



Creating High Impact Business & Community Partnerships 2011 Canadian Business & Community Partnership Forum & Awards

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EVENT PROGRAM

June 7 to 9, 2011

Château Montebello
Montebello, Québec

Forum Sponsored by:



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Forum Agenda

2011 Canadian Business & Community Partnership Forum and Partnership Awards (Montebello, Québec)

TUESDAY, June 7, 2011

2:00 pm - 5:30 pm	Registration		
3:00 pm - 4:30 pm	Pre-Forum 'Bonus' Presentations		
	What is the social responsibility of social responsibility? Richard Pringle, Co-founder GrantStream		
6:00 pm - 7:00 pm	Opening Ceremonies	Dinner & Networking	
7:15 pm - 8:00 pm		Opening Reception Hosted by Volunteer Canada	
8:00 pm - 8:30 pm		Opening Keynote: <i>The Power of Partnerships</i> Marcel Côté, Founding Partner, SECOR Consulting Inc.	

WEDNESDAY, June 8, 2011

7:00 am - 7:45 am	Breakfast			
8:00 am - 8:45 am	Executive Briefings			
	Executive Briefings	Corporate Giving in Canada: The Latest Data, Trends, and Implications Steven Ayer, Senior Research Associate, Imagine Canada Bridging the Gap Paula Speevak-Sladowski, Director of Applied Research and Public Policy, Volunteer Canada		
8:45 am - 9:00 am		Welcome & Introductions		
9:15 am - 10:30 am	(Session: 1A)	Capacity Building: Investing in Not-for-Profit Effectiveness (Session: 1B)	Bridging Volunteer Experience to Career Development (Session: 1C)	Social Media for Social Change (Session: 1D)
10:30 am - 11:00 am	Networking Coffee Break			
11:00 am - 12:15 pm	Metrics Mania and Measurement Madness - Which Way Forward? (Session: 2A)	Community Investment in Small Business - You Can Do It! (Session: 2B)	ROI (Return on Integrity) - How partnerships with Nonprofit organizations contribute to a corporation's ROI (Session: 2C)	Breakthrough Branding: Seven Principles to Power Extraordinary Results (Session: 2D)

12:30 pm - 1:30 pm		Lunch			
1:45 pm - 3:00 pm		New Models to Promote Civic Engagement and Nonprofit Information Sharing (Session: 3A)	Corporate Philanthropy: Candid Lessons Learned (Session: 3B)	Communities : Relate, Contribute, Belong Building cross-sectoral relationships between business, nonprofit and government (Session: 3C)	How to Engage and Encourage Employee Volunteering in Small-Medium Business (Session: 3D)
3:00 pm - 3:30 pm		Networking Coffee Break			
3:30 pm - 4:45 pm		Panel Presentations			
	Panel presentations	Global Companies Executing Locally			
		Profits with Purpose: Social enterprise drives innovation and impact Moderator: Rick Petersen, President BLU Responsibility Communications Panelists: Peter Deitz, TBC			
5:00 pm - 6:15 pm		Keynote Presentation: <i>The End of Fundraising</i> Jason Saul, Mission Measurement LLC			
6:30 pm - 7:45 pm		Dinner			
8:00 pm - 9:00 pm		2011 Canadian Business & Community Partnerships Awards Hosted by Imagine Canada			

THURSDAY, June 9, 2011

7:00 am - 7:45 am		Continental Breakfast			
8:00 am - 9:00 am		Executive Briefings			
	Executive Briefings	Donation or Sponsorship? Know the Rules Reap the Rewards Terry Carter, Managing Partner, Carters Professional Corporation			
		getvolunteering.ca Portal Dorothy Engelman, President, Qmedia Solutions			
9:00 am - 9:15 am		Welcome			
9:15 am - 10:45 am		Sponsorships in Today's World (Session: 4A)	Trends in Employee Skills Development: Turing Theory Into Action (Session: 4B)	Partnerships that Last: Elements that keep relationships sustainable, relevant, and fresh over time (Session: 4C)	Is a Corporate Foundation for You? (Session 4D)
10:45 pm - 11:15 am		Networking Coffee Break			
11:15 am - 12:45 pm		Keynote Debate Michael Edwards, Author of Small Change, Why Business Won't Save the World Peter Deitz, Managing Editor of SocialFinance.ca, and Founder of Social Actions			
12:45 pm - 2:15 pm		Closing Remarks & Networking Lunch			

Keynote, Panel, and Workshop Summaries

What is the social responsibility of social responsibility?

Richard Pringle, Co-founder GrantStream
Tuesday June 7 from 3:00pm-4:30pm

A corporate donation to a charitable group that stipulates it must only be used for program expenses - with no operational costs allowed. A corporate team volunteer day that brings in 30 employees to paint a gym that's been painted 5 times in the past four years - and sucks up the non-profit's time and resources to manage the event. Five charitable organizations with essentially identical missions - all competing for the same pool of donor dollars. Are these kinds of "social responsibility" really responsible? Join in a lively session of discussion and debate to explore how corporations and the non-profit community must work together to become truly responsible in the application of their funds, resources and expertise.

Richard Pringle is co-president and co-founder of GrantStream, a company that provides customized grant management technology to leading corporations. Richard has more than 16 years of experience in strategic community involvement that includes development of award-winning signature programs and innovative technologies. Richard is an educator for The Boston College Center for Corporate Citizenship. He is responsible for delivering executive education courses on community involvement and is a member of the team developing the Center's revised standards of excellence. He also serves as vice chair of the board of the "hi Collaborative", a charity focused on promoting local consumer health information in Mississauga Ontario. Richard lives in Oakville, Ontario with his wife and two daughters. His interests include hockey and photography.

Opening Keynote: The Power of Partnerships

Marcel Côté, Founding Partner, SECOR Consulting Inc.
Wednesday, June 7 from 8 to 8 :30 pm

Description to follow.

Marcel Côté is a founding partner of SECOR Consulting. Over his 30-year career as a consultant, he has specialized in strategy consulting for senior management both in Canada and in France. Mr. Côté holds an MSc in Economics from Carnegie Mellon University (Pittsburgh, PA) and is a Fellow of the Center for International Affairs, Harvard University. He taught at the Université de Sherbrooke and the Université du Québec à Montréal, before co-founding SECOR in 1975, which he managed during 25 years. Mr. Côté is also known as an expert on economic-growth policies, a subject on which he has written several books. Finally, over the course of his career Mr. Côté has always taken a special interest in public policy. In particular, from 1986 to 1988, he was economic advisor to the Premier of Quebec. In 1989 and 1990, he was Director of Strategic planning and communications in the Prime Minister's Office in Ottawa. He sits on the Board of Directors of INTACT Financial Corporation, Empire Ltd. and Osisko. He is also active in community organizations, particularly in the Foundation of Greater Montreal and the Compagnie de danse Marie Chouinard, where he chairs the Boards of Directors as well as with the YMCA du Québec and the Montreal Symphony Orchestra.

Latest research on Corporate Giving in Canada (Executive Briefing #1)

Steven Ayer - Senior Research Associate, Imagine Canada
Wednesday, June 8 from 8 to 8:45 am

This briefing synthesizes many of the major sources of data on corporate giving available in Canada. Whether you're wondering how corporate philanthropy weathered the recession or where

to get return on investment for corporate sponsorship, there should be something here for you. Using the most recent data available, many of the most vexing questions will be explored and insights on what to do about today's corporate giving trends will be discussed.

Steven Ayer is a Senior Research Associate at Imagine Canada. He has authored the reports "Corporate Community Investment Practices, Motivations and Challenges" and "Insights for Strategic Corporate Fundraising" and served as Project Manager for the Canada Survey of Business Contributions to Communities, believed to be the most comprehensive study of corporate contributions to non-profit and charitable organizations ever conducted in North America. Steve is also an author of the 2007 Highlights report for the Canada Survey of Giving, Volunteering, and Participating (CSGVP), the largest study of individual giving and volunteering behaviour in Canada. Previously, Steve was a Research Manager and Research Associate at the Institute for Sport Marketing. He holds an MBA from Laurentian University and is a recipient of the Social Science and Humanities Research Council's Canada Graduate Scholarship. In his spare time, Steve is an enthusiastic community volunteer.

Latest research on Volunteerism in Canada (Executive Briefing #2)

Paula Speevak-Sladowski - Director of Applied Research and Public Policy, Volunteer Canada
Wednesday, June 8 from 8 to 8:45 am

The world of volunteering has changed dramatically over the past decade. Practitioners, policy-makers, and social scientists have been monitoring the impact of the recent trends in Canadian society, shifts in social policy, the evolution of Volunteer Resource Management, and the emergence of more integrated corporate community investment strategies. Key drivers, including technology, the economy, and globalization, have had a profound influence on the voluntary sector broadly and on volunteer programs, in particular. This research explored this changing landscape with a focus on youth, families, baby-boomers, and employer-supported volunteering. It identified the gaps between what today's volunteers are looking for and the opportunities being offered by organizations and offered insights and advice to improve the volunteer experience.

Paula recently joined Volunteer Canada as the Director of Applied Research and Public Policy, after serving as the Managing Director of Carleton University's Centre for Voluntary Sector Research and Development. She was the principal investigator for the pan-Canadian study on volunteerism, *Bridging the Gap: Enriching the Volunteer Experience to Build a Better Future for our Communities* (2010). Paula has taught undergraduate courses in Governance in the Voluntary Sector and Community Service-Learning, at the University of Ottawa, and a graduate course in Non-Profit Management, in the School of Public Policy and Administration at Carleton University. Prior to her focus on applied research, Paula enjoyed a 24-year career as a practitioner and senior manager in the non-profit and voluntary sector in both institutional and community-based settings, in Montreal, Ottawa, and on pan-Canadian initiatives and holds a Master of Management Degree from McGill University in the McGill-McConnell Program for National Voluntary Sector Leaders.

(Session 1A)

Capacity Building: Investing in Not-for-Profit Effectiveness (Session 1B)

James Temple, Jill McAlpine- PricewaterhouseCoopers Canada Foundation
Wednesday, June 8 from 9:15 to 10:30 am

Capacity building is about ensuring a not-for-profit has the fuel to keep its engines running. For funders, it means providing the right mix of resources to enable not-for-profits to operate at maximum capacity. For not-for-profits, it's about educating everyone on the true costs of keeping

their lights on and what they need to help them achieve their missions. The PricewaterhouseCoopers Canada Foundation's latest discussion paper, Capacity Building: Investing in not-for-profit effectiveness, reveals a disconnect between how we describe capacity building and the actions that corporations could be taking to help address it. Come and share your thoughts about this important issue and participate in the creation of a National Funder Map that will help re-shape how we look at investing in community partnerships.

James leads the PricewaterhouseCoopers Canada Foundation and provides oversight to the Canadian Firm's internal Corporate Responsibility Program representing the ways PwC integrates social, environmental and economic concerns into its decision making processes. An experienced professional in not-for-profit management and strategic philanthropy, James has held previous roles at the RBC Foundation, within the Corporate Responsibility function at Direct Energy North America, and at various agencies within the not for profit sector. A featured speaker at conferences across Canada and abroad, James focuses his discussions around new trends in corporate-community engagement and capacity building activities within the not-for-profit sector. He has most recently been featured at the World Volunteer Conference in Singapore and was a plenary presenter at the International Conference of Corporate Citizenship in Minneapolis this April. James has a passion for giving back to the community and is currently a Co-Chair of the Association of Corporate Grantmakers and serves on the Board of Directors for the Ontario Association of Food Banks and the Advisory Council for the Institute at Havergal College. James holds a degree in Geographic Analysis from Ryerson University, a Certificate in Advertising and Media from the Canadian Marketing Association.

Jill's mission is to promote engaged and fulfilling charitable giving and the effective use of charitable resources. Her practice is focused exclusively on the not-for-profit sector providing advisory services to individual, family and business donors, and charities and not-for-profit organizations. For over 25 years, Jill has provided outstanding service to her clients as a highly respected leader in the not-for-profit sector. As a result of her professional work and volunteer leadership, Jill possesses a unique perspective into the broad scope of issues relevant to philanthropic planning and the organization, governance and operation of charities. She is widely recognized as one of the leading experts on not-for-profit taxation and effective charitable giving strategies. Jill is an engaged and enthusiastic supporter of the charitable sector in her work and as an active volunteer. Jill's current and recent past volunteer activities include her roles on the boards of Havergal College, Community Foundations of Canada, Toronto Community Foundation, the executive of the Charities and Not for Profit Law Section of the Ontario Bar Association, the leadership council of the Association of Corporate Grantmakers, and the Technical Issues Working Group of Canada Revenue Agency's Charities Directorate. Jill is a knowledgeable and engaging presenter. She shares her expertise broadly with the sector through articles and frequent presentations to donors, professional advisors, boards and staff of charities. Jill received her Honours B.A. in Physical Education from the University of Western Ontario. She is a member of the Institute of Chartered Accountants of Ontario, and received her Fellowship designation in recognition of her significant contribution to the charitable sector and the profession.

Bridging Volunteer Experience to Career Development (Session 1C)

Reva Cooper - Reva Cooper Consulting
Wednesday, June 8 from 9:15 to 10:30 am

Volunteering has long been recognized as a skills-building activity for youth preparing to enter the labour force, mid-career professionals, foreign trained workers, and people in employment transitions. This workshop will present a new tool, developed by Volunteer Canada and Manulife Financial, which maps the experience to be gained through a variety of volunteer opportunities to key competencies in a range of occupations. This will help employees and managers assess the

career-development benefits of volunteering by aligning the experience with their learning objectives. Likewise, this tool will help voluntary organizations design their volunteer opportunities, with a career-development lens. In addition to specific skills required for certain occupations, the tool will also identify attitudes, aptitudes, and qualities that would enhance the personal assets that an employee brings that can improve their individual performance as well as contribute positively to the workplace environment.

As Executive Director of the local Volunteer Centre in the 1990's, Reva recruited and supported members of the Waterloo Region Corporate Volunteer Council. One of the first five Corporate Councils in Canada, this group developed and carried out successful strategies for facilitating and recognizing employee volunteerism. The members were also role models for other corporate leaders who had not yet heard of Corporate or Employer-Supported Volunteerism. Reva is currently a consultant who provides expertise and training on a wide variety of topics to a broad range of clients. She shares best practices in Volunteer Management as Co-ordinator of the Volunteer Management Certificate Program at Conestoga College in Kitchener and as a Standards trainer for PAVR-O (Professional Administrators of Volunteer Resources - Ontario). Reva believes strongly in the power of volunteerism to change communities and in the value of all sectors working together to make this happen.

Social Media for Social Change (Session 1D)

Keenan Wellar - Co-Founder and CEO, Live Work Play
Wednesday, June 8 from 9:15 to 10:30 am

LiveWorkPlay.ca supports people with intellectual disabilities to experience life as included members of the community. Keenan's abilities in marketing and communications have been reflected most profoundly through the organization's media relations and robust social media strategy. At a time when voluntary organizations are struggling with succession and sustainability, LiveWorkPlay has grown its volunteer core and diversified its funding.

Keenan Wellar is co-leader of Ottawa-based charitable organization LiveWorkPlay.ca Recognized in 2010 with a United Way Ottawa Community Builder Award, Keenan is an active community volunteer, providing pro bono workshops for non-profit organizations at local, provincial, and national events. He has an MA in Applied Linguistics and a Professional Certificate in Public Sector and Non-Profit Marketing from the Sprott School of Business.

Metrics Mania and Measurement Madness - Which Way Forward? (Session 2A)

Michael Edwards - Author, Small Change - Why Business Won't Save the World
Wednesday, June 8 from 11 am to 12:15 pm

As a non-profit, are you under pressure to quantify the results of your work in ways you think are misleading or inappropriate? As a corporate partner or funder, are you frustrated by the inability or unwillingness of non-profits to get serious about evaluating their impact and effectiveness? Or maybe you're just interested in getting better about measuring social impact in ways that make good sense, wherever it is you work?

If the answer to any of these questions is "yes", then this is the workshop for you. Taking current tensions over metrics and measurement as our starting point, we will explore why non-profits and their funders often have different perspectives on impact, efficiency and performance measurement; why these differences are important, and may in fact be perfectly legitimate; and what can be done to bridge them and find more common ground.

Participants should bring ideas and examples with them to contribute to the discussion, which will be facilitated by Michael Edwards, who has many years of experience in designing learning and evaluation systems for non-profits and foundations.

Michael Edwards is an independent writer and activist based in upstate New York who is affiliated with the New York-based think-tank Demos, and the Brooks World Poverty Institute at Manchester University in the UK. From 1999 to 2008 he was the Director of the Ford Foundation's Governance and Civil Society Program in New York, having previously worked for the World Bank, Oxfam-GB, Save the Children-UK and other NGOs in Washington DC, London, Colombia, Zambia, Malawi, and India. His writings have helped to shape a more critical appreciation of the global role of philanthropy and civil society, and to break down barriers between researchers and activists across the world. Michael was educated in England at the universities of Oxford and London, and now lives with his wife Cora in the farmhouse they renovated together in the foothills of the Catskill Mountains.

Community Investment in Small/Medium Business - You can do it! (Session 2B)

Judy Nyman - President, Nyman Ink
Wednesday, June 8 from 11 am to 12:15 pm

Judy Nyman started her communications and design company as a labour of love, marrying her skills as a journalist and her desire to give back to her community. Through her company, Nyman Ink, she has provided affordable and pro bono creative services to scores of not-for-profit organizations, while growing a business with a culture of giving that has found innovative ways to promote and to support community organizations. Small businesses have a great deal to offer and community organizations must look to them for support in the areas in which they have skills and resources. See you how can make small business part of your partnership strategy.

After receiving her Bachelor of Arts Honours English degree from York University, Judy attended Ryerson University's School of Journalism and began her career as a journalist. More than a quarter century of professional writing/editing, including stints at the Toronto Star and the Hamilton Spectator, coupled with the entrepreneurial spirit she inherited from her father, led Judy to establish Nyman Ink. Through her company, she has provided affordable and pro bono creative services to scores of not-for-profit organizations, while growing a business with a culture of giving.

Return on Integrity' - How partnerships with nonprofit organizations contribute to a corporation's 'ROI' (Session 2C)

Paul Klein - President, IMPAKT
Wednesday, June 8 from 11 am to 12:15 pm

Paul's presentation will focus on why integrity has become a defining characteristic for business, the important role that a corporation's social purpose plays in contributing to business and community prosperity, and how partnerships with non-profit organizations contribute to a corporation's return on integrity.

Paul founded Impakt in 2001 to help corporations align business and social outcomes. His work includes helping corporations including De Beers, Home Depot Canada, Pfizer, RONA, sanofi-aventis, Starbucks, and 3M to improve the value of their social purpose programs. Paul writes a blog about corporate social responsibility for Canadian Business, has served on the Advisory Board of the Centre for Corporate Social Responsibility at the Queen's School of Business, and has written extensively on the topic of corporate responsibility for publications in Canada and the U.S. His

piece Return on Integrity is the New Bottom Line for Marketers was published by Advertising Age in 2010.

Breakthrough Branding: Seven Principles to Power Extraordinary Results (Session 2D)

Jocelyne Daw - Author, Breakthrough Non-profit Branding: Seven Principles to Power Extraordinary Results
Wednesday, June 8 from 11 am to 12:15 pm

Community investment is a core business strategy and an essential part of building and activating a compelling and trustworthy connection with a company's brand. Showcasing what you stand for is a must-do strategy in today's competitive community investment environment. It is equally as important for non-profit organizations to have a compelling and focused brand identity. How do you build a breakthrough non-profit brand that sets expectations, gains attention, fosters relationships and ultimately helps ensure your long-term survival? Jocelyne Daw will share insights from her recently published book "Breakthrough Nonprofit Branding: Seven Principles to Power Extraordinary Results" with a focus on how to use your brand to build and strengthen mutually beneficial business-community alliances. The ultimate goal is to stand out; to strengthen community connections and to make a greater difference for your company/organization and your community.

Jocelyne has over 25 years' experience in the non-profit sector and is a recognized pioneer the evolution of business-community partnerships and the integration of marketing and fundraising. She is president of JS Daw + Associates where she advises leading corporate and community organizations to help create unique community engagement programs strategies and brands that define what an organization stands for in the community. The outcome is to provide strategic clarity to understand what resonates with key internal and external stakeholders; to drive effective decision-making and the development of authentic partnerships; and program development and management to deliver long-term business results and community impact.

New Models to Promote Civic Engagement and Non-profit Information Sharing (Session 3A)

Anil Patel - Executive Director, Framework
Wednesday, June 8 from 9:15 to 10:30 am

Anil Patel is founder and Executive Director of Framework, an organization fanatical about connecting people to causes they care about. He will be providing an overview of their core program, the Timeraiser. To date the Timeraiser has generated 82,000 volunteer hours, engaged 6,500 Canadians to pick up a cause, invested \$450,000 in the careers of emerging artists and supported 350 NGOs in 8 Canadian cities. Anil will then provide audience members with a demonstration of how Framework is prototyping new information flows within an organization for greater transparency, lower cost and increased collaboration capacity.

In addition to serving as Founder and Executive Director of Framework, Anil is a Board Member of The Ontario Trillium Foundation, an Ashoka Fellow at Ashoka and a Volunteer/Donor/ Participant at United Way of Greater Toronto. He has made a commitment to promoting life-long active citizenship across the country. Anil is asked regularly to contribute to other initiatives in Canada focused on volunteerism, corporate social responsibility/employee-supported volunteerism and non-profit capacity building.

Corporate Philanthropy- Lessons Learned plus and an In-depth Look Inside a Successful Cause Marketing Campaign (Session 3B)

Jill Schnarr - Vice President, Community Affairs, TELUS
Wednesday, June 8 from 1:45 to 3:00 pm

A refreshingly honest overview of the do's and don'ts of corporate philanthropy. See what works and learn what doesn't with a view to strengthening your own program and/or to better understand the most effective ways to engage corporations. This presentation will also feature a detailed case study of the successful cause marketing campaign GO Pink with TELUS and its impact across Canada. In 2010 TELUS was the first Canadian corporation to be recognized by the Association of Fundraising Professionals with the Freeman Philanthropic Services Award for Outstanding Corporation.

As Vice President, Community Affairs, Jill Schnarr leads national community investment at TELUS including community cause marketing, employee & retiree volunteerism & donations, and community sponsorships & grants. Jill also is the national chair of Connections - the TELUS women's network. With her leadership of Connections, Jill has helped to foster a culture of learning and development, growth, engagement, recognition and well-being for women. Jill now volunteers her time on the boards for the BC Women's Hospital Foundation, the Women's Leadership Circle as part of the Vancouver Board of Trade, and the TELUS Vancouver community board.

Communities: Relate, Contribute, Belong Building cross-sectoral relationships between Business, Nonprofit and Government (Session 3C)

Gaétan Morency - Vice President of Global Citizenship, Cirque du Soleil
Wednesday, June 8 from 1:45 to 3:00 pm

Description to follow shortly.

Throughout his career Gaétan Morency has always insisted upon the importance of cultural activities as a lever for economic and social development as well as upon the primary role creators need to play in the community. Gaétan Morency is a member of Cirque du Soleil's Executive Forum. Part of Cirque du Soleil management since 1992, he has held the positions of Vice-President, Planning and Development, and Vice-President, Planning and Public Affairs. In these capacities, he was responsible for strategic planning and organizational development, as well as for cultural and social action programs and Cirque du Soleil's relations with the government. His current mandate is to develop the organization's citizenship in a sustainable way, to support social responsibility initiatives throughout the organization, to maintain and develop relationships with the cultural, community, governmental and business milieus, and to implement the organization's cultural and social action programs. Holder of bachelor's and master's degrees in management science from Montreal's école des Hautes études Commerciales (HEC), Gaétan Morency has worked for more than 30 years in the cultural field and for cultural organizations. He has sat on several consulting and advisory committees in the arts and culture, and is regularly invited by numerous public and private institutions, namely in the business, education as well as health & social services milieus, to deliver speeches regarding managing innovation and social responsibility. He recently delivered speeches at the Skolkovo School of Management in Moscow, at the 9th China Arts Festival in Guangzhou and at the Council of Economic Sciences in Buenos Aires. Gaétan Morency began his career as a producer of shows and other cultural events, and then worked for four years as a financial analyst and development agent with SODICC, a public cultural and communications development agency. Prior to joining Cirque du Soleil, he spent five years as the general manager of ADISQ, Quebec's association of the recording, concert and video industry. In addition to his functions at Cirque du Soleil, Gaétan Morency is a founding member and vice-president of the executive board of Culture Montréal. Since April 2010, he is also on the executive board of the Montreal Arts Council. He was

on the Board of Trade of Metropolitan Montreal's executive board for six years, three of which as Vice-president, and was on SODEC's (Société de développement des entreprises culturelles) executive board as Vice-President for nine years. Gaétan Morency was named La Presse and Radio Canada's Personality of the Year 2004 in the Business, administration and institutions category, for the creation of TOHU, of which he is president and founder. In August 2010, he was named Personality of the Week for the creation of the new Montreal *compilément cirque* Festival.

How to Engage and Encourage Employee Volunteering in Small/Medium Business- The Story of the "Time to Give" Challenge (Session 3D)

Cathy Taylor - Executive Director, Volunteer Centre of Guelph/Wellington

Doug MacMillan - Co-owner, MacMillan Marketing Group, Board Member, Volunteer Centre of Guelph/Wellington

Wednesday, June 8 from 1:45 to 3:00 pm

Time To Give is an annual community breakfast awareness event now in its 7th year. The Time To Give Challenge is a comprehensive employer-supporter volunteerism (ESV) initiative which includes extensive research and community engagement, creation of an ESV membership strategy to engage corporate employers, and a robust toolkit of free resources for employer members including a primer on the benefits of ESV, posters and related communication materials. The program has successfully attracted numerous small and large organizations to the membership, but moreover, has directly led to a higher community awareness of the bottom line advantages of ESV and cultural shift in many companies. Cathy and Doug will share what they have heard from local companies and how they created a community-based program that was flexible and meaningful for employers of all sizes. They will give a "tour" of their Time to Give Challenge approach and lessons they've learned along the way.

Cathy Taylor is the founding Executive Director of the Volunteer Centre of Guelph/Wellington, established in 2001. With a passion for volunteerism, Cathy has recently co-chaired the Ontario Volunteer Centre Network Steering Committee, and has led a provincial project on "Building Stronger Organizations through volunteer centre services and engaging new Canadians as volunteers". Cathy has an Honours Degree in Political Studies and History from Queen's University. Cathy is a certified trainer with the United Way of Canada's Volunteer Leadership Development Program and has facilitated many discussions and planning sessions with community benefit organizations. She has also graduated from the York University-Maytree Foundation 2007 Executive Directors' Institute. Cathy's personal volunteer work includes a recent four year term as Co-Chair of the Public Sector Division of the United Way campaign, a current board member of the YMCA-YWCA of Guelph and Volunteer Canada, and helping out the local Eden Mills Writers Festival.

Doug MacMillan has built a progressive, dynamic career as a results-oriented communications and branding strategist. Over 20 years, Doug has progressed from an entry-level position to co-owner of MacMillan Marketing Group, establishing one of the region's best-known and most respected full-service marketing communications agencies, regarded not only for its quality work and customer care, but also community leadership and top notch employment practices. Doug draws on his training as a journalist (Ryerson 1986) and interviewer to listen and understand the intricacies of a marketing or communications challenge, articulate a unique and thoughtful brand, and apply reasoned and fresh thinking to bring clients from a range of sectors - from charity to municipality, manufacturer to retail - practical and results-focused business solutions. Doug is an active leadership volunteer and supporter of numerous community organizations, and advocates for employer-led volunteering programs in the workplace. Doug is currently a board member of the Volunteer Centre of Guelph/Wellington.

Global Companies Executing Locally (Panel Presentation #1)

Wednesday, June 8 from 3:30 to 4:45 pm

How do international companies that establish business operations in Canada become engaged in community? This panel will provide insight into the motivations, challenges and benefits of applying a global framework to local community investment activities.

Bio to follow shortly.

Profits with Purpose: Social enterprise drives innovation and impact (Panel Presentation #2)

Moderator: Rick Petersen - Founder BLU Responsibility Communications

Panelists: Peter Deitz, TBC

Wednesday, June 8 from 3:30 to 4:45 pm

It is increasingly clear that, faced with growing environmental and social challenges, business as usual in the private sector - focusing on short-term shareholder profits, infinite growth on a finite planet, and with image too often trumping impact - is not an option. The same could also be said for charitable organisations that, while making valiant efforts to do their part, continue to struggle with inconsistent support, inefficient structures and models and over-reliance on simple good will. Social entrepreneurs, by contrast, are using innovation to shake up - and even supplant in some cases - old business and philanthropic paradigms to generate both financial and social profits.

As a pioneer in the responsibility communications field and founder of BLU Responsibility Communications, Rick Petersen understands that establishing trust in your reputation is a result of engaging honestly and proactively with people inside and outside the organization, making decisions based on values, ethics and respect, and continually improving and aligning environmental, social and financial performance. Prior to founding BLU, Rick was Executive Vice-President, Corporate Citizenship for one of the world's largest apparel companies, where he was responsible for environmental performance in global manufacturing facilities, employee engagement among 27,000 colleagues, community support and investment, as well as all internal and corporate communications. Before that, Rick founded and led the Corporate Responsibility practice of NATIONAL Public Relations, a practice which was ranked among the Top 10 in the world for communications firms by Corporate Responsibility Officer magazine. The practice provided strategic counsel and communications services to leading corporate and government clients in Canada and abroad. He was described in Marketing magazine as "one of the world's leading experts in corporate responsibility" and, in 2009, was ranked as one of Quebec's 10 Green Leaders in business journal, Les Affaires. Rick served for five years on the Advisory Board for the Carbon Disclosure Project (the world's largest network of institutional investors), is an Advisory Board member of the Network for Business Sustainability (Canada's leading sustainable business think tank), and is the author of the Capital Markets and Sustainability report for the National Round Table on the Environment and the Economy. He was also the founder of the annual Tremblant Forum on Corporate Responsibility & Sustainability, one of Canada's leading international conferences on the subject and now in its 8th year. Articles by Rick have appeared in Corporate Governance Quarterly, Marketing, and the book, Sustainable Development & Communications. Rick is an active speaker across Canada and internationally at a wide range of events, including those focusing on investor relations, green business, labour rights, ethical marketing, human resources, and others. He is also a guest lecturer at several Canadian universities in both Masters level business and communications programs. Active in the community, Rick is member of the Board of Directors of the Fondation du Dr. Julien and has served on the Board of the Ruitter Valley Land Trust, Québec's largest such organization, since 1998. He speaks English and French and has a BA from the University of British Columbia.

Panelist bios to follow shortly.

The End of Fundraising (Keynote Presentation)

Jason Saul - CEO, Mission Measurement LLC
Wednesday, June 8 from 5:00 to 6:15 pm

Is your organization really making a difference? Can you measure your impact and clearly communicate your value to donors? Today, just doing good isn't good enough. Next generation donors, foundations and government agencies are making decisions based on results, not just efforts. In short, it's not just about who you know; it's about the outcomes you can deliver. You will be empowered to move beyond psychic benefits and create real leverage in your fundraising efforts. This session will include case examples of organizations that have used their results to raise more money and will give participants the practical tools necessary to measure, market and sell your impact to funders and other key stakeholders.

Jason Saul is a leading expert on measuring social impact. He is the founder and CEO of Mission Measurement LLC, a strategy consulting firm that helps corporations, nonprofits and public sector clients measure and improve their social impact. He has advised some of the world's largest corporations, government agencies and nonprofits, including: Wal-Mart, Starbucks, McDonald's, Easter Seals, American Red Cross, the Smithsonian. Jason serves on the faculty of the Kellogg School of Management at Northwestern University, where he teaches corporate social responsibility and nonprofit management. He also serves on the faculty of Boston College's Center for Corporate Citizenship. Jason is the founder of the Center for What Works, a national nonprofit focused on benchmarking and performance measurement. He is the author of numerous books and articles on social strategy and measurement, including: *Benchmarking for Nonprofits: How to Manage, Measure and Improve Performance* (Fieldstone Press 2006); *Social Innovation, Inc.: Five Strategies to Drive Business Value through Social Change* (Jossey-Bass, October 2010); and *The End of Fundraising: How to Raise More by Selling Your Impact* (Jossey-Bass, February 2011).

Donation or Sponsorship? Know the Rules; Reap the Rewards (Executive Briefing #3)

Terrance Carter - Managing Partner, Carters Professional Corporation
Thursday, June 9 from 8:00 to 8:30 am

Do you know the difference between donations and sponsorships, their impact on your bottom line and the expectations surrounding each? This session will clarify the unique characteristics of each to ensure that the interests of funders and community organizations alike are protected.

Terrance Carter, as the Managing Partner of Carters, practices in the area of charity and not-for-profit law, and has been recognized as a leading expert by Lexpert and The Best Lawyers in Canada. Mr. Carter is a member several industry organizations and contributes his time and expertise extensively in this field. He has served the Technical Issues Group of CRA's Charities Directorate representing the Canadian Bar Association (CBA), a member of the Government Relations Committee of the Canadian Association of Gift Planners (CAGP), a member of the Imagine Canada Technical Advisory Committee, a past member of Canada Revenue Agency's (CRA) Charity Advisory Committee, and others. He is a past director and founding member of the Christian Legal Fellowship and was the 2002 recipient of the AMS - John Hodgson Award of the OBA for charity and not-for-profit law. Mr. Carter has written numerous articles and been a frequent speaker on legal issues involving charities and not-for-profit organizations and his corporate website www.carters.ca is a rich source of information on legal issues affecting the sector.

getvolunteering.ca portal (Executive Briefing #4)

Dorothy Engelman - President Qmedia solutions

Thursday, June 9 from 8:30 to 9:00 am

In January of 2010 Getinvolved launched a national campaign: The Power of the Hour - to rally Canadians and raised 2,000,000 volunteer hours. Working in partnership with 22 leading members of Volunteer Canada's Corporate Council on Volunteering, Power of the Hour surpassed its goal and hit 3.3 million hours in April. In 2011 in partnership with Volunteer Canada and Manulife Financial Dorothy lead the launch of North America's first two-way volunteer tool, Get Matched. Since the launch on March 7 getinvolved's traffic has doubled—with over 1,100 organizations, 2500 volunteer opportunities and over 1,000 volunteers creating volunteer offers of their skills and expertise. Dorothy's belief in the power of social media to make change lead her to the production of Digital U, a TV series and itunes podcast series exploring the intersection of social media and social change. Dorothy is a volunteer - she coaches her daughter's youth girls basketball, sits on the Board of Directors of Wellspring, donates her time pro bono to many of her NFP clients. In December of 2010 she was selected as one of the 100 Most Powerful Women in the Trailblazing category, as well she has spoken on philanthropy, CSR and social media at a number of national conferences.

Dorothy Engelman has been producing content for television, print and the web for 25 years. On television she has produced information and documentary programming for CBC, CTV and TVO. She has won a World Animation Gold Medal, a Banff Film Festival Award and the Marketing Innovation Award for her series CTV *Innovating Tomorrow*. She is co-owner and Senior Partner at q media solutions. q media's four divisions include qhealth, qbranded, qbroadcast and qcares - creating programming, commercials and integrated content for companies like HSBC, Microsoft, Dell, Direct Energy, and Scotiabank; media companies like CTV, BNN, TVO and the Globe and Mail; health care organizations like the Ministry of Health, Health Canada Infoway, and SickKids as well as working with a network of NFPs and charities including Wellspring, YMCA Canada, Boys & Girls Clubs, Youth without Shelter and many others. Dorothy's work for both the private and NFP sector led to the development of GetInvolved. This seventy-part prime-time TVO series features activists, innovators and social entrepreneurs. She lead the development of a companion website, getinvolved.ca, to transform inspiration into action by matching organizations and individuals who want to make a difference.

Sponsorships in Today's World (Session 4A)

Brent Barootes President, Partnership Group-Sponsorship Specialists
Thursday, June 9 from 9:00 to 10:30 am

Sponsorship revenue can provide important resources to enhance your social mission and you may not be recognizing all of your sponsorable assets. By the same token, companies may view their sponsorship of community organizations differently from other properties and programs they are engaged in. The sponsorship experience can enhanced significantly through better understanding of the process, property assessment, responsible valuation and a shared commitment to activation. The foundation for all great sponsorship experiences is open dialogue, communication and trust. See how these principles and can inform your activities and enhance your sponsor relationships.

Brent has worked directly or indirectly with many Canadian professional and amateur sports teams, non-profit and charitable organizations as well as major corporations to develop, design, and build effective sponsorship programs. His expertise includes sponsorship valuations and audits, inventory/benefit development, package development, and mentoring of staff and volunteers for both corporations engaging in sponsorship as well as charitable, non-profit and for profit events and organizations. Brent has spent over 15 years in the industry working for professional sport organizations, broadcast sponsorship, Director of Development for a national Canadian charitable

organization and developed and delivered profitable sponsorship programs resulting in above average return on investment for both properties and sponsors.

Trends in Employee Skills Development: Turning Theory into Action (Session 4B)

Ugo Dionne - President & Owner, Synesis and Versalys Training and Co-Founder, Business Volunteers
Thursday, June 9 from 9:00 to 10:30 am

Description to follow shortly.

Ugo Dionne received his law degree from Université de Montréal in 1994 where he received the prize *Prix de la contribution étudiante au développement facultaire* in recognition for his important contribution to student life in the Law faculty. Admitted to the bar in 1995, he practiced civil and commercial law with Brouillette Charpentier Fortin. In 1998, he quit law to acquire Synesis, a Montreal-based firm specializing in recruiting and training and, in 2006, acquired the Montreal and Laval offices of Multihexa. In 2007, Synesis acquired its main competitors, Versalys Training, and now counts some 125 employees and 30 classes in four centres in Quebec and, through a partnership with Train Canada, in the rest of the country. In 2006, Ugo co-founded Business Volunteers (www.benevolesdaffaires.org), a non-profit organization that matches business executives and charities working in community service, culture, environment and health. As of March 2011, the organization has completed over 730 matches of volunteers and helped over 600 not-for-profit organizations in the Greater Montreal. Partners of Business Volunteers include the most important social and business organizations such as: the Montreal Board of Trade, Montreal Arts Council, United Way, The Arts Council of Montreal, the Young Chamber of Commerce, Quebec Order of Accountants and Power Corporation. Ugo was also President of Montreal's Young Chamber of Commerce and a Board member for 6 years (with 1400 members, the Chamber is the largest such organization in North America). He is also a member of the board of Culture Montréal and a governor of "Les amis de la Montagne."

Ugo has been named, among other distinctions:

- 2008 : Top 40 Under 40 in Canada by Caldwell
- 2007: The youngest recipient of the Quebec government's *Prix Hommage-Bénévolat*
- 2006: *Personality of the Week*, La Presse and Radio-Canada
- 2004 : *75 Leaders of Tomorrow*, *Les Affaires*

Partnerships that Last - Elements that keep relationships sustainable, relevant, and fresh over time (Session 4C)

Vincent Power - Divisional Vice-President, Corporate Affairs and Communications, Sears Canada
Scott Bradford, Executive Director, Boys and Girls Clubs of Ottawa
Thursday, June 9 from 9:00 to 10:30 am

Over 25% of Imagine Canada Caring Companies have maintained partnerships with community organizations that have spanned more than 20 years. Sears Canada has maintained and strengthened its national relationship with Boys and Girls Clubs of Canada for more than 46 years. Participate in a lively conversation on the elements that can keep a partnership sustainable, relevant and fresh over an extended period of time as well as those often inevitable "deal breakers." Hear from the leader of a community organization who has established, sustained and grown corporate partnerships. Gain insight into the history of these relationships and apply them to your partnerships.

Vincent has 35 years of service with Sears Canada. After assignments in Corporate Marketing, he held the position of General Merchandise Manager of Kids wear, then Automotive, and when the Company bought Eaton's in 2000, he was named National Marketing Manager. In his current role, Mr. Power is responsible for the Company's external communication activities including executive messaging, media, community investment and public relations, and a host of internal activities as well. The company has several corporate partnerships with charitable organizations and is recognized for its values based approach to community investment and for leveraging its assets in support of Canadians at home and abroad through Operation Wish.

Scott Bradford has been inspired by the children and youth at the Boys and Girls Club of Ottawa for the past 10 years. Unfortunately, he does have to spend time in an office raising money and filling out forms and such, but his passion is fueled by the outcomes of the work "on the program floor" at the Club. Prior to that he was wasting time by doing a number of jobs in education, municipal affairs and high tech. Scott holds a Master's Degree in Business Management and an undergraduate degree in Physical Education. He lives in Aylmer Quebec with his wife Joanne and three kids - Simon, Gabby and Sam.

Is a Corporate Foundation for You? (Session 4D)

Karen J. Cooper, Partner, Carters Professional Corporation
Thursday, June 9 from 9:00 to 10:30 am

There are expectations and ongoing reporting requirements involved in the establishment of a corporate foundation. Become aware of these issues as you determine the best path for your citizenship program and community investment. There are different models for the maintenance and sustainability of your foundation that should be recognized in concert with your corporate goals and ongoing program expectations. This session will highlight these issues so that you can make an informed decision.

Ms. Cooper joined Carters in 2005 and became a partner in 2008, having left her position as Senior Rulings Officer with the Income Tax Rulings Directorate of Canada Revenue Agency, to practice charity and not-for-profit law with an emphasis on tax issues. Ms. Cooper also has extensive teaching experience, including the Estates (Tax) section of the Ontario Bar Admission Course, presenting workshops for The Institute of Chartered Accountants of Ontario, as sessional lecturer at Carleton University School of Business teaching Business Law, and part-time professor at the University of Ottawa Faculty of Common Law teaching an advanced seminar (Introduction to the Law of Charities and Non-Profit Organizations). Ms. Cooper has also worked as a consultant providing advice to the Department of Justice, Environment Canada, and the former Canadian Advisory Council on the Status of Women with respect to tax policy issues and is currently serving on the Board of Directors of the Canadian Land Trust Alliance and Big Brothers Big Sisters Ottawa, as well as a member of several business and professional organizations. She is fluent in English and French.

Why Business Won't Save the World: Keynote debate on the themes in Small Change (Keynote Debate)

Michael Edwards - Author of Small Change, Why Business Won't Save the World
Peter Deitz - Managing Editor of SocialFinance.ca, and Founder of Social Actions

A new movement is afoot that promises to save the world by applying the magic of the market to the challenges of social change. Its supporters argue that using business principles to solve global problems is far more effective than more traditional approaches. What could be wrong with that? Almost everything, argues former Ford Foundation director Michael Edwards. In this hard-hitting,

controversial expose, he marshals a wealth of evidence to reveal that in reality, a market approach hurts more than it helps. Real change will come when business acts more like civil society, not the other way around. Despite the good intentions and hopeful rhetoric, Edwards shows that there is simply no proof that a business approach is better. Quite the contrary. He cites examples from his many years in the social sector to demonstrate that business by its very nature is not equipped to attack the root causes of major problems like poverty, inequality, violence, and discrimination. Achieving fundamental social transformation requires a different set of operating values-- cooperation rather than competition, collective action more than individual effort, and patient, long-term support for systemic solutions over immediate results. Edwards argues that people give their money and time to social change organizations to serve a cause, not a balanced quarterly spreadsheet. If these organizations compromise their higher purpose in the name of a narrow version of "efficiency," they'll erode the very basis of their impact and importance. And relying on business as the engine of change ends up concentrating power in the hands of a few major players, mirroring the very inequities these organizations should be trying to rectify. With a vested interest in the status quo, all business can promise are valuable but limited advances: small change. It's time to turn away from the false promise of the market model and reassert the independence of global citizen action.

Michael Edwards is an independent writer and activist based in upstate New York who is affiliated with the New York-based think-tank Demos, and the Brooks World Poverty Institute at Manchester University in the UK. From 1999 to 2008 he was the Director of the Ford Foundation's Governance and Civil Society Program in New York, having previously worked for the World Bank, Oxfam-GB, Save the Children-UK and other NGOs in Washington DC, London, Colombia, Zambia, Malawi, and India. His writings have helped to shape a more critical appreciation of the global role of philanthropy and civil society, and to break down barriers between researchers and activists across the world. Michael was educated in England at the universities of Oxford and London, and now lives with his wife Cora in the farmhouse they renovated together in the foothills of the Catskill Mountains.

Peter Deitz is a blogger, microphilanthropy advocate, and the Managing Editor of SocialFinance.ca, a platform whose mission is to catalyze and sustain a robust social finance marketplace in Canada. Peter is also the Founder and Co-Director of Social Actions, a non-profit initiative that helps people find and share opportunities to make a difference. He has presented at numerous venues, including the Nonprofit Technology Conference, Connecting Up Australia, Semantic Technology Conference, and My Charity Connects. Peter holds a BA in History from McGill University and an MA in History from the University of Toronto. He lives in Toronto, Ontario.

Forum Rates

All Costs are in Canadian dollars before taxes.

Tax Registration Number: 89823 2343 RT0001

Volunteer Canada Corporate Council Members	\$1,295.00
Imagine Canada Caring Companies	\$1,295.00
Non-member Companies	\$1,495.00
Community Partners w/ annual revenue <\$250,000	\$450.00
Community Partners w/ annual revenue >\$250,000	\$625.00

To register, visit: <http://www.imaginecanada.ca/node/295>

Your registration includes:

1. Accommodation for two nights
2. 6 meals: 2 breakfasts, 2 lunches, 2 dinners
3. Forum Opening Reception & Partnership Awards Reception
4. All Forum Sessions: plenary keynote speakers & workshops
5. The option of roundtrip motorcoach transfer from airports in Montreal/Ottawa (for an additional per person surcharge, based on the number of delegates who sign up)

Location:

Le Château Montebello
392 Notre Dame
Montebello, Québec

<http://www.fairmont.com/montebello/>

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