



# **THE SUMMIT**

**Advancing the Sector: An Action Plan**

Tuesday, May 27, 2008  
Metro Toronto Convention Centre  
South Building



## THE SUMMIT

Advancing the Sector: An Action Plan

TUESDAY, MAY 27, 2008

METRO TORONTO CONVENTION CENTRE  
SOUTH BUILDING

February 24, 2008

Dear Potential Sponsor:

The Summit will take place at the Metro Toronto Convention Centre on Tuesday, 27<sup>th</sup> May 2008. The event is jointly convened by Imagine Canada, Volunteer Canada and the Association of Fundraising Professionals (AFP), supported by the AFP Greater Toronto Chapter.

This is the first time that these three national and international organizations have come together for the benefit of the nonprofit sector in Canada. Building on the success of the annual AFP Greater Toronto Chapter's Fundraising Day, it will add a day of content, focusing on addressing an additional set of sector issues and priorities of relevance to the 3 organizations and the constituencies they serve.

With increasing public focus on the work of the nonprofit sector and on the various ways in which we ensure and fund its delivery, Summit 2008 is intended to provide the opportunity for approximately 200 of the senior executives in the nonprofit sector to define and deliver an action plan to increase their influence, resources and impact in their communities.

Today's leading corporations are motivated to address societal challenges because today's stakeholders are increasingly aware of the importance and impact of corporate decisions upon society and the environment.

Corporate Social Responsibility makes companies more innovative and competitive by enhancing the relationships within their communities.

Corporate Social Responsibility improves a company's reputation and branding.

The Summit offers your company an opportunity to showcase its corporate social responsibility goals by being involved in a unique initiative that will bring together leaders in the non-profit communities from across the country to share information on recent changes and identify practical ways to build a more sustainable third sector in Canada. Through plenary discussions and results-oriented workshops, participants will identify ways in which we can improve our sector's capacity in four broad areas: human capacity; financial capacity; public policy and government relations; and standards.

As a community minded business, we invite you to step up and have a direct and immediate impact on the not-for-profit sector by sponsoring this important event. This is an ideal opportunity to enhance your current community investment by supporting this sector-wide initiative.

## Schedule

### **PLENARIES**

#### **Opening Plenary – *Advancing the Sector***

**Presenter:** Mel Cappe, President, Institute for Research on Public Policy (IRPP)

**Facilitator:** Bill Hallett, Ph.D., ACFRE, Chair, AFP Canada Council & President, Bill Hallett Fundraising Counsel

The opening plenary will set the stage for a full day of dialogue, discussion and action-oriented planning on advancing Canada's nonprofit community. We begin with a keynote address on the state of Canada's nonprofit sector followed by a broad audience discussion on the need for change in nonprofit financial, human and policy development capacity.

#### **Lunch Plenary – *Advancing Volunteerism***

**Presenter:** Martha Parker, Board Member, The Muttart Foundation

**Facilitator:** Barney Ellis-Perry, Chair, Volunteer Canada & Director, Professional Affairs, UBC

Volunteers play a critical role in advancing the missions of Canadian nonprofits and are vital to any organization's sustainability and future. Demographic shifts and the changing paradigm of volunteer involvement means that nonprofits and voluntary organizations need to be increasingly strategic in how they engage volunteers. Hear the latest thinking and challenge your vision about volunteer involvement, its character, magnitude and impact potential, as it relates to human resource capacity in our sector

#### **Closing Plenary: *Moving from Ideas to Action***

**Presenter:** Lynne Toupin, Executive Director, Human Resource Council for the Voluntary and Non-Profit Sector

**Facilitators:** Mark Climie-Elliott, CFRE President, AFP Greater Toronto Chapter & President, Wyers Direct Inc. &

**Don McCreesh.** Chair, Imagine Canada & President, Garnet Group Inc.

You've spent the day in wide-ranging discussion and action planning with speakers and colleagues and lots of great ideas have been generated. Working with all summit participants, the closing plenary will hear summary conclusions from each workshop. The final session will secure commitments to an action plan for each to increase the influence, resources and impact of Canada's nonprofit sector on our communities.

### **SESSIONS:**

#### ***Advancing Sustainability – Growing Public and Private Funding***

**Panelists:** Hilary Pearson, President, Philanthropic Foundations Canada & Faye Wightman, President & CEO, Lower Mainland-based Vancouver Foundation

**Facilitator:** Dianne Lister, LL .B., CFRE, Vice President, External Relations & Advancement, Trent University

Government and private funding has a tremendous impact on the level of services and programs available to our communities. Hear from leaders in both these areas discuss how to grow government and philanthropic support. Explore practical strategies and actions to improve the funding marketplace in Canada.

#### ***Advancing Self-Regulation – Transparency, Governance and Accountability***

**Panelists:** Don McCreesh, Chair, Imagine Canada & President, Garnet Group Inc. & Scott Haldane, President and CEO, YMCA of Greater Toronto

**Facilitator:** Penelope Rowe, CEO, Community Services, Council of Newfoundland and Labrador

The Accountability Reference Group (ARG) is a national group of charities representatives convened by Imagine Canada to strengthen the transparency, governance and accountability of charitable organizations. Over the past 18 months it has been developing, in consultation with the nonprofit community, standards for good governance and ethical practice. Be part of a conversation with ARG Chair, Don McCreesh and other leaders in nonprofit about the benefits of self-regulations, the proposed model and how we can engage staff and volunteers in implementing the principles and practices.

#### ***Advancing Public Policy – Strategies for Success***

**Panelists:** Graham Fox, Strategic Policy Advisor, Fraser Milner Casgrain Public Policy Practice Group, Teri Kirk, Vice President, Public Policy and Regulatory Affairs, Imagine Canada & Velma McColl, Principal, Earnsccliffe Strategy Group

**Facilitator:** Sean Moore Mentor, teacher and writer on Public-Policy Advocacy

Join a conversation with key Government Relations (GR) insiders and nonprofits public policy experts as they share their experiences and insights. Help shape optimal strategies for identifying and advancing the nonprofit community's positions as a sector, improve our GR capacity and determine the role can boards and supporters plan in policy promotion.

**The Sponsorship:** This investment opportunity allows for a full package of sponsor benefits and recognition vehicles, including:

	<b>Title Sponsor \$5,000</b>	<b>Evening Reception \$1,500</b>	<b>Luncheon \$1,500</b>	<b>Name Badge &amp; Lanyards \$1,500</b>	<b>Delegate Kit \$1,000</b>
Access to delegates list both pre- and post-conference	●	●	●	●	●
Complimentary registration to attend the full day program	●x4	●x2	●x2	●x2	●x1
Link through Imagine Canada, Volunteer Canada, AFP International & AFP Greater Toronto Chapter websites	●	●	●	●	●
Logo recognition in conference brochure ( <i>if confirmed by March 3</i> )	●	●	●	●	●
Logo recognition on tent cards at each table at the luncheon	●	●	●	●	●
Logo recognition on The Summit banner	●	●	●	●	●
Opportunity for material distribution in delegate's welcome package	●	●	●	●	●
Opportunity to welcome delegates at sponsored event	●	●	●		
Full-page ad in conference brochure	●				
Logo placement on podium in sponsored event room		●	●		
Logo recognition outside sponsored event room		●	●		
Opportunity for material distribution at each place setting			●		
Logo recognition on lanyards and name badges				●	
Logo recognition on the delegate kit					●

	Plenaries Opening & Closing \$1,000 each	Workshops \$1,000 each	Breakfast & Coffee Breaks \$1,000	Registration Desk \$1,000	Book Booth \$500
Access to delegates list both pre- and post-conference	●	●	●	●	●
Link through Imagine Canada, Volunteer Canada, AFP International & AFP Greater Toronto Chapter websites	●	●	●	●	●
Logo recognition in conference brochure (if confirmed by February 15)	●	●	●	●	●
Logo recognition on The Summit banner	●	●	●	●	●
Logo recognition on tent cards at each table at the luncheon	●	●	●	●	●
Opportunity for material distribution in delegate's welcome package	●	●	●	●	●
Complimentary registration to attend the full day program	●x1	●x1	●x1	●x1	
Logo placement on podium in sponsored event room	●	●			
Logo recognition outside sponsored event room	●	●			
Opportunity for material distribution at each plenary place setting	●				
Opportunity to welcome delegates at plenary	●				
Acknowledgement by session host during session introduction and closing		●			
Banner recognition above registration desk				●	
Opportunity to welcome delegates in sponsored workshop		●			
Logo recognition at breakfast and coffee break stations			●		
Logo recognition on lanyards and name badges				●	
Complimentary luncheon passes					●x1
Recognition at book booth and career board					●

If you have any questions, please call me at 416-941-9212 or toll free (anywhere in Canada) at 1-800-796-7373, or email me at [cquigley@afptoronto.org](mailto:cquigley@afptoronto.org)

Sincerely,

Cynthia Quigley

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Manager Administration, AFP Greater Toronto Chapter