

STRENGTHENING ORGANIZATIONS

wednesday webinar series

For charity and nonprofit professionals + volunteers

All 8 webinars
starting at

\$180

Individual webinars
starting at

\$30

REGISTER TODAY!

sectorsource.ca/webinars

FALL 2013 | 1 – 2 PM ET



Communicating Your Impact: Getting the Media to Care About What You Care About

Stephen Faul & Marnie Grona
November 13, 2013

Learn about working with various kinds of media—from journalists to social media—to tell your organizational story and better communicate your impact.



Building & Maintaining Effective Board-CEO Relationships

Marcel Lauzière & Stephen Faul
November 20, 2013

The board and senior staff need a healthy relationship to maintain a functioning board. This presentation will highlight key skills and methods from Imagine Canada's CEO.



Presenting Measurable Program Results

Cathy Barr, PhD
November 27, 2013

Do you know how to measure the impact your programs? This webinar will focus on how to measure your activities so that you are counting what counts.



Political Activity

Michelle Gauthier, PhD &
Bill Schaper
December 4, 2013

Is advocating for your cause counted as political activity? Learn from Imagine Canada's policy team about what falls under "political activity", and how you need to report it.

WINTER 2014 | 1 – 2 PM ET



Foundations for Earned Income & Social Enterprise

Brittany Fritsch, Michelle
Gauthier, PhD & David Lasby
February 5, 2014

What should you keep in mind when engaging in earned income activities and social enterprise? Learn about key considerations before you engage your stakeholders. Highlighting key findings from our *Earned Income Report* and our public policy work.



Transparency and Impact: What Donors & Funders Notice

Karen Alebon & Cathy Barr, PhD
February 12, 2014

What matters to Canadian donors? Highlighting results from the latest *Talking About Charities* report and presenting examples of great practices, we will show you more than the usual ways of telling your story.



Gifts and Receipting: The Winning Formula to CRA Compliance

Bill Harper, CA
February 19, 2014

Learn how to deal with some of the trickier aspects of receipting for special fundraising activities or donations. You will learn the ins and outs of receipting for events, fundraising drives, sales of goods, gift cards, among others.



Moving from Maybe to YES: Fundraising & Corporate Community Partnerships

Stephen Faul & Scott Mullin
February 26, 2014

Your corporate partnerships may start out small but can lead to something big! Learn about engaging corporate donors from gifts in kind, gifts of time to major gifts.

WEBINAR PRICING

Based on organizational budget

Imagine Canada members, Standards Program participants and Ethical Code participants

All others

Under \$1 million		\$1 million – \$5 million		Over \$5 million	
Individual webinar	Entire series (25%+ savings)	Individual webinar	Entire series (25%+ savings)	Individual webinar	Entire series (25%+ savings)
\$30	\$180	\$40	\$240	\$50	\$300
\$50	\$300	\$60	\$360	\$70	\$420

Your registration includes access to the live event as well as a recorded version that you may share in your organization.

PRESENTERS

Karen Alebon Manager, Ethical Code Program

Karen works extensively on Imagine Canada's Ethical Code and Standards Program. Karen has worked in the nonprofit sector for over ten years. She has an Honours Bachelor of Arts from the University of Toronto.

Cathy Barr, PhD Senior Vice-President

Cathy oversees the Research Program, the Standards Program and many operational areas at Imagine Canada. Cathy holds a PhD in political science from York University and was a faculty member at Wilfrid Laurier University for several years prior to joining Imagine Canada.

Stephen Faul Vice-President, Strategic Communications and Business Development

Prior to Imagine Canada, Stephen served as the Executive Director of Second Harvest. He also worked in management capacities with a number of other nonprofit organizations. Stephen holds a certificate in marketing for nonprofit organizations from Carlton University and a diploma from Centennial College in radio and television journalism.

Brittany Fritsch Manager, Public Policy

Brittany's expertise is in social innovation as it applies to Canadian charities. Brittany co-authored

the *Earned Income Framework: Mainstreaming the key concept for charities and nonprofits*. She is also a Research Associate for the Carleton Centre of Community Innovation and a board member of JustChange.

Michelle Gauthier, PhD Vice-President, Public Policy and Community Engagement

Michelle leads Imagine Canada's public policy program. She was recently the Director of the Research and Policy Analysis Division for the Association of Universities and Colleges of Canada and holds a PhD from McGill University in Communications.

Marnie Grona Director, Marketing and Communications

Marnie is responsible for Imagine Canada's communications and marketing. She has worked at the Winnipeg Symphony Orchestra, Winnipeg Fringe Theatre Festival and the Royal Manitoba Theatre Centre. She has dual-specialties in Marketing and Advertising from the University of Winnipeg, and holds a diploma in Arts Management from Confederation College.

Bill Harper, CA Director, Finance

Bill has 30 years' experience leading, managing and advising, primarily in the nonprofit sector. His experience includes accounting and government regulatory activity. A Chartered Accountant and former CFO of the Institute of Chartered Accountants

of Ontario, Bill was the primary project director and author of Imagine Canada's Charity Tax Tools.

Meg Kwasnicki (Moderator) Director, Knowledge Management

Meg oversees Sector Source (Imagine Canada's online resource centre) and special projects related to learning initiatives and information technology. She holds a Master of Library and Information Studies from the University of Western Ontario and an MA in Ethnomusicology from York University.

David Lasby Director, Research

David has been with Imagine Canada for 13 years. Over this time, he has been involved with a number of surveys, most notably the *Canada Survey of Giving, Volunteering, and Participating* and the *National Survey of Nonprofit and Voluntary Organizations*. He leads Imagine Canada's Sector Monitor Program which regularly surveys charity leaders to assess the current "state of the sector."

Marcel Lauzière President and CEO

Prior to Imagine Canada, Marcel served as Deputy Chief Executive of the Ministry of Social Development in New Zealand, as President of the Canadian Council on Social Development and in many other leadership roles. Marcel Lauzière is a recipient of the Queen Elizabeth II Diamond Jubilee Medal for his contribution to philanthropy in

Canada, and has a Masters in Canadian Social History from the University of Ottawa.

Scott Mullin Vice-President, Community Relations, TD Bank Group

Scott Mullin is responsible for TDBG's community giving and sponsorships, and corporate social responsibility in Canada and the US. He is also actively involved in TDBG's diversity and environmental agendas. Mr. Mullin has served on several boards including the Board of Governors of Carleton University, the Youth Challenge Fund, Casey House, the AIDS hospice in Toronto and as Chair of the City of Toronto's Nathan Phillips Square Public Advisory Group.

Bill Schaper Director, Public Policy and Community Engagement

In past lives Bill was a political staffer on Parliament Hill, the senior policy advisor to a federal cabinet minister, a policy analyst and GR practitioner with the Association of Universities and Colleges of Canada, an independent policy consultant, and a value for money auditor with the United Kingdom's National Audit Office.

REGISTER TODAY!
sectorsource.ca/webinars

For more information, contact webinars@imaginecanada.ca.