViTreo continues to innovate and expand their reach, solidifying their position as a sector leader, and true champions of philanthropy.

A CITY CONNECTED TO GENEROSITY

Over 550 attendees came together to celebrate generosity, community, and impact at the 2025 National Philanthropy Day Luncheon! In its 29th year, the event honoured individuals and organizations whose philanthropy makes Calgary a vibrant, caring, and connected city, showcasing stories that inspire, recognize, and remind us all of the power of giving.

In August, the award Honourees, their nominators, sponsors, and members of our sector came together at the Generosity of Spirit Awards Reception, hosted by Ovintiv in the breathtaking Sky Garden and Auditorium on the 54th floor of The Bow. The reception provided an intimate space for attendees to connect, celebrate, and reflect on the impact of generosity in Calgary.

The luncheon was hosted at the Calgary Hyatt Regency, where the Honouree videos, produced by Kelly Brothers Productions, brought to life the inspiring stories of our six Generosity of Spirit Award recipients, the Hazel Gillespie Community Investment Leadership Award recipient, and the AFP Outstanding and Outstanding New Fundraiser award winners.

CORUS served as our media partner, ensuring the story of National Philanthropy Day reached a wider audience. Dallas Flexhaug returned as emcee, joined by Danisha Bhaloo-Shivji, guiding the luncheon seamlessly and creating a lively, engaging experience for all attendees.



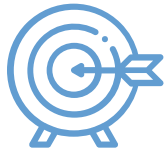
Revenue breakdown

- **Ticket sales:** \$71,458 (up 19% from last year)
- **Sponsorship:** \$27,500 (cash & in-kind)
- **Other income:** \$5,304 (grant income)

Experiences

- **Radio and television ads on CORUS networks**
- **Expanded volunteer concierge services**
- **Walk of Fame – Gallery showcasing the award recipients**

OUR VISION



GOALS

We believe in giving back to the community. We set our goal to make National Philanthropy Day a high-quality event that showcases the incredible work our donors and colleagues do – every day



PARTNERSHIPS

We have incredible partners who work with us to ensure we meet our goals. Our gratitude goes out to all of our partners who make this celebration possible. We could not do it without YOU!



GROWTH

As we move into the next year, we look forward to celebrating the 30th anniversary of NPD in Calgary. Our hope is that we will attract new sponsors and even more attendees to share in the joy of philanthropy.



IMPACT

	2025	2024	2023
Attendance at Luncheon	554	484	282
Generosity of Spirit Awards	6	6	6
Professional Awards	3	3	3
Guests at GOS Reception	106	85	70
# of Local Organizations Represented	80	70	52

SUSTAINABILITY

AFP Calgary & Area Chapter is proud to champion sustainability and advance diversity, equity, and inclusion in everything we do. Thanks to the generosity of our sponsors and supporters, this annual event not only comes to life but also creates lasting impact in our community, celebrating the spirit of giving and the remarkable people whose generosity makes Calgary a city full of life, opportunity, and community.

SPONSORS

PRESENTING SPONSOR – VITREO GROUP

We are grateful to our Presenting Sponsor, ViTreo, whose steadfast support over the past five years has been truly remarkable. Through the challenges of the pandemic shutdown and as we rebuilt this luncheon event, ViTreo has remained a constant partner, demonstrating a commitment not only to AFP Calgary & Area Chapter, but to the values of community, resilience, and connection that our event embodies.

Their dedication extends beyond sponsorship: each year, ViTreo’s CEO, Vincent Duckworth, leads a workshop on *How to Write a Winning Nomination*, providing non-profits with timelines for the nomination process and tips on what to include to make their submissions stand out. At the luncheon, 10 lucky guests who find a star in their program receive a \$500 donation from ViTreo to the charity of their choice, reflecting the company’s deep commitment to philanthropy and meaningful impact in our community.

Thoughtfulness shines in every detail—guests are delighted by the beautifully presented cookies, a sweet reflection of ViTreo’s generosity, elegance, and impeccable savoir-faire. It is this combination of care, style, and commitment to giving back that truly sets ViTreo apart as a partner and sponsor, making every moment of the luncheon memorable.



SPONSORS

DOC SEAMAN OUTSTANDING INDIVIDUAL PHILANTHROPIST AWARD – SPONSORED BY THE CALGARY FOUNDATION

When the Calgary Foundation uses the tagline “*for community, forever,*” they truly mean it. For 15 years, the Foundation has proudly sponsored the Doc Seaman Outstanding Individual Philanthropist Award, honoring the lasting legacy of Doc Seaman—an extraordinary philanthropist and community champion whose life and example continue to inspire generations of givers. There is no one who better embodied the spirit of philanthropy or inspired generosity more deeply than Doc Seaman.

We are profoundly grateful for this long-standing partnership with the Calgary Foundation and for the legacy of generosity, leadership, and community stewardship it continues to uphold. Through this award, the Foundation celebrates individuals whose commitment to giving goes above and beyond, inspiring all who are nominated and reminding us that philanthropy, rooted in purpose and care, leaves a lasting imprint on our city. Thank you to the Calgary Foundation for your continued support, vision, and enduring trust.

Thank you to the Calgary Foundation for your continued vision, trust, and unwavering commitment to building a stronger, more generous Calgary.



“The video was amazing. The luncheon was an inspirational reminder of just how many people are involved in philanthropy in Calgary.”

SPONSORS

MEDIA PARTNER – CORUS ENTERTAINMENT

To borrow a familiar phrase, *the medium is the message*, and that message shines through our valued partnership with CORUS. Through their *Global News Morning* program and radio stations, **QR 77, 107 The Edge and Country 105**, CORUS helps amplify the story of National Philanthropy Day, shining a spotlight on the remarkable work taking place across our community and inviting their audiences to join us in celebration at the luncheon.

This partnership is brought to life by the talent and generosity of **Dallas Flexhaug**, host of Calgary News at 5, who has served as our gracious emcee. With warmth, professionalism, and unmistakable flair, Dallas leads engaging, impromptu conversations with the Generosity of Spirit Award Honourees, drawing out their passion and stories and creating moments that are both intimate and joyful. Her presence adds energy, connection, and heart—making the celebration richer and more meaningful for everyone in attendance.



GENEROSITY OF SPIRIT AWARDS RECEPTION – OVINTIV

The sky truly is the limit at the Generosity of Spirit Awards Reception. Hosted by Ovintiv, this private gathering offers award nominators the opportunity to express their gratitude to donors and to present them with their awards in a setting that feels both meaningful and memorable.

Held on the 54th floor of the Bow Building, in the Sky Garden and Auditorium, the reception pairs breathtaking views with heartfelt stories of passion and appreciation. Guests may arrive for the scenery, but they stay for the powerful moments of connection and gratitude shared throughout the evening.

We are sincerely grateful to Kim Williams, Jennifer Ball, Twyla Freer, and Seham Osman at Ovintiv for their generous support in providing this exceptional venue, which elevates the experience and helps make the celebration truly unforgettable.



SUPPORTERS

Our Supporters play a vital role in making our celebrations not only possible, but truly exceptional. Through their generous gifts in kind, they help ensure the quality, elegance, and integrity of National Philanthropy Day. Their contributions allow us to focus on honouring philanthropy, connecting our community, and creating memorable experiences for all who attend. Without their commitment and generosity, the richness and warmth of our celebrations simply would not be possible.

KELLY BROTHERS PRODUCTIONS – GOS VIDEOS

A hallmark of the National Philanthropy Day® Luncheon and the Generosity of Spirit™ Awards is the presentation of the honouree videos. Each one shares a personal story of impact, bringing to life the difference made through the generosity of the donor-honouree as seen through the eyes of the nominating organization.

These stories are brought to life through the exceptional storytelling and production talent of the Kelly Brothers team. Our partnership with the Kelly Brothers has spanned more than two decades, and their work continues to set the tone for the luncheon, engaging hearts and inspiring connection throughout the room.



As one attendee so perfectly captured it, *“The videos were great. The energy in the room was inspiring.”*

FIREBRAND GLASS – GENEROSITY OF SPIRIT AWARDS

Each award recipient receives a beautiful, hand-blown glass globe designed and crafted by Julia Reimer of Firebrand. Individually created and engraved with the honouree’s name, each piece symbolizes the flame and passion that connect the honouree to the mission of the nominating organization.

We are deeply grateful to Julia for her artistry and for the care, intention, and long-standing commitment she brings to creating these meaningful awards—works of art that honour generosity and the spirit behind it.



firebrand

“The event affirmed my values and reminded me that giving takes many forms—and that those values are shared by so many others.”

SUPPORTERS

VIDEO TAPING LOCATIONS – GOS HONOUREE VIDEOS

We are deeply grateful to the organizations that generously provided their spaces for the production of the Honouree videos. The majority of the videos were recorded at Contemporary Calgary in their stunning Grotto, while the remaining videos were captured in the ENMAX Conservatory at the Calgary Zoo. These beautiful, inspiring locations helped bring each story to life, creating a visually engaging backdrop that reflects the creativity, passion, and spirit of Calgary's philanthropic community.



VOLUNTEERS

We deeply appreciate the incredible support, dedication, and talent of our NPD volunteers and staff. Their generosity of time and spirit ensures every detail of the event runs smoothly, creating a space where philanthropy is celebrated, stories are shared, and connections are made that last well beyond the day.

National Philanthropy Day Planning Committee:

Jason Lyver & Pam Snowdon (Co-Chairs), Brittney Wynnyk, (GOS Committee Chair), Daniel Mills, (Vice-Chair)
Lorie Abernethy, CFRE (Chapter ED)

Generosity of Spirit Jury Committee:

Whitney Bawel CFRE, Jessica Dirom, Karen Filbert, Britt Kubicz, Chelsey McNeil, Christy Repchuk, Natalie Riddle, Catherine Scheers, Darlene Switzer Foster, Tyler Wiebe, Jessica Zutz

Event Volunteers:

Whitney Bawel CFRE, Madi Carter, Katie Knopp, Candice McCarthy CFRE, Nicky Nash, Jaimee Tompkins, Wylma Williams

Our Emcees: Dallas Flexhaug and Danisha Bhaloo-Shivji

Hazel Gillespie Community Investment Leadership Award Committee: Kristen Brown (Chair), Derek Bechtold, CFRE, Leanne Courchesne, Dani DeBoise, Renee Hopfner, James McAra, Kelli Stevens, Lorie Abernethy, CFRE



GENEROSITY OF SPIRIT AWARDS

A vital component of the National Philanthropy Day® (NPD) celebrations, the Generosity of Spirit™ (GOS) Awards were created to highlight outstanding philanthropic contributions in the community, whether the community is local, regional, national, or international. These awards celebrate exceptional philanthropic individuals, businesses, and groups in Calgary and surrounding areas, who have set new benchmarks of excellence in giving and volunteering through their time, leadership, and financial support. Anyone can nominate someone or some organization or business for a GOS Award, as long as they meet all the criteria for nomination.

OUTSTANDING CORPORATE SUPPORTER – CALGARY CO-OP

Nominated by Calgary Food Bank

“At Calgary Co-op, giving is integral to our identity. Through our Fresh Food Rescue program, launched in September 2021 with the Calgary Food Bank, we redirect fresh, nutritious food nearing its best-before date—such as produce, dairy, meat, and bakery items—into emergency hampers. This initiative operates five days a week across all 24 Calgary Co-op stores, including locations in Airdrie, High River, and Strathmore, with a 98% usability rate. From front-line staff to executive leaders, a passion for community is embedded at every level of our co-operative.”

OUTSTANDING PHILANTHROPIC SMALL BUSINESS – AMROP ROSIN

Nominated by YMCA Calgary

“We joined Amrop Rosin not just for what they do, but for what they believe. At the heart of that shared belief is a simple but powerful value: giving back. Doing exceptional work for our clients—through bold thinking and finding extraordinary talent—is only part of the story. Just as important is how we show up in the world: with respect, with purpose, and with a deep commitment to our communities. Because in the end, great firms don’t just drive business—they help shape a better, more decent world.”

COMMUNITY CATALYST – CINDY LETOURNEAU

Nominated by STARS

“I was so grateful for the prompt care and attention my son was given by STARS. It is my mission to keep STARS in our skies. This is a lifeline and organization that we need, to provide the utmost care to all!”

DOC SEAMAN OUTSTANDING INDIVIDUAL PHILANTHROPIST AWARD – CRAIG SENYK

Co-Nominated by Classroom Champions & Theatre Calgary

“Philanthropy has always been a part of my life. Growing up in a small town where my mom volunteered with the local AG society, I experienced the many benefits of giving back from a young age. It was about being with people in our community, showing up, contributing, and being part of something bigger than yourself. That’s what community for me is... Philanthropy for me isn’t just about giving, it’s about investing in the people, stories, and organizations that shape who we are and who we can become, together.”

OUTSTANDING PHILANTHROPIC FAMILY – HUNTER FAMILY

Nominated by Converge Mental Health Coalition

“Our goal is to achieve positive systemic change in the key areas of Entrepreneurship, Free Market Economies and Health & Wellness, Mental Health in particular. Healthy citizens and an abundance of economic opportunity lead toward successful communities. We don’t do this work for recognition; we do it to improve the quality of life in the community in which we live. Last year we welcomed a Generation 4 member of the Hunter family giving program, and we hope there will be many generations to come that will make their home here.”

OUTSTANDING LIFETIME ACHIEVEMENT IN PHILANTHROPY – ROBERT (BOB) BRAWN

Nominated by Wilder Institute | Calgary Zoo

“Philanthropy isn’t just about giving – it’s about believing. Believing in people, in potential, and in the promise of a better future. Giving back to my community has been one of the greatest privileges of my life, because real change begins when we invest in each other.

Everything I’ve given has come back to me in ways I never imagined – not in dollars, but in the lives changed, the smiles of youth, the strengths of families, and the hope that tomorrow can be better.”

Bob Brawn receives a standing ovation for his



commitment to community



PROFESSIONAL AWARDS

The Professional Awards recognize excellence in fundraising and community investment leadership, celebrating individuals who have demonstrated outstanding commitment, innovation, and impact in the philanthropic sector. We congratulate these exceptional professionals for their dedication to advancing philanthropy and strengthening the charitable sector. Their leadership and passion inspire meaningful change in our communities.

HAZEL GILLESPIE COMMUNITY INVESTMENT LEADERSHIP AWARD – **LENINNA PAVON CARDOSO**

Leninna's approach to community investment is rooted in the belief that real impact is achieved through collaboration and shared learning. She has a long-standing history of engaging with fellow community investment professionals, fostering strong relationships, and creating spaces for open dialogue.

OUTSTANDING FUNDRAISING PROFESSIONAL – **SARAH HUGHES, CFRE**

"I was raised in the belief that we have to help our fellow humans and the world around us. I have a teacher, a police officer, and a vet surgeon as siblings, a doctor and a community social advocate as parents, my way is fundraising. I never knew as a child that this could be a career, but I have the best life because of my job and the amazing people I get to meet to build a better world through philanthropy."

OUTSTANDING NEW FUNDRAISING PROFESSIONAL – **CINDY NGO**

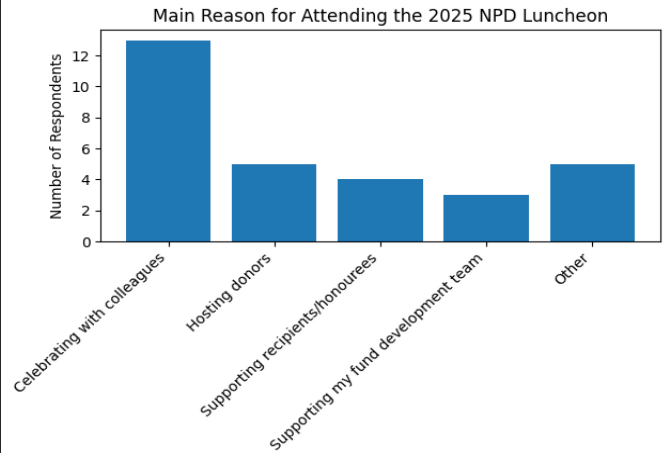
"As a young woman building my career in Calgary, fundraising has been the most authentic way for me to connect with people and community. I love being able to bridge those who want to give and make a difference with causes and missions that truly matter to them. It's about more than raising money, it's about building meaningful relationships and creating space where generosity turns into lasting impact."



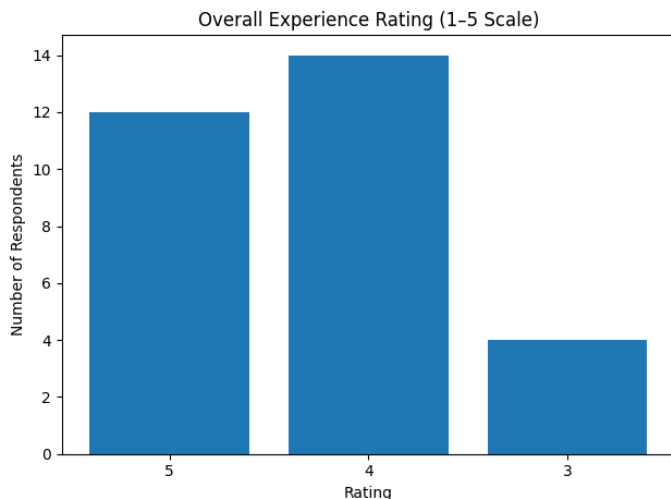
ATTENDEE FEEDBACK

Following the NPD luncheon, a follow-up survey was sent to all ticket purchasers attending National Philanthropy Day and obtained a 25% response rate. Overall, the event garnered rave reviews with the majority of respondents (over 80%) giving the highest rating on a scale of 1 – 5 with 5 being the highest ranking. Attendees continue to be inspired by the stories of generosity and gratitude from both the nominating organizations and the award Honourees. The energy in the room is inspiring

"The personal narratives presented in the videos were outstanding and were important reminders of why we do the work we do."



The luncheon is first and foremost a celebration of community, connection, and shared purpose.



87% of attendees rated the event 4 or 5 stars, with no ratings below 3 - proof of a highly valued experience!

LOOKING AHEAD: OUR 30TH ANNIVERSARY

SAVE THE DATE

Wednesday November 4, 2026

National Philanthropy Day Luncheon at the Hyatt Regency Calgary

“A memory video highlighting past recipients would be wonderful. Having an iconic MC, perhaps a philanthropist or past Honouree would make the 30th anniversary truly special.”

Thank you!
From our NPD Team



L to R: Brittney Wynnyk, Daniel Mills, Pam Snowdon, Lorie Abernethy, Jason Lyver