



# Faith, Fundraising and Communication Symposium 2026

LEARN. NETWORK. BE INSPIRED.

**Prairie College, Three Hills, Alberta**

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

**Saturday, May 23, 2026**

	<p><b>Rosebud Theatre School of the Arts</b> <b>Dinner Theatre</b> 202 Martin Avenue Rosebud, AB T0J 2T0 1-800-267-7553 <a href="https://www.rosebudtheatre.com/shows/hurry-hard">https://www.rosebudtheatre.com/shows/hurry-hard</a> FFC Symposium Guests 15% Discount Code: <b>FFCHURRYHARD</b></p> <p>Matinee Performance - Buffet Available 11:00am - 1:00pm, Showtime 1:30pm</p> <p>Evening Performance - Buffet Available 5:00pm - 7:00pm, Showtime 7:30pm</p>
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**Sunday, May 24, 2026**

4:00 to 7:00 pm	<p><b>Explore the Canadian Badlands - Hike and Dinner</b> (Meet at the Canadian Badlands Passion Play Amphitheatre in Drumheller, AB) <b>Hosted by Wilf Golbeck</b> (Additional registration required)</p>
6:00 to 8:00 pm	<p><b>Early Registration and Check-in</b> (optional)</p>

**Monday, May 25, 2026**

7:30 to 8:30 am	<b>Networking Breakfast</b>
8:30 to 9:45 am	<b>Registration</b> <b>Exhibitor Showcase Open</b>
8:30 to 9:30 am	<b>Tactical Breakout Sessions (T)</b>
	<b>T1 - Five practical and high-impact tips to make your next fundraising auction a smashing success</b> Britni Brady, Fundraising Specialist with Social Impact Consultancy, representing Bid Beacon
	<b>T2 - Everything you always wanted to know about obtaining grants</b> Kristen Visser, Founder & CEO, Grantsimple
	<b>T3 - Eliminating Silos – Alignment and Organizational Health in Fundraising</b> Dwayne Cline, Founder & Principal, and Deanna Spoelstra, Senior Associate, Cline Consulting
	<b>T4 - Building a Video Story</b> Nigel Hinds, Creative Strategist, Nudge Creative
9:45	<b>Welcome</b>
9:50 to 10:30 am	<b>Opening Keynote</b> <b><i>Cooperation, not Competition: The benefits of working together for Not-for-Profit Organizations</i></b> Mark Maxwell, President, Prairie College
10:30 to 10:50 am	<b>Break</b>
10:50 to 11:45 am	<b>Breakout Sessions A</b>
	<b>A1 - Building a Communication Plan when Everything Keeps Changing</b> Veronica Pellini, Graf-Martin
	<b>A2 - Let's Get Serious about AI and Fundraising</b> Jeff Golby, CEO & Founder, WellFunded
	<b>A3 - The Campaign Experience: Lessons from the Coldest Night of the Year</b> Jen Taylor, Chief Operations Officer, Blue Sea Foundation
	<b>A4 - What I wish I knew BEFORE becoming a Not-for-Profit Executive Director</b> Wilf Golbeck, President, Skyline Communications
	<b>A5 - Mastering the Art of Personal Support Raising</b> Mike Manning, Consultant, The Focus Group

11:45 to 12:45	<b>Lunch</b>
12:45 to 1:40 pm	<b>Breakout Sessions B</b>
	<b>B1 - <i>Building a Communication Plan when Everything Keeps Changing</i></b> Veronica Pellini, Graf-Martin
	<b>B2 - <i>Let's Get Serious about AI and Fundraising</i></b> Jeff Golby, CEO & Founder, WellFunded
	<b>B3 - <i>How to Recruit the Right People for the Board of your Organization</i></b> Dwayne Cline, Founder & Principal, Cline Consulting
	<b>B4 - <i>The Leadership Playbook They Forgot to Give you - Women in Leadership</i></b> Panel Discussion <ul style="list-style-type: none"> <li>● Ellen Graf-Martin - President &amp; Chief Marketing Strategist, Graf-Martin Communications Inc.</li> <li>● Jaya James - Executive Director, Hope House Guelph Community Food Centre</li> <li>● Hieke Morton, Founder &amp; Executive Director, Gathering Markit</li> <li>● Adele Diffey, Executive Director, Rising Above, Grande Prairie</li> <li>● Moderator: Lori Patrick, Executive Director, Adeara Recovery Centre</li> </ul>
	<b>B5 - <i>From Transactional to Transformational Fundraising: How Building Community Drives Long-Term Giving</i></b> Daniel Hussey, Managing Partner, Hussey Philanthropic Consulting Inc.
1:40 to 2:00 pm	<b>Break</b>
2:00 to 2:55 pm	<b>Breakout Sessions C</b>
	<b>C1 - <i>Digital Engagement: Take it up a Notch!</i></b> Glenn van Gluik, Director of Strategic Engagement and Brand, The Salvation Army Canada and Bermuda
	<b>C2 - <i>2026 Trends in Fundraising</i></b> Richard Walker, Senior Partner, Global Philanthropic
	<b>C3 - <i>Tools for Donor Stewardship and the Value of a Dynamite Annual Report</i></b> Sara Lewis, National Director of Development, Partnerships & Stewardship, The Salvation Army Canada and Bermuda
	<b>C4 - <i>What Happens Between the Asks: Unexpected Tactics that Build Donor Loyalty</i></b> Brad Quiring, Founder & Lead Strategist, Sidekick Fundraising Inc.
	<b>C5 - <i>Leveraging mission in engaging stakeholders in education (round table discussion)</i></b> Kevin Foth, Academic Dean, Pamela Fraser, Managing Director of Admissions and Marketing, Prairie College

2:55 to 3:15 pm	<b>Break</b>
3:15 to 4:10 pm	<b>Breakout Sessions D</b>
	<b>D1 - Digital Engagement: Take it up a Notch!</b> Corey Robert, Director of Strategic Engagement and Brand, The Salvation Army Canada and Bermuda
	<b>D2 - 2026 Trends in Fundraising</b> Richard Walker, Senior Partner, Global Philanthropic
	<b>D3 - A career in the Not-for-Profit Sector? Thoughts from Gen Z</b> Sarah Cornock, Engagement Coordinator, Shiloh Youth Ranch
	<b>D4 - From Transactional to Transformational Fundraising: How Building Community Drives Long-Term Giving</b> Daniel Hussey, Managing Partner, Hussey Philanthropic Consulting Inc.
4:15 pm	<b>Day 1 Wrap-Up</b>
6:00 pm	<b>Keynote Dinner</b>  <b>Distinguished Guest Speaker:</b> <b>Alan Barnhart</b> Barnhart Crane, Kingdom Companies Group <b>Topic: Stewardship For Impact</b>
	<b>Join in on Optional Evening Activities</b>  <b>Rick Downs Athletic Centre open</b>  <b>Pickleball at Outdoor Tennis Courts</b>  <b>Networking in the Maxwell Atrium</b>  <b>Disc Golf at Prairie College</b>

## Tuesday, May 26, 2026

7:30 to 8:30 am	<b>Breakfast</b>
8:45 to 9:45 am	<p><b>An Eventual Discussion: The Future of Fundraising Events</b>            Panel Discussion</p> <ul style="list-style-type: none"> <li>● Mike Manning - Consultant, The Focus Group</li> <li>● Jen Taylor - Chief Operations Officer, Blue Sea Foundation</li> <li>● Jaya James - Executive Director, Hope House Guelph Community Food Centre</li> <li>● Kevin Wiebe, Donor Relations Manager, Hope Mission</li> <li>● Moderator: Deanna Spoelstra, Senior Associate, Cline Consulting</li> </ul>
9:45 to 10:05 am	<b>Break</b>
10:05 to 11:00 am	<b>Breakout Sessions E</b>
	<p><b>E1 - <i>Bring Creativity to Your Digital Campaign</i></b>            Abigail Stearns, Marketing Coordinator, Christian Credit Union</p>
	<p><b>E2 - <i>Is your Charity attractive to Donor Advised Funds (DAF)?</i></b>            Tammy Kyte, Executive Director, GiveWise Foundation Canada</p>
	<p><b>E3 - <i>Tips, Tricks and Technology for running your own successful Peer to Peer Fundraising Event</i></b>            Kevin Wiebe, Donor Relations Manager, Hope Mission</p>
	<p><b>E4 - <i>Make your AGM a Useful and Important part of your mission</i></b>            John Veldkamp, Chief Executive Officer, Christian Credit Union</p>
	<p><b>E5 - <i>21st Century Fundraising for International Projects: The Big Questions</i></b>            Ray Sawatsky, President, Kinvest Venture Partners</p>
	<p><b>E6 - <i>What is the Pastor's Role in Fundraising?</i></b>            Andy Moffat, First Baptist Olds</p>
11:00 to 11:20 am	<b>Break</b>
11:20 to 12:15	<b>Breakout Sessions F</b>
	<p><b>F1 - <i>Bring Creativity to Your Digital Campaign</i></b>            Abigail Stearns, Marketing Coordinator, Christian Credit Union</p>
	<p><b>F2 - <i>Is your Charity attractive to Donor Advised Funds (DAF)?</i></b>            Tammy Kyte, Executive Director, GiveWise Foundation Canada</p>

	<p><b>F3 - <i>Tips, Tricks and Technology for running your own successful Peer to Peer Fundraising Event</i></b> Kevin Wiebe, Donor Relations Manager, Hope Mission</p>
	<p><b>F4 - <i>Make your AGM a Useful and Important part of your mission</i></b> John Veldkamp, Chief Executive Officer, Christian Credit Union</p>
	<p><b>F5 - <i>Five Keys for a Successful Capital Campaign</i></b> Gordon Dirks, Campaign Director, Prairie College Campaign for Greater Impact</p>
12:15 to 1:20 pm	<b>Lunch and Round Table Networking</b>
1:20 to 2:10 pm	<p><b>Keynote</b></p> <ul style="list-style-type: none"> <li>● <b><i>Panel Discussion - Rapid Fire Q&amp;A</i></b> Representatives from Non-Profits Moderator: Daniel Hussey, Managing Partner, Hussey Philanthropic Consulting Inc.</li> </ul>
2:10 to 2:45 pm	<p><b>Closing Keynote</b> <b><i>You and Your Work Matters</i></b> Ellen Graf-Martin, President, Graf Martin Communications</p>
2:45 pm	<b>Wrap Up &amp; Check Out</b>