

**Program**

**2025 Faith, Fundraising and Communication Symposium**

***“Learn. Network. Be Inspired.”***

**Hope City Church, Edmonton, Alberta**

[www.ffcsymposium.net](http://www.ffcsymposium.net)

**Monday, May 26, 2025**

7:30 am	<b>Registration, Breakfast and Sponsor Showcase</b>
8:30 am	<b>Welcome</b> Randy Tonn, Vice President of Mission Effectiveness Shepherd’s Care Foundation
8:40 am	<b>Doing Good</b> Rachel From, Manager of Development and Communications Calgary Dream Centre
9:00 am	<b>Movement Break</b>
9:05 am	<b>Breakout Sessions A</b>
	<b>A1</b> <b><i>A Guide to Nonprofit Video Storytelling</i></b> David Ovelson, Film Producer Anthem Creative
	<b>A2 (Room 1039)</b> <b><i>Tips on utilizing Artificial Intelligence for Fundraising</i></b> Randy Klassen, Associate Consultant Global Philanthropic Inc. (Canada)
	<b>A3</b> <b><i>Social Media – How to build your donor relationships</i></b> Isabella Richards, Development Assistant Loaves & Fishes Community Food Bank
	<b>A4</b> <b><i>Six Keys to Building a Highly Effective Board: What Every Nonprofit Leader Needs to Know</i></b> Dwayne Cline, President Cline Consulting
	<b>A5</b> <b><i>The ultimate guide for Peer-to-Peer Fundraising</i></b> Shellie Wolverton, Director of Campaign Success Blue Sea Foundation
10:00 am	<b>Coffee and Networking Break</b>
10:20 am	<b>Breakout Sessions B</b>
	<b>B1</b> <b><i>A Guide to Nonprofit Video Storytelling</i></b>

	David Ovelson, Film Producer Anthem Creative
	<b>B2</b> <i>Tips on utilizing Artificial Intelligence for Fundraising</i> Randy Klassen, Associate Consultant Global Philanthropic Inc. (Canada)
	<b>B3</b> <i>Social Media – How to build your donor relationships</i> Isabella Richards, Development Assistant Loaves & Fishes Community Food Bank
	<b>B4</b> <i>Six Keys to Building a Highly Effective Board: What Every Nonprofit Leader Needs to Know</i> Dwayne Cline, President Cline Consulting
	<b>B5</b> <i>The ultimate guide for Peer-to-Peer Fundraising</i> Shellie Wolverton, Director of Campaign Success Blue Sea Foundation
11:15 am	<b>Movement Break</b>
11:20 am	<i>Strategies for fostering a vibrant corporate culture on your Team</i> Darryl Anderson Executive Director Mercy Ships Canada
12:00 pm	<b>Networking Lunch and Sponsor Showcase</b>
12:45 pm	<b>Breakout Sessions C</b>
	<b>C1</b> <i>What Your Event Strategy Says About Your Stewardship Strategy</i> Rachel From, Manager of Development and Communications Calgary Dream Centre
	<b>C2</b> <i>Choosing and Utilizing the right Technology Tools to have your Organization Thrive</i> Sam Kirk, Sr. Director of Client & Partner Engagement Quartermaster
	<b>C3</b> <i>Newsletters: Engaging Donors and Driving Results</i> Elizabeth Banman, Director of Donor Engagement The Salvation Army Canada and Bermuda
	<b>C4</b> <i>5 Signs that it is Time to refresh your Website</i> Colten Nahrebeski, President Clickex
	<b>C5</b> <i>Tips and Tricks for Small Shop Fundraising</i> Adrienne Nolan, Senior Consultant Global Philanthropic Inc. (Canada)

1:40 pm	<b>Movement Break</b>
1:45 pm	<b>Breakout Sessions D</b>
	<b>D1</b> <i>What Your Event Strategy Says About Your Stewardship Strategy</i> Rachel From, Manager of Development and Communications Calgary Dream Centre
	<b>D2</b> <i>Choosing and utilizing the right Technology Tools to have your Organization Thrive</i> Sam Kirk, Sr. Director of Client & Partner Engagement Quartermaster
	<b>D3</b> <i>Newsletters: Engaging Donors and Driving Results</i> Elizabeth Banman, Director of Donor Engagement The Salvation Army Canada and Bermuda
	<b>D4</b> <i>5 Signs that it is Time to refresh your Website</i> Colten Nahrebeski, President Clickex
	<b>D5</b> <i>Tips and Tricks for Small Shop Fundraising</i> Adrienne Nolan, Senior Consultant Global Philanthropic Inc. (Canada)
2:40 pm	<b>Coffee and Networking Break</b>
3:00 pm	<b>Breakout Sessions E</b>
	<b>E1</b> <i>The Power of Moments: Maximizing Donor Giving &amp; Generosity During Faith-Based Holidays</i> Matt Hussey, Lead Strategist and Founder Generosity X
	<b>E2</b> <i>Business Essentials in Launching a Social Enterprise</i> Michael Ferber, Dean Leder School of Business at The King's University
	<b>E3</b> <i>Direct Mail: Basic but Important Considerations for Fundraising Success</i> Dan Matthys, Principal MIRACA direct
	<b>E4</b> <i>Shared Sense of Purpose – The secret sauce of success to your Charity's Business Relationships</i> John Veldkamp, CEO Christian Credit Union
	<b>E5</b> <i>12 Creative Ways to Communicate your 2025 Impact</i> Stephane Hache, Director, Development & Community Relations Catholic Social Services Alberta

4:00 pm	<b>Dinner &amp; Evening Activities</b> <i>On your Own. Spend time with colleagues, friends both new and familiar!</i> Or, join with colleagues on one of the organized activities: <ol style="list-style-type: none"> <li>1. Dinner and River Valley Nature Hike.</li> <li>2. BBQ, interaction with leadership of a Recovery Centre</li> <li>3. Dinner, interaction with leadership, and tour of a Senior's Care Centre</li> </ol>
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**Tuesday, May 27, 2025**

7:30 am	<b>Registration, Breakfast and Sponsor Displays</b>
8:20 am	<b>Welcome</b> Randy Tonn, Vice President of Mission Effectiveness Shepherd's Care Foundation
8:30 am	<b>Panel Discussion</b> <i>Do you view Fundraising as a Business, or an Emotional Exercise, or a Faith-Guided Journey, or just a Sales Job?</i> Juli Holland, Engagement Lead, Adeara Recovery Centre Joshua Marshall, CEO, Jirah Growth Partners Quentin Fincaryk, Chief Development Officer, Alpha Canada Shellie Wolverton, Director of Campaign Success, Blue Sea Foundation
9:30 am	<b>Breakout Sessions F</b>
	<b>F1</b> <i>Stop Being a "Best Kept Secret": 5 Keys to Building Brand Awareness</i> Ellen Graf-Martin, President Graf Martin Communications
	<b>F2</b> <i>Is your Charity set-up for Innovative Giving Channels (Donor Advised Funds, Charitable Gift Annuities, and Life Insurance Policies)?</i> Lysa Van Herk, Wealth Advisor Aviso Wealth and Christian Credit Union
	<b>Session F3</b> <i>Planning and Implementing a Capital Campaign (Part 1)</i> Steve Gutknecht, Development Director     Joshua Marshall, Principal Vernon Christian School.                             Jirah Growth Partners
	<b>Session F4</b> <i>Building and Growing Community Partnerships with corporate donors.</i> Abby Sauchuk, Director of Development Loaves and Fishes Community Food Bank
	<b>F5</b> <i>Digital Fundraising: Take it Up a Notch</i> Elio Rea, Digital Fundraising Manager The Salvation Army Canada and Bermuda
10:25 am	<b>Coffee and Networking Break</b>
10:45 am	<b>Breakout Sessions G</b>
	<b>G1</b>

	<p><b><i>Stop Being a “Best Kept Secret”: 5 Keys to Building Brand Awareness</i></b> Ellen Graf-Martin, President Graf Martin Communications</p>
	<p><b>G2</b> <b><i>Is your Charity set-up for Innovative Giving Channels (Donor Advised Funds, Charitable Gift Annuities, and Life Insurance Policies)?</i></b> Lysa Van Herk, Wealth Advisor Aviso Wealth and Christian Credit Union</p>
	<p><b>G3</b> <b><i>Planning and Implementing a Capital Campaign (Part 2)</i></b> Steve Gutknecht, Development Director     Joshua Marshall, Principal Vernon Christian School.                                         Jirah Growth Partners</p>
	<p><b>G4</b> <b><i>Building and Growing Community Partnerships with corporate donors</i></b> Abby Sauchuk, Director of Development Loaves and Fishes Community Food Bank</p>
	<p><b>G5</b> <b><i>Digital Fundraising: Take it Up a Notch</i></b> Elio Rea, Digital Fundraising Manager The Salvation Army Canada and Bermuda</p>
11:40 am	<b>Networking Lunch and Sponsor Showcase</b>
12:40 pm	<b><i>Conference around a Table</i></b> (Organized Table Networking Sessions)
1:35 pm	<b>Movement Break</b>
1:40 pm	<b>Breakout Sessions G</b>
	<p><b>H1</b> <b><i>Key Elements in successful International Relief fundraising</i></b> Laura Solberg, Executive Director Kentro Christian Network</p>
	<p><b>H2</b> <b><i>What can a Legacy Giving Program look like in your organization?</i></b> Lorne Jackson, President Advisors with Purpose</p>
	<p><b>H3</b> <b><i>Executive Panel: Challenges and Successes in the C-Suite</i></b> (Moderated by Dwayne Cline, President, Cline Consulting)</p> <ul style="list-style-type: none"> <li>● Violet Hayes, Executive Director, Island Crisis Care Society</li> <li>● Daryl Anderson, Executive Director, Mercy Ships Canada</li> <li>● John Veldkamp, CEO, Christian Credit Union</li> <li>● TBA</li> </ul>
	<p><b>H4</b> <b><i>The 5 questions you must answer for successful social media communication</i></b> Rebecca Peters, Director of Communications &amp; Resource Development Pregnancy Care Canada</p>
	<p><b>H5</b> <b><i>The Power of Moments: Maximizing Donor Giving &amp; Generosity During Faith-Based Holidays</i></b></p>

	Matt Hussey, Lead Strategist and Founder Generosity X
2:40 pm	<b>Coffee and Networking Break</b>
3:00 pm	<i>Do you Chase Donors, or Attract them?</i> Quentin Fincaryk, Chief Development Officer Alpha Canada
3:40 pm	<b>Closing Remarks</b> Randy Tonn, Vice President of Mission Effectiveness Shepherd's Care Foundation