Do More Than Survive – Thrive: Strategies for Weathering the Economic Storm

Wednesday, February 11, 2009
Norwood Hotel – 112 Marion St.

ABOUT THE SESSION

These are times in which charities and non-profit organizations face opportunities and threats in equal measure. Join KCI (Ketchum Canada) Vice President Tracey Bailey, CFRE, to learn how your colleagues in organizations big and small across the country are shoring up in areas where they are weak, standing strong in the face of threats, capitalizing on their strengths to diversify their revenue streams and positioning themselves to take advantage of the opportunities that exist even in these troubled times. This presentation, prepared by tapping into the knowledge, experience and expertise of KCI consultants and the philanthropic sector's staff, board members and volunteers in every region of Canada, will help you assess your own situation, and engage your board, volunteers and donors in developing a strategic action plan for the next few years.

ABOUT THE SPEAKER

Tracey Bailey, CFRE - Vice President

Tracey Bailey is both a fundraising and communications expert. She has been writing professionally for 27 years and fund raising for 22 of those years. In the past decade, she has specialized in major gifts and campaigns, but has worked in every development function and every sector over her career - education, health, social services, arts and religious. As a communications specialist, Tracey has experience in public, government and community relations, marketing and sponsorship, and print and television journalism.

In the last 10 years Ms. Bailey has worked on seven capital campaigns with goals ranging from $3 million to $500 million.

In 2008 Ms. Bailey worked with a number of KCI clients across a variety of sectors. She provided strategic counsel, training and/or communication services to: Cambridge Memorial Hospital, St. Joseph's Health Care Hamilton, West Park Healthcare Centre, The Michener Institute, Bloorview Kids Foundation, The University of Waterloo, World Vision Canada, Ryerson University, The University of Western Ontario, Laurentian University, Cambrian College and the Canadian Institute for Advanced Research.

Ms. Bailey's volunteer work in the community is extensive. She currently serves on the Advisory Council of the Salvation Army, Central Division as well as several smaller non-profit organizations with a focus on international development and education.

AGENDA

11:30 a.m.	Registration & Networking
12:00 Noon	Luncheon / Speaker
1:30 p.m.	Adjournment

REGISTRATION FORM

NAME_____

ORGANIZATION_____

_____

ADDRESS_____

CITY_____PROV_____POSTAL CODE_____

TEL:_____

EMAIL_____

FEES:

❍ AFP Members - $25.00 ❍ CAGP Members - $25.00
❍ Non-Members - $40.00

PAYMENT:

❍ Cheque (Payment On-Site) –
Payable to AFP Manitoba Chapter

❍ Please Invoice – Provide Contact Person's Email:

❍ ____Visa ____Mastercard

_____ _____ _____ _____ _____ (Exp. mm___/yy___)

NOTE: Visa transactions are processed through the Victoria Hospital Foundation.

SPECIAL DIETARY REQUIREMENTS

❍ Allergies ❍ Vegetarian

Note your allergies:_____

HOW TO REGISTER

FAX COMPLETED FORM TO 897-8094
Or
IF MAILING SEND ORIGINAL FORM AND PAYMENT TO:
Lise Carbonneau, Administrator
AFP Manitoba Chapter
950 Borebank Street
Winnipeg, MB R3N 1G6
Tel: (204) 832-1512 / Fax: (204) 897-8094
Email inquiries: whirlwind@shaw.ca

Registration deadline is 4:30 P.M. on FRIDAY, FEBRUARY 6, 2009

Cancellation Policy: Substitutions are welcome. However should you wish to cancel full refunds are provided up to February 6, 2009. No-shows are subject to the full event fee.