

FUNDRAISING DAY 2011

SPONSORS & EXHIBITORS' DESCRIPTIONS

AFP Book Booth

The latest and best books on all aspects of fundraising, leadership, and management of nonprofits. Your best opportunity to examine and compare for your needs.

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Contact: Geoff Dean / geoff@thebookpro.com / 416-805-1210

Ajah - www.ajah.ca

Ajah is a Montreal-based software company, which uses the latest web technologies to help Canadian non-profits identify funding partners. Their service, Fundtracker, launched in 2010, makes researching funders easy for executive directors and fundraisers.

Contact: Michael Lenczner / michael@ajah.ca / 1-888-406-2524

Andrews Direct Marketing – www.andrewsdm.com

We specialize in helping you communicate to your donors through digital printing and publishing, data analytics, direct mail, online tools, and fulfillment services. Established in 1951, our roots are in direct mail, a trusted means of reaching out to donors. Over the years, we have evolved with our customer's needs by vertically integrating services, new technology and expertise. We deliver best-in-class, seamless and timely solutions.

Contact: John Campbell / jcampbell@andrewsdm.com / 905-841-0248 x222

ASI Canada - www.advsol.com

Advanced Solutions International (ASI) is the leading global provider of fundraising software for non-profits. **iMIS**, ASI's premier product, serves nearly 3000 customers worldwide. **iMIS** provides the core functionality in a fundraising database solution with a single location for constituent management, event registration, campaign management, volunteer, membership, tribute management, email and newsletter management, website management, online donations and much more in a single database solution.

Contact: Michael Dailey / mdailey@advsol.com / 416-418-4496

Behrends Bronze Inc. - www.behrendsbronze.com

Since 1952 Behrends Bronze has earned a reputation as a top quality designer and manufacturer of Donor Recognition Systems, Plaques and Donor Handouts for organizations across Canada. Our products can be produced in Brass, Bronze, Aluminum as well as Acrylic, Wood and Composites. Our Custom Designs incorporate your Crests, Logos and Photographs. We are ready to assist you by supplying quotations, samples and computer generated graphics.

Contact: Caroline Davey / caroline@behrendsbronze.com / 905-851-6439 x24

Blakely & Associates Inc. - www.blakelyassociates.com

Think Different. Think Blakely. And you'll be glad you did.

Blakely & Associates is a full-service direct response-marketing agency with a 17 year proven track record of helping not-for-profit clients exceed their fundraising goals. Through our cutting edge strategy, industry leading analytics and breakthrough creative, we will grow your program and surpass your expectations. Bottom line? *The Blakely difference gets results.*

Contact: Peter Blakely / info@blakelyassociates.com / 905-727-6188 x222

BMR Group - www.bmrgroup.ca

BMR Group is an innovative leader in the Canadian Direct Mail and Database Marketing industry. We have 20 years experience in data processing, variable digital printing and lettershop services. We specialize in not for profit mailings and our modern production facility is well equipped to turn around your project in a timely and cost effective manner.

Contact: Paul Brousseau / paulbr@bmrgroup.ca / 613-749-7070

Bradford Direct Inc. - www.BradfordDirect.com

With streamlined production operations as well as a full compliment of in-house equipment and highly-trained staff, Bradford is set up to provide the best Data, Laser and Lettershop services in the industry! Bradford Direct is the premier Data and Laser shop for Canada's largest high volume Not-For-Profit mailers. *"We do what others can't... at prices others won't!"*

Contact: Sharon MacPherson / Sharon.MacPherson@BradfordDirect.com / 416-789-7411 x 237

Capacity Builders - www.capacitybuilders

Capacity Builders provides not-for-profit organizations with affordable access to training, tools, resources and management support including the Charity Law Information Program, or CLIP. Made possible by a financial contribution of the Canada Revenue Agency, CLIP's goal is to help charities become more aware of their legal obligations under the Income Tax Act. Visit our website at

<http://capacitybuilders.ca/clip/clip.php> for resources, webinars and podcasts on a variety of topics.

Contact: David Hughes / david@capacitybuilders.ca / 416-256-3010/ 1-800-267-6272 x246

CCDS – Call Center Development Services - www.ccds.ca

Looking to increase your donor contact rates? Reach thousands of people without ever calling your tech department. Our hosted solutions are a straightforward and cost-effective option for any fundraising endeavor. CCDS provides call center solutions that can help you manage your calling campaigns with improved performance. Our predictive dialing and voice broadcasting solutions have helped hundreds of organizations improve productivity on the campaign trail. Get the word out, start by calling us!

Contact: Sonny Bettan / Sonny@ccds.ca / 1-800-921-2237

CharityVillage® - www.charityvillage.com

Fundraisers are building capacity on their boards and though their organization with CharityVillage® courses. Providing skills and training they can use immediately, chock full of solid information and practical resources that can be downloaded and ready for use. Courses are recognized by CFRE for up to 30 credits toward both certification and re-certification. Save 10% on individual courses using promo code FUND11.

Contact: Steven Wright / steven@charityvillage.com / 416-574-2480

Cornerstone Group of Companies - www.cstonecanada.com

The Cornerstone Group of Companies provides prospecting and database management products and services to some of the leading organizations in the world. We provide fundraisers with donation processing and donor database management services, as well as complete database file audits and call centre services. We offer a full suite of online fundraising services, including online donation processing, fundraising event management, personal events templates and e-store solutions. Cornerstone also supplies list brokerage and list processing services.

Contact: Justin Webb / justin@cstonecanada.com / 416-932-9555 x106

CUSO-VSO - www.cuso-vso.org/volunteer or www.cuso-vso.org

CUSO-VSO is an international development organization that works through volunteers. We work in over 40 countries and six goal areas, including: Health, Disability, HIV and AIDS, Education, Secure Livelihoods, Participation and Governance. CUSO-VSO recruits skilled professionals from a variety of professional backgrounds to work in partnership with local or national organizations around the world.

Contact: Laurence Desrosiers / questions@cuso-vso.org / 613-829-7445 x250

Digital Marketing Solutions - www.mistergadgets.ca

Digital Marketing Solutions has 30 experience in providing Marketing Communication Services. A premier supplier of traditional direct from VDP output, capacity now exceeding 15,000/hour, while maintaining a loyal client base for programs with as few as 500 pieces. Our growth has included expanding to fulfillment and supplying advertising and promotional items (over 1.5 million on our website) to complete the door services cycle.

Contact: Greg Fitz / mistergadgets@yahoo.ca / 416-540-2999

Dig In Research – www.diginresearch.biz

Major Gifts Resource Centre: An online database of vital information and more. Canadian content with continuous update, a strategic advantage at your fingertips. Monthly Survey of Major Gifts in Canada, Giving History of Major Gift prospects and more. Benchmark data for Naming Opportunities, Endowment Levels and the most extensive research into emerging trends in philanthropy. Memberships begin at just \$108.00 per month. Check it out

Contact: Terry Burton / tburton@diginresearch.biz / 519-915-0285

Donor Perfect/Software, Inc. – www.donorperfect.com

DonorPerfect clients raise an average of 21% more money their first year! We can help you raise more money, cultivate donor relationships and save time. Comprehensive donation processing includes integrated payment processing for one-time, recurring and online gifts, as well as automated acknowledgements and recordkeeping. Powerful reporting and analysis enables you to uncover hidden trends, refine solicitations, analyze results, and improve success!

Contact: Mark Warren / mwarren@software.com / 855-896-5100

Elderstone Resource Development – www.elderstone.ca

Fundraising success – like a duck on water – appears to move effortlessly along the surface while staff, board and volunteers paddle diligently beneath. Cynthia Armour, CFRE strengthens that team effort with 20+ years having researched and taught effective governance, fundraising and marketing. She's a trained adult educator, facilitator and coach who will help you understand and implement best practices. Read her monthly columns at <http://www.charityvillage.com/cv/archive/afundqa.html>.

Contact: Cynthia Armour / answers@elderstone.ca / 705-799-0636

Environics Analytics - www.environicsanalytics.ca

Environics Analytics is the premier marketing and analytical services company in Canada. Specializing in geodemographic segmentation, the company provides businesses with data-driven market insights helping our clients find and keep more customers. It also has the most experienced team of micromarketing experts in Canada. Environics Analytics is a member of the Environics Group, an alliance of companies providing intelligent research, analytics and communications.

Contact: Julia Vasilev / julia.vasilev@environicsanalytics.ca / 416-969-2733

For the Record Productions Inc. - www.ftrp.ca

Video is a powerful tool to raise both awareness and funds – but it doesn't have to be expensive. For the Record Productions has over 20 years experience producing high quality videos for fundraising agencies and non-profit organizations. Our services include videography, editing, script writing, music composition, animation, DVD authoring, and web-based video production. We are your Fundraising Video Specialists.

Contact: Peter Reynolds / info@ftrp.ca / 416-910-6110

Fundraising Initiatives - www.fii-ca.org

Looking to increase your monthly donor file? As a leading supplier of Face to Face monthly donor acquisition programs, Fundraising Initiatives works with non-profit organizations across Canada to increase their monthly donor files and boost their donor monthly income, and we can help you too! Visit or contact us to learn how Fundraising Initiatives is leading the way in quality donor acquisition through technology, innovation and a focus on fundraiser training programs.

Contact: Amy Kszyston / amy@cafii.ca / 416-864-9672

Giftcards for Causes – www.giftcardsforcauses.com

Giftcards for Causes helps non-profit and charitable groups raise funds through the billions of dollars of gift cards that are purchased, or which go unredeemed annually. Any size of organization can implement our solutions, which provide a significant source of new fundraising revenue. Furthermore, you'll attract new supporters to your cause as well as retaining existing ones through our 'no out of pocket' fundraising solutions.

Contact: Sean Snyder / sean@giftcardsforcauses.com / 289-639-2203 x222

GIV3 Canada – www.GIV3.ca

GIV3 is a campaign for giving to encourage Canadians to give 3% of their income and to volunteer 3 hours a month to any charitable or non-profit organization of their choice. This is a private initiative by proud Canadians working to encourage each of us to be more charitable. Our mission is simply to encourage more Canadians to be more philanthropic.

Contact: Woodrow Rosenbaum / woodrow.rosenbaum@giv3.ca / 514-312-4178

Grenville Direct Marketing

Make the most of your Direct Marketing campaign by choosing Grenville's Direct Marketing team to plan, produce, prepare and manage your communications. Armed with a unique blend of talent and equipment, Grenville offers an invaluable "Single Source" solution: Data Processing and Management, Multi-Imaging Systems, Extensive Lettershop services, Response Capture and Fulfillment, Ecommerce support, inbound Call Centre – **a truly comprehensive multi-channel solution.**

Contact: George Rachkovsky / g.rachkovsky@grenville.com or Heather Lee: h.lee@grenville.com

Harvey McKinnon Associates - www.harveymckinnon.com

HMA is an award-winning full-service direct response fundraising agency. We specialize in direct mail, fundraising audits, legacy marketing and strategy. Visit us to learn how your organization can benefit from a monthly giving program. We work with nonprofit clients across Canada and the US. Let us show you how we can dramatically increase your organization's net income!

Contact: Harvey McKinnon / info@harveymckinnon.com / 604-732-4351 x100

Hbc Gift Card – Hudson's Bay Company - www.hbccards.com

Whether you're looking to fill in product assortment gaps for your scrip program or need a fresh way to reward volunteers and fundraiser participants, Hbc Gift Cards are the perfect solution. Regardless of age or demographic, every Hbc Gift Card recipient will find something they love among the 1,000,000 products and services available at our 400+ Hudson's Bay Company family of stores across Canada.

Contact: Andrew Noonan / Andrew.noonan@hbc.com / 1-866-461-2323

Hilton Garden Inn Toronto/Vaughan - www.torontovaughan.stayhgi.com

With 8,000 sq ft of beautiful ballroom space, we welcome events up to 600 people. Located at Highways 7 and 400, we are easily accessible from all areas of the GTA. We offer flexible and memorable menus to meet your budget, along with free parking and discounted guestrooms. Preferred venue for many exquisite fundraisers, including Dreams Take Flight.

Contact: Cathy Macri / cathy.macri@hilton.com / 905-532-2240.

Home Charity Box - www.hcbcanada.com

HCB Canada is a boutique style contact centre dedicated to fundraising and non-profit donor relationship programs. HCB Canada specializes in monthly donor conversion programs, current donor upgrades, lapsed donor re-activations and medium gift programs. HCB Canada is also the exclusive North American provider of the Home Charity Box Program, a unique donor acquisition and re-activation program that converts potential and lapsed donors into long term committed givers.

Contact: Michael Blakely / mblakely@hcbcanada.com / 905-481-1729 or 1-866-416-8034

Ideavibes – Fundchange – www.ideavibes.com

Fundchange, sponsored by TELUS, uses crowdfunding and social media to help non-profits fund projects that matter. Fundchange is built on the Ideavibes Crowd Engagement Platform™ – a web platform that empowers organizations to tap into the wisdom of the crowd through crowdsourcing or crowdfunding. This platform gives corporations, governments and non-profits a tool for engagement to develop new ideas, stronger relationships and fund worthy projects.

Contact: Paul Dombowsky / paul@ideavibes.com / 613-878-1681

JMG Solutions Inc. – www.jmgsolutions.com

Since 1998, JMG Solutions Inc is Canada's oldest independent provider of solutions and training for Blackbaud's products including Raiser's Edge. We're a "one-stop" answer with leading fundraising and technology experts to assist in meeting your fundraising and operational needs while maintaining a high standard of cost effectiveness. JMG Solutions has a portfolio that will be specifically tailored to meet your needs effectively and puts technology to work for you.

Contact: Jeff Gignac, CFRE / jeff@jmgsolutions.com / 905-891-6903

Keys Direct Marketing & Communications - www.keysdirect.com

Keys Direct Marketing & Communications is a full service fundraising agency dedicated to helping our clients grow and retain their donor base. Our mission: to continually delight donors and clients by producing great results, intelligent campaigns, and second to none service. Our secret: data segmentation to create integrated on-line, direct mail, tele-fundraising and public awareness campaigns that drive donations in through all channels. For a free one-hour consultation,

Contact: Alison Keys / alison@keysdirect.com / 613-841-9850 or 1-866-885-5362.

Minerva Fundraising Services - www.webMINERVA.com and www.ims.ca

Minerva Fundraising Services provides database management, donation processing and tax receipting services to North American fundraisers. We can handle all or some of your donation processing needs including direct mail, online, telemarketing, event processing, monthly giving programs and mobile donations. We are a PCI certified service provider and a FSC certified printer.

Contact: Patrick Durbano – patrick@ims.ca - 416-620-1965 x178

Miratel Solutions Inc | *The fundraising experts* | www.miratelinc.com | 1.866.MIRATEL

Since 2000, Miratel Solutions have provided superior call centre, online and mail house fundraising services to some of Canada's largest and most reputable nonprofit organizations. With a focus on business integrity and cost-effectiveness, Miratel have successfully managed more than 40 million donor contacts and helped raise over \$1.3 billion in gross fundraising revenue. Visit us to learn more or

Contact: Tracy Ritson / tracy.ritson@miratelinc.com / 416-650-7855

Mobile Giving Foundation Canada – www.mobilegiving.ca

The Mobile Giving Foundation brings the power and reach of mobile phones to Registered Charities as a new fundraising and donor interaction mechanism. Through the Mobile Giving Foundation, Registered Charities can leverage the ubiquity of mobile without the complexity, expand and cultivate a new base of givers and create permissive donor interaction.

Contact: Katherine Winchester / kwinchester@cwta.ca / 613-233-4888 ex.216

North American Direct Marketing - www.nadminc.com

NADM Inc. provides list brokerage, list management and direct marketing services including data processing, printing and mailing services to various Organizations which includes Consumer Mailers, Business Mailers, Advertising Agencies, Government, Financial Services and Non Profit Organizations in North America and Internationally. Our Customer Acquisition solutions include List Brokerage and List Management services of Postal, Telemarketing, Email Lists, and Alternative Media.

Contact: Jannett Lewis / jannett.lewis@nadminc.com / 416-622-8700

North Park University – www.northpark.edu

North Park and AFP International have partnered to offer all Active AFP members a 45% tuition discount on courses in its School of Business and Nonprofit Management. Most programs are offered completely online. Founded in 1891, North Park is cited as One of America's Best by *U.S. News and World Report*, and offers the most comprehensive nonprofit programming in the U.S. according to *The Nonprofit Quarterly*.

Contact: Chris Nicholson at cnicholson@northpark.edu or 773-244-5518

Presidential Environment Inc. – www.presidentialenvironment.com

With a twenty year history of consulting and developing successful recognition programs in the corporate sector, and fifteen years of exploring and developing donor recognition, Presidential Environment Incorporated offers a unique service to the fund raising professional. Whether it be a distinct recognition award, give-away, or a full campaign or cumulative donor recognition system, we are pleased to respond.

Contact: Richard Howes / richard@presidentialenvironment.com / 416-960-6317

Rennick Hoppe & Associates Inc. – www.rennickhoppe.com

A leader in delivering fund development and marketing solutions to the charitable sector for 15 years, RHA excels in strategic planning, direct response, corporate sponsorship, foundation grant proposals, social media and marketing communications. Our partner company develops strategic marketing and social media initiatives for a variety of corporate clients. Integrating corporate and charitable sector strategies is what makes us *unconventional, innovative and driven*. Visit us at: rennickhoppe.com

Contact: Peter Hoppe / phoppe@rharms.com / 416-281-7816 x1

RP Graphics Group – www.rpgraphics.com

RP Graphics Group is a full service print company. Established in 1978, we have grown to become one of Canada's Top 50 print companies. For 32 years we have built long lasting relationships with many Not for Profit organizations, agencies and Corporate clients. We continuously support these organizations with our single source solutions and partnership approach to improve efficiencies, reduce costs and maximize response.

Contact: Chris Holweck / cholweck@rpgraphics.com / 905-507-7773

Safeguard Marketing Solutions - www.safeguardmarketingonline.com

Safeguard has been providing full print, & promotional products for the past 50 years across North America. As part of the Deluxe corporation we have 15 plants across Canada and the US. We are the largest cheque manufacturer in the world, and a leader in web to print, combined with Direct Mail fulfillment, catalogue manufacturing, banners, logo'd apparel, promotional products, corporate gifts and much more!

Contact: Ian Barrie / ibarrie@cogeco.net / 905-693-1976

Sherrington Douglas Associates Inc. – www.sherringtondouglas.com

Our goal is to create donor recognition and signage solutions that are distinctive and memorable. With over twenty years of experience, our services cover all facets - from initial consultation and design, to fabrication and installation. Our collaborative, holistic approach translates into a higher level of customer service and product excellence. Whether it is a customized design or an off-the-shelf product, we ensure every detail supports your brand or communications goal.

Contact: Rob Sherrington / rob@sherringtondouglas.com / 416-452-1226

Sigma Promotions - www.sigmapromotions.com

At Sigma Promotions we've worked with grassroots, national and international organizations to help promote their cause through the effective use of promotional items. We recognize the sensitivities of this industry with regards to budget constraints, appropriate donor incentives, and recognition pieces. If you're looking to raise funds, thank supporters or increase awareness we'd like to help! Call today for a planning session 905-841-9314.

Contact: Nikki Pett / nikki@sigmapromotions.com / 905-841-9314

Stratcom (Strategic Communications Inc.) - www.stratcom.ca

Stratcom creates and implements award winning, full-service fundraising and campaign strategies for non-profits. We specialize in telefundraising, direct mail, broadcast voice messaging, donor and public opinion research and communications. Our newest services include Telephone Town Halls, Family and Friends and Legacy Giving. Count on our team of experienced professionals to design innovative and integrated strategies that will generate increased net revenue and strengthen donor relationships.

Contact: Corinne Berman/ corinne.berman@stratcom.ca / 416-537-6100 x68

The Arthur Press - www.arthurpress.com

The Arthur Press Ltd., family-owned and founded in 1954, is a fully integrated solutions provider specializing in direct mail communications. We have a long and dedicated history working in the non-profit and charitable sector. Blending innovative concepts with compelling creative, and razor sharp attention to donor data, segmentation, is our formula for a winning direct mail campaign.

Contact: Grace Gravina / grace@arthurpress.com / 416-663-6001

The Cause Project – www.causeproject.com

The Cause Project is an on-line set of tools that help non-profit organizations and charities engage and manage volunteers and supporters. The Cause Project Wizard guides organizations in the creation of projects or events, auto-connects to social media networks and reaches volunteers to complete projects and tasks. The dashboard manages it all. Supporters and chapters can start projects too. It's easy! Free Trial!

Contact: Karen Goldlist / Karen@causeproject.com / 416-720-4645

The Donnée Group - www.thedonneegroup.com

Outstanding success in direct response fundraising starts with data. We'll work with you to develop **integrated, data-driven** direct response *strategies*. We'll execute those strategies by producing compelling *creative*. Most of all, we'll use our unequalled focus on the data to help you target more effectively. That means more net revenue to your organization. Spending less and getting more ... that's how *our accent is on the data*.

Contact: Angie Mackie / angie@thedonneegroup.com / 416-532-1213 x101

The Offord Group - www.theoffordgroup.com

We are a group of experienced senior philanthropic consultants who take the long view. We believe that the most successful fundraising programs are strategic and sustainable. We help our clients build their own capacity to nurture communities with a passion for their cause and to shape the conversations that matter. How can we help you?

Contact: Nicholas Offord / nicholas@theoffordgroup.com / 416-640-4136

Unxvision eSolutions - www.unxvision.com

UNX is a leader in integrated online fundraising and constituent engagement software solutions, helping Non Profits to help the world. Our solutions operate on a single online CRM database with an integrated email management system. UNX's best-of-breed solutions offer the highest level of versatility, flexibility and content manageability in the industry to ensure your online requirements are met and supporter engagement is relevant and compelling.

Contact: David Parkinson / dparkinson@unxvision.com / 416-499-5040 ext.243

Wishart Advertising + Graphic Design Inc. - www.wishart.net

We are wishart and we're Creating the Greater Good! Working with charities for over twenty years, we're committed to improving things one project, one client, one day at a time. And we're good: within the next couple of years we'll have helped Canadian charities raise over \$1 BILLION!!! It's not luck. Or one big project. Rather, it's an unflinching commitment to creating the greater good, which we share with our best and brightest clients. Rise above!

Contact: John VanDuzer / john@wishart.net / 416-535-4876 or 905-577-6290

ZipGive Mobile Fundraising – www.zipgive.com

ZipGive is Canada's leading Mobile Giving Service Provider. We specialize in mobile fundraising services for charities, non profits and political organizations. ZipGive currently works with over 100 charitable and non-profit organizations throughout Canada. Our platform makes it easy for organizations to sign up, create a campaign with a keyword and shared shortcode, and track all activity in real-time.

Contact: Ursula Addesi / ursula@zipstripe.com / 905-856-7395 x334