

Canada's 39th Annual Christian

# Leadership & Stewardship CONFERENCE



CANADIAN COUNCIL *of* CHRISTIAN CHARITIES  
ADVANCING MINISTRY TOGETHER

SEPTEMBER 27-29/2011 / MISSISSAUGA, ONTARIO / [WWW.CCCC.ORG/CONFERENCE](http://WWW.CCCC.ORG/CONFERENCE)

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**THE CONFERENCE RUNS FROM  
TUESDAY, SEPTEMBER 27, 7:30 AM TO  
THURSDAY, SEPTEMBER 29, 2011, 10:30 AM  
AT THE STAGE WEST HOTEL  
5400 DIXIE ROAD, MISSISSAUGA, ONTARIO.**  
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## **ACCOMMODATION**

Registrants are responsible for booking their own accommodation. A block of discounted rooms has been reserved at the Stage West Hotel at a special rate of \$116.99 plus taxes for single or double occupancy. To take advantage of this rate **book before Friday, August 26, 2011** and mention the CCCC Annual Conference when booking your room. To make your reservations please call: 905-238-0159 or toll free: 800-668-9887.

## **AIRPORT SHUTTLE**

Complimentary Airport Shuttle Service to and from Lester B. Pearson International Airport is provided upon request. To arrange for shuttle pick-up from the airport, Stage West Hotel has provided a courtesy phone at Terminals 1, 2 and 3 on the Hotel Information Board. For a return trip to the airport you may arrange this with a Stage West bell person at least 30 minutes prior to your departure.

## **REGISTRATION**

Save money by registering before August 26. See back cover for full registration details. Please make cheques payable to CCCC, or pay by VISA, MasterCard, American Express, or online at [www.cccc.org/conference](http://www.cccc.org/conference).

## **SPOUSES OF REGISTRANTS**

We have a special rate for spouses of registrants. Early registration is \$150 (up to August 26) or \$200 for registrations received after August 26. This fee covers attendance at all sessions and meals.

## **REFUND POLICY**

Full refunds up to and including August 26; 50% up to and including September 12; no refunds after September 12.

## **CONFERENCE CHECK-IN & INFORMATION DESK HOURS OF OPERATION**

Monday, September 26 from 4 - 8 pm and throughout the conference (opening at 7:30 am each morning).

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# Conference Agenda

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## MONDAY

- 4:00-8:00 Registration Desk Open
- 8:00-10:00 Coffee House (A casual time of fellowship, networking & refreshments)

## TUESDAY

- 7:30-5:15 Registration Desk Open
- 7:15-8:15 CEO Breakfast (by invitation)
- 8:30-8:50 Worship - Joshua Seller
- 8:50-9:30 Spiritual Challenge - Paul Bramer
- 9:30-10:30 Plenary Session - Barbara Killinger \*
- 10:30-11:00 Break
- 11:00-12:15 Workshops
- 12:15-1:30 Lunch
- 1:30-2:45 Workshops
- 2:45-3:15 Break
- 3:15-4:30 Workshops
- 4:30 Free Time

## WEDNESDAY

- 7:30-5:15 Registration Desk Open
- 8:30-8:50 Worship - Joshua Seller
- 8:50-9:30 Spiritual Challenge - Paul Bramer
- 9:30-10:30 Plenary Session - Pat Nixon
- 10:30-11:00 Break
- 11:00-12:15 Workshops
- 12:15-1:30 Lunch
- 1:30-2:45 Workshops
- 2:45-3:15 Break
- 3:15-4:30 Workshops
- 4:30-6:30 Free Time
- 6:30-8:30 Banquet Speaker  
- Alana Walker Carpenter

## THURSDAY

- 7:30-11:00 Registration Desk Open
- 8:30-8:50 Worship - Joshua Seller
- 8:50-9:30 Spiritual Challenge - Paul Bramer
- 9:30-10:30 Plenary Session - Nigel Paul

\* Indicates a session that will NOT be recorded for purchase.

# Plenary Speakers



## PAUL BRAMER

Professor of Christian Formation & Leadership  
Tyndale University College & Seminary

Paul Bramer is Professor of Christian Formation and Leadership at Tyndale Seminary in Toronto. He has a long career in teaching at all levels, including teaching Christian Education at Ontario Bible College in the early 90's and then directing the MA in Christian Formation at North Park Theological Seminary in Chicago before returning to Canada to develop Tyndale's new Doctor of Ministry program in 2008. Paul has a PhD from Trinity Evangelical

Divinity School in Education Studies focusing on spiritual formation, a Masters in Educational Administration from Brock University, and undergraduate degrees from the University of Toronto. He has further theological studies at a variety of seminaries and spiritual direction training through Shalem Institute, Washington, DC. He is ordained in the Evangelical Covenant Church.

### *Spiritual Challenge – 8:50 am to 9:30 am*

- > Tuesday - Leadership and the Call
- > Wednesday - Leadership and the Cross
- > Thursday - Leadership and the Community



## BARBARA KILLINGER

Clinical Psychologist and Author

Dr. Barbara Killinger is a Toronto author and clinical psychologist in private practice who works with clients on developing the inner balance necessary to live a healthy lifestyle. Her degrees are from the University of Western Ontario and York University. Her Ph. D. dissertation was the first empirical study on humour in psychotherapy, and she also is a pioneer in the field of workaholism.

**\* Session recording not available for purchase.**

### *Plenary Session – Workaholism & The Loss of Integrity Tuesday, 9:30 am to 10:30 am*

Why are we hearing so many frequently shocking news stories today telling us about yet another seemingly "successful" public figure or member of the corporate elite who has committed fraud, an act of professional misconduct, personal infidelity, or suicide? A first step in answering this important question, as well as, why in our own lives we are experiencing a worrisome breakdown of societal values and a lack of civility, is to gain an understanding of the link between the inner dynamics involved in workaholism and the tragic lack of integrity.

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## PAT NIXON

National Coordinator, Street Level Canada

Pat Nixon was plunged into homelessness at twelve years old, eventually rescued by outreach workers who introduced him to the love and mercy of Jesus Christ. He has been a top leader in the development of ministries of compassion, peace and justice all across Canada. Though most of his work has been in the development of the Mustard Seed Street Ministry in Calgary today he is in a new role as National Coordinator of Street Level Canada.

### *Plenary Session – Great Worship at Ugly St. & Despair Ave.*

#### **Wednesday, 9:30 am to 10:30 am**

What works? During my tours of Canada I have visited thousands of people who worship God through ministries of compassion, today I will raise their flag and let you know what I think they get right. I will present ideas of how our collaboration can make an even greater difference in the lives of the poor, the reputation of the church and ultimately in the building of Christ's Kingdom.

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### **NIGEL PAUL**

Founder & Director, Moveln

Nigel Paul, 30, is the Founder and Director of Moveln, a movement of teams of praying Christians in poor, least-reached, highest-density communities in Toronto, Kitchener, Ottawa, and Hamilton. God gave Nigel the vision for the Moveln movement two years ago when he was living in one of these least-reached neighbourhoods and praying with others for neighbours. The ministry is based on John 1:14: "The Word became flesh and dwelled among us."

#### *Plenary Session – We Must Be Broken*

**Thursday, 9:30 am to 10:30 am**

In Moveln, our calling is to mobilize regular Christians into communities of need, to live and pray among the poor and marginalized. But whatever our ministry - whether we work among people who are middle-class, poor or rich - each of us must be broken before God and others. As Jesus put it in the very first beatitude in Matthew 5, "Blessed are the poor in spirit, for theirs is the Kingdom of heaven."

*We gratefully acknowledge sponsorship of this session by:*



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### **ALANA WALKER CARPENTER**

Founder & CEO, Intriciti

Intriciti is a ministry for business leaders. Alana's passion is to inspire business leaders to integrate their faith and business through innovative events, individual and group coaching, roundtable discussions, leadership development, and philanthropic initiatives. Through these five business practices, Alana and her team connect with business leaders to bring them from corporate success to an authentic relationship with Christ.

#### *Banquet Presentation – Exposed*

**Wednesday, 6:30 pm**

In a world obsessed by image, it is not surprising that being transparent is a complex and tangled process. To be transparent is an essential condition for an open exchange in all of our relationships. However, it is difficult to be transparent within a culture that is driven by success.

Drawing on both her corporate and ministry experience, Alana will share about our need to be transparent with God, ourselves and each other.

## **Worship**



### **JOSHUA SELLER**

Director of Worship, Harvest Bible Church

Based out of Harvest Bible Chapel in Oakville, ON, singer/songwriter/worship leader Joshua Seller represents a breath of fresh air in both Canadian church-culture and the larger Christian music industry too. Seller is passionate about the church, plain and simple. "The heart of why I write and sing is to make Jesus known and lead people into his presence." Whether with local congregations in Ontario or on larger stages throughout North America, Joshua Seller's passionate songs and servant-heart will continue to inspire and draw people in closer and closer to where God is leading.

#### *Morning Worship*

> Tuesday, 8:30 am to 8:50 am

> Wednesday, 8:30 am to 8:50 am

> Thursday, 8:30 am to 8:50 am



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# Conference Sponsors

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## COFFEE HOUSE

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## TUESDAY LUNCHEON

We gratefully acknowledge sponsorship of our Luncheon by:

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## WEDNESDAY LUNCHEON

We gratefully acknowledge sponsorship of our Luncheon by:

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## CEO BREAKFAST

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**Please note:** An asterisk next to a workshop title indicates a session that will NOT be recorded for purchase.

All other sessions may be purchased and picked up at the conference.



# Tuesday Workshops

Program is subject to change

## Workshop Tracks

11:00 am - 12:15 pm

1:30 pm - 2:45 pm

3:15 pm - 4:30 pm

<b>CEO</b>	1 Creating a Transformational Team Culture –Darren DeGraaf	2 Measuring the Unmeasurable –Jeremy Bell	3 Talent Management: A Strategic Imperative –Peter Dickens
<b>Charity Leadership</b>	7 Micah 6:8: A Biblical Framework for High Performance Leadership –Richard Biery	8 Collaboration That Works –Mark Petersen & Panel	9 Charity 101 –Gilbert Langerak
<b>Governance</b>	13 The New Canada Not-For-Profit Corporations Act - I –Cliff Goldfarb, Robert Hayhoe & Brenda Taylor	14 The New Canada Not-For-Profit Corporations Act - II –Cliff Goldfarb, Robert Hayhoe & Brenda Taylor	15 From “Ho-hum” to “High value-added” Board Meetings –John Pellowe
<b>Church</b>	19 Growing Up: Moving from Small Church Mentality to Growing Church Reality –Marilyn Hiebert	20 Managing the Big Fat Changes at Church! –Peggy Grall	21 The Potential of Moving Beyond the Offering Plate –Henry Eygenraam
<b>Media &amp; Technology</b>	25 Smart Giving with Smart-phones: Mobile Fundraising Beyond Text-to-Donate * –Claire Kerr & Patrick Egan	26 Your Digital Future: What You Need to Know About Today's Technology Trends * –Tierney Smith & Lori Smith	27 A Walk in the Cloud - Is Cloud Computing Right for You? * –Tierney Smith & Lori Smith
<b>Human Resources</b>	31 Who Are These People and Why Are They Driving Me Crazy? –Peggy Grall	32 Employee versus Independent Contractor? * –Patrick Boyle	33 Developments in Accessibility Law for Persons with Disabilities –Paul Broad
<b>Legal Issues</b>	37 Religious Freedom and Christian Organizations –Janet Epp Buckingham	38 You Shall Not Steal [Exodus 20:2-17] * –Paul Spurgeon	39 Quiz the Whiz * –David Amy, Patrick Boyle, Robert Hayhoe & Adrian Miedema
<b>Finance</b>	43 Books & Records: When to Stow Them - When to Throw Them –David Johnson	44 The Threat of Terrorism – How Charities can Protect Themselves * –Alastair Bland	45 Measuring Intangible Outcomes in Ministries –Richard Biery
<b>Stewardship (Track I)</b>	49 Discover Your Organization's Fundraising Philosophy –Shelley Cochrane	50 “You Got Chocolate in My Peanut Butter” Synchronizing Online & Offline Giving * –Claire Kerr & Patrick Egan	51 Small Online Initiatives Can Reap Big Rewards –Christina de Jong
<b>Stewardship (Track II)</b>	55 Diverse Donor Communities –Matthew Gibbins & Jusep Sim	56 Inside the Mind of a Major Donor –Chris Wignall & Panel	57 Become a Master Fundraiser and Even Enjoy It! –Shelley Cochrane

\* Indicates a session that will NOT be recorded for purchase.



# Wednesday Workshops

Program is subject to change

Workshop Tracks	11:00 am - 12:15 pm	1:30 pm - 2:45 pm	3:15 pm - 4:30 pm
<b>CEO</b>	4 Two Virtues Needed to Avoid the Perils of Being the Boss –Adam Barkman	5 What's Got Your Attention? Confessions From an Easily Distracted Leader –Gary Nelson	6 Creating a Dashboard That Works –Brent Fearon
<b>Charity Leadership</b>	10 Fulfilling Big Purposes Through Small Charities –Lawrence Lutgendorff	11 Risk Management: The Top Ten List of Liability Risks Facing Christian Charities –Ken Hall	12 Developing a Philosophy of Leadership –Paul Bramer
<b>Governance</b>	16 Big Mistakes That Boards Make * –Mary Lynn McPherson	17 Taking the Mystery Out of Policy Governance –John Pellowe	18 What Governance Model Should You Choose? –Larry Nelson
<b>Church</b>	22 Precious Cargo: Managing Transportation Risks for Churches and Charities –Ken Hall	23 Unraveling the Business Challenges of Church Leaders (Part I) –Paul Bates	24 Unraveling the Business Challenges of Church Leaders (Part II) –Paul Bates
<b>Media &amp; Technology</b>	28 Promoting Your Charity in the Google Era –Enn Martin	29 Developing a Social Media Strategy * –Andrea Berry	30 Measuring Your Social Media Strategy * –Andrea Berry
<b>Human Resources</b>	34 Lifestyle & Doctrinal Statements –Adrian Miedema	35 A Christian Perspective on Performance Management –Barry Slauenwhite	36 Employment Contracts - How to Prepare and Use Them –Adrian Miedema
<b>Legal Issues</b>	40 Getting Ready for the New Ontario Not-For-Profit Corporations Act –Terrance Carter	41 Registered Charities and Social Enterprise –Susan Manwaring	42 Legal Update –Barbara Wallace
<b>Finance</b>	46 Flow Through Shares As A Gift Scheme For Your Charity –Barry Bussey	47 HST/GST - Navigating A Not So Simple Tax * –Jane Adams	48 Missions Trips - Protecting People Worldwide –Ken Hall
<b>Stewardship (Track I)</b>	52 Choosing the Right Communications Mix * –Andrea Berry	53 Faith Based Fundraising A Different Donor Conversation –Paul Nazareth	54 Fund Development Planning –Janet deVries
<b>Stewardship (Track II)</b>	58 Major Fundraising Success Through Volunteer Engagement –Linda Clemow	59 The 5 Promises of Missional Living: Fulfilling Your Organizational Mandate –Clayton Rowe	60 The Mature Donor: Wills & Charitable Bequests –Malcolm Burrows & Elaine Blades

\* Indicates a session that will NOT be recorded for purchase.



## CEO

1

### CREATING A TRANSFORMATIONAL TEAM CULTURE

(Tuesday 11:00 am - 12:15 pm)

#### DARREN DEGRAAF

Director of Leadership Initiatives  
Arrow Leadership

Every interaction by a senior leader with a staff member provides an opportunity to empower, equip and develop. However, in our busy-ness we often default to simple transactions to communicate facts, figures or directives. Senior leaders must rise above this temptation to see themselves as leaders of leaders, with the goal of inspiring, equipping, empowering and developing those that report to them so that they will be motivated and resourced to do the same with those they lead. A transformational team culture provides opportunities for people to be nurtured, developed and changed. Since there are really only two ways to increase the capacity of your team: hire more people, or invest in developing the capacity of your current people, a transformational approach can revolutionize your culture and significantly improve your organization's impact while also raising staff morale, commitment and retention.

2

### MEASURING THE UNMEASURABLE: HOW TO CONVINCINGLY SHOW YOU ARE DOING GOOD WORK

(Tuesday 1:30 pm - 2:45 pm)

#### JEREMY BELL

Executive Minister  
Canadian Baptists of Western Canada

The need for not-for-profits to measure effectively what they do has never been more important because of the sheer scale, breadth and influence that charitable organizations have in society. This seminar attempts to bring together quantitative and narrative measurements that are meaningful to multiple stakeholders. We trust that this process does not bog us down in detail, but within a sound structure, frees us to do good work like never before.

3

### TALENT MANAGEMENT: A STRATEGIC IMPERATIVE

(Tuesday 3:15 pm - 4:30 pm)

#### PETER DICKENS

Instructor, Doctor of Ministry  
Tyndale University College & Seminary

Organizations across Canada face a looming leadership crisis, and this is particularly true in the not-for-profit sector. The challenge is threefold: a significant 'bulge' of Baby Boomer retirements on the very near horizon; the demand for a new approach to leadership that recognizes the limitations of command-and-control management; and the lack of the skills and experience to design and implement a comprehensive strategy that ensures a successful transition of leadership. In this highly interactive workshop, Peter will provide a framework for a talent management strategy based on Christian principles of leadership. No previous experience or knowledge is required to participate.

4

## TWO VIRTUES NEEDED TO AVOID THE PERILS OF 'BEING THE BOSS'

(Wednesday 11:00 am - 12:15 pm)

### ADAM BARKMAN

Assistant Professor of Philosophy  
Redeemer University College

A boss is a person who has authority over others. Since all of us have authority over someone sometime throughout our lives, the question of what it means to be a boss is a very important question. Moreover, the importance of this question increases with the amount of authority one possesses. The reason for this is justice – treating each as he or she ought to be treated. But justice isn't enough. Love perfects justice. Thus, the boss is a person who must not only negotiate the particular ways that he is called to justice, but also discern how love fits in. In this workshop, we explore both in easy-to-grasp theory and in concrete practice how a boss, with the virtues of justice and love, can avoid the perils of 'being the boss.' No prior knowledge is required for this workshop.

5

## WHAT'S GOT YOUR ATTENTION? CONFESSIONS FROM AN EASILY DISTRACTED LEADER

(Wednesday 1:30 pm - 2:45 pm)

### GARY NELSON

President & Vice Chancellor  
Tyndale University College & Seminary

Time management for people who find it difficult and for whom systems never seem to work. You've taken the course and attended the seminars! You know the frameworks that presenters give you to manage your time but frankly they appear unrealistic or ill fitting to your temperament. You have a BlackBerry® or an iPhone®, so work never leaves you now and you find yourself checking them in the weirdest places. How do you make sure that your time is not frenzied and unproductive? How do you frame a personal workstyle in which productivity and sanity are possible?

6

## CREATING A DASHBOARD THAT WORKS

(Wednesday 3:15 pm - 4:30 pm)

### BRENT FEARON

Senior Program Officer  
Bridgeway Foundation

To evaluate and present the success of an organization, one simply needs to find some statistics and let the numbers speak for themselves. Right?

Maybe not ...

Come to a presentation where we will discuss how organizations can measure their success and communicate organizational health through a dashboard of indicators. Wisely choosing and interpreting such indicators and offering them as proofs of progress to donors and outside stakeholders can be a valuable communication tool.

This workshop will be of interest to those who are responsible for presenting their organization to current and potential stakeholders of all varieties.

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# Charity Leadership

7

## MICAH 6:8: A BIBLICAL FRAMEWORK FOR HIGH PERFORMANCE LEADERSHIP

(Tuesday 11:00 am - 12:15 pm)

### RICHARD BIERY

President  
The Broadbaker Group, Ltd.

An absolutely vital attribute of effective organizational leadership is a sound, biblical framework of values and their inculcation into the organization. This seminar will build from an easily remembered foundational passage, Micah 6:8, and the model it presents and will demonstrate its powerful and extensive reach in shaping the values necessary to be an effective leader and create an organization of excellence, including grace.

8

## COLLABORATION THAT WORKS

(Tuesday 1:30 pm - 2:45 pm)

### MARK PETERSEN & PANEL

Executive Director  
Bridgeway Foundation

Working in partnership leverages the attributes of all partners to allow for greater impact. But partnering also requires extra amounts of planning and patience. This interactive workshop will give voice to panelists who have been on the partnership journey, and will highlight both the benefits and challenges inherent in partnering together. An opportunity will also be given to hear how donors have been partnering together for greater mission fulfillment.

This workshop is designed for CEO's and development track leaders who contemplate partnering with another charity or with donors on projects both large and small.

9

## CHARITY 101

(Tuesday 3:15 pm - 4:30 pm)

### GILBERT LANGERAK

Manager, Member Services,  
CCCC

Charities are a special type of organization with unique rights and obligations. This workshop covers the legal and regulatory requirements every member of the charity's leadership team must know to ensure long-term organizational health.

This high-level overview will equip new (and seasoned) charity leaders with the "must-knows" of charity leadership.

10

## FULFILLING BIG PURPOSES THROUGH SMALL CHARITIES

(Wednesday 11:00 am - 12:15 pm)

### LAWRENCE LUTGENDORFF

Director of Development  
OACS Foundation

This session is intended for overwhelmed volunteers and/or employees of charities typically described as "small shop." The session will challenge the myth that "small" means having limited impact or being ineffective. Participants should have a good understanding of the mission, messaging, strategy and marketing of their charity and be willing to share their experience with the group. This workshop will motivate volunteers and/or sole employees to generate a personal and organizational mindset that will create the strategies, develop the policies, implement the technologies, set the goals and expand the resources that will make it possible for their organization to have an impact in God's world.

11

## RISK MANAGEMENT: THE TOP TEN LIST OF LIABILITY RISKS FACING CHRISTIAN CHARITIES

(Wednesday 1:30 pm - 2:45 pm)

### KEN HALL

President  
Robertson Hall Insurance Inc.

This seminar provides Christian leaders with a framework for understanding the "nuts and bolts" of effective risk management, loss prevention and insurance protection for their organization's ministries, operations, programs and events. We will discuss how to implement sound practices and procedures that avoid unnecessary legal liability actions. Sample case studies will be included for risks such as physical and sexual abuse, sports and recreation, the use of your facilities by outside parties, directors' and officers' fiduciary duties, counselling services and much more. Each case will identify which organizations are most at risk, and the potential type of liability protection available.

12

## DEVELOPING A PHILOSOPHY OF LEADERSHIP

(Wednesday 3:15 pm - 4:30 pm)

### PAUL BRAMER

Professor of Christian Formation  
and Leadership  
Tyndale Seminary

A philosophy of leadership brings clarity to ourselves, those we serve in leadership, and those we mentor. It will include theoretical assumptions, theological beliefs, personal values, a purpose statement, and guiding axioms. This workshop will discuss the components and then facilitate the development of a personal leadership philosophy through a series of reflective exercises. Some helpful books will be reviewed. Workshop participants should be in some leadership role.

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# Governance

13

## THE NEW CANADA NOT-FOR-PROFIT CORPORATIONS ACT: ISSUES FOR CHARITIES PART I

(Tuesday 11:00 am - 12:15 pm)

### CLIFF GOLDFARB

Partner  
Gardiner Roberts

### ROBERT HAYHOE

Partner  
Miller Thomson LLP

### BRENDA TAYLOR

Law Clerk  
Miller Thomson LLP

This talk will cover issues under the Canada Not-for-Profit Corporations Act (CNCA) which might affect denominations and churches, as well as other ministry organizations, including:

- the rights of non-voting members;
- appointing ex-officio directors;
- considerations regarding having a minister or executive director on the board;
- bylaw considerations and development;
- considerations and processes to continue under the CNCA; and
- the religious corporation exemption from statutory remedies.

A prior basic knowledge of the CNCA would be helpful, but not essential and you don't have to be a lawyer!

14

## THE NEW CANADA NOT-FOR-PROFIT CORPORATIONS ACT: ISSUES FOR CHARITIES PART II

(Tuesday 1:30 pm - 2:45 pm)

### CLIFF GOLDFARB

Partner  
Gardiner Roberts

### ROBERT HAYHOE

Partner  
Miller Thomson LLP

### BRENDA TAYLOR

Law Clerk  
Miller Thomson LLP

15

## FROM "HO-HUM" TO "HIGH VALUE-ADDED" BOARD MEETINGS

(Tuesday 3:15 pm - 4:30 pm)

### JOHN PELLOWE

CEO  
CCCC

Your ministry should be better off after every board meeting. Directors should leave knowing they made a valuable contribution to the ministry's future. No matter which governance model you use, come and learn the characteristics of a high, value-added board and the directors who serve on them. Even when a board has professional staff who know more about the work of the ministry than the directors do, the board can still add value!

This workshop assumes attendees are familiar with the basics of governance.

16

## BIG MISTAKES THAT BOARDS MAKE

(Wednesday 11:00 am - 12:15 pm)

### MARY LYNN MCPHERSON

Senior Consultant  
Strive!

Earlier this year, we learned with surprise about conditions that lead to the forced resignation of Toronto Community Housing Corporation board members. Could something like this happen at a church? However, the conditions that lead to problems, regrettably, could happen at our church – unless we are diligent. If you want to learn how to prevent dysfunction and promote the kind of excellence God would applaud, join us for this interactive workshop.

The session is designed for board members with all types of experience.

**\* Session recording not available for purchase.**

17

## TAKING THE MYSTERY OUT OF POLICY GOVERNANCE

(Wednesday 1:30 pm - 2:45 pm)

### JOHN PELLOWE

CEO  
CCCC

There are many models of governance, but one that gets a lot of attention is "policy governance." While it is heavily promoted, many people resist policy governance because of misconceptions that it will handicap the board, fail to fulfill the board's legal responsibilities, and leave the board with nothing to do. Many organizations have adopted what they call 'modified policy governance' to work around these issues.

This workshop assumes attendees have a basic knowledge of governance issues and responsibilities. We will work through the most common objections or problems with policy governance by clearing up misconceptions and showing how to use the model's flexibility to achieve the board's goals and fulfill its responsibilities. The Carver Policy Governance® model will be the one used as the example.

18

## WHAT GOVERNANCE MODEL SHOULD YOU CHOOSE?

(Wednesday 3:15 pm - 4:30 pm)

### LARRY NELSON

Senior Associate  
Hutchinson Smith Inc.

As your organization grows and matures you may need to revise the way your board governs. This workshop will discuss the nine things that every board must do well, how you can evaluate the effectiveness of your current governance model, and what options are available for consideration if you think you may need to change.

*We gratefully acknowledge sponsorship of this track by:*

## NETHERCOTT & COMPANY CHARTERED ACCOUNTANTS

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# Church

19

## GROWING UP: MOVING FROM SMALL CHURCH MENTALITY TO GROWING CHURCH REALITY

(Tuesday 11:00 am - 12:15 pm)

### MARILYN HIEBERT

Director of Administration  
BC Conference of Mennonite  
Brethren Churches

Whenever we are frustrated with apparent shortsightedness of certain leadership people, we often refer to their understanding as small church mentality. While this topic will often take the direction of vision shaping, in this seminar we will talk in terms of the administrative handling of growing pains. We will look at the thinking behind structures and processes to move with us as we grow our ministry as well as the resources and documentation needed to keep ahead. Part of this thinking will involve identifying where you currently are on this continuum.

This workshop is targeted to Church Administrators that have a level of influence and freedom to create systems that suit the need.

20

## MANAGING THE BIG FAT CHANGES AT CHURCH!

(Tuesday 1:30 pm - 2:45 pm)

### PEGGY GRALL

Certified Executive Coach &  
Psychotherapist  
Peggy Grall & Associates Inc.

It's people who make or break a church change effort; real change happens one person at a time – or not!

Clergy and lay leaders alike feel the stress of organizational ambiguity, and the resistance it brings - up front and personal. Leading during a building program, when pastors are in transition or a time when theological differences are being thrashed out requires a renewed sense of courage and the ability to leverage the psychological factors at play for organizations in flux. Change has a mean streak. It can rip the heart right out of an organization and kill the enthusiasm of individuals - if you let it.

21

## THE POTENTIAL OF MOVING BEYOND THE OFFERING PLATE

(Tuesday 3:15 pm - 4:30 pm)

### HENRY EYGENRAAM

Executive Director  
Christian Stewardship Services

How to build from the solid base of regular donors or sporadic "ask responders" to connected, converted, and committed supporters interested in creating a legacy gift. The conversion of "plate" and "direct mail" givers to harvesting legacy gifts that will create future financial sustainability for your ministry. Helping donors see the powerful potential of their legacy gift will create maximum impact through the vision and mission of your ministry.

22

## PRECIOUS CARGO: MANAGING TRANSPORTATION RISKS FOR CHURCHES AND CHARITIES

(Wednesday 11:00 am - 12:15 pm)

### KEN HALL

President  
Robertson Hall Insurance Inc.

A recent multi-million dollar lawsuit against a Canadian church resulting from fatalities and permanent injuries suffered in an accident involving a personally-owned vehicle used to transport teenagers to a youth rally has once again exposed the potential risk for catastrophic consequences for any charity or non-profit that provides, coordinates or sponsors transportation. This workshop focuses on identifying and reducing the risk arising out of the operation of vehicles owned by charities, staff, members and volunteers used for charitable work. Included will be recommended minimum guidelines along with helpful insurance protection tips for the organization and its leaders.

23

## UNRAVELING THE BUSINESS CHALLENGES OF CHURCH LEADERS – PART 1

(Wednesday 1:30 pm - 2:45 pm)

### PAUL BATES

Special Advisor to the President  
McMaster University

An investigation into the leadership and management challenges faced by church leaders today, from the governance partnership with trustees, to custodianship of assets, to financial planning and decision-making, to talent acquisition and development. The audience will be introduced to the analysis and possible alternatives for critical business challenges in the context of ministry-driven strategies.

The workshop will explore the primary management practices and associated challenges of church leadership, including:

- Concepts of administrative leadership and their application.
- Within the Christian imperative of servant leadership, discussion of the tools of strategic planning, talent assessment and development, building creativity, change and conflict management, financial planning, and fundraising.

24

## UNRAVELING THE BUSINESS CHALLENGES OF CHURCH LEADERS – PART 2

(Wednesday 3:15 pm - 4:30 pm)

### PAUL BATES

Special Advisor to the President  
McMaster University

## CANADIAN MINISTRY COMPENSATION SURVEY

CCCC is pleased to announce a new format for the Canadian Ministry Compensation Survey expected to launch Fall 2011! CCCC members will receive the reports free as long as you have entered your ministry's compensation information within the last two years. Non-members may also participate, but a \$200 fee will apply. We estimate that CCCC members will be able to enter their information beginning Summer 2011. The survey reports are expected to be available Fall 2011.





## Media & Technology

25

### SMART GIVING WITH SMARTPHONES: MOBILE FUNDRAISING BEYOND TEXT-TO-DONATE

(Tuesday 11:00 am - 12:15 pm)

#### PATRICK EGAN

Senior Business Development Manager  
Artez Interactive

#### CLAIRE KERR

Director, Digital Philanthropy  
Artez Interactive

More and more people are shifting their email and web-surfing habits from laptops to smartphones. What does this mean for your online fundraising programs?

Mobile technology is a growing fundraising channel that shouldn't be overlooked. This session will explore a variety of mobile strategies fundraisers should consider to appeal to the increasingly engaged smartphone crowd, many of whom are your donors!

You will learn best practice strategies and tactics to successfully develop your mobile fundraising campaigns. Topics will include the mobile web, mobile payments, apps, QR codes and more. Attend this session and learn about successfully implementing mobile tools into your fundraising programs.

**\* Session recording not available for purchase.**

26

### YOUR DIGITAL FUTURE: WHAT YOU NEED TO KNOW ABOUT TODAY'S TECHNOLOGY TRENDS

(Tuesday 1:30 pm - 2:45 pm)

#### TIERNEY SMITH

Partnership Coordinator  
TechSoup Canada

#### LORI SMITH

Donation Program Manager  
TechSoup Canada

Technology is rapidly evolving - mobile phone adoption is increasing around the world, services are moving online and people are connecting and collaborating in completely new ways. Taking advantage of these trends can have tangible impacts for churches and nonprofits in terms of engagement, fundraising, cost savings and delivering services.

This session will:

- explore recent trends in technology;
- look at how these trends impact the nonprofit sector; and
- discuss different ways of integrating current trends into your organization's technology strategy.

**\* Session recording not available for purchase.**

27

### A WALK IN THE CLOUD - IS CLOUD COMPUTING RIGHT FOR YOU?

(Tuesday 3:15 pm - 4:30 pm)

#### TIERNEY SMITH

Partnership Coordinator  
TechSoup Canada

#### LORI SMITH

Donation Program Manager  
TechSoup Canada

Imagine if you could work from anywhere and collaborate with others: how would you work differently in your nonprofit or church? Cloud computing enables on-demand, convenient access to shared technology infrastructure and services that have traditionally been out of reach for many nonprofits.

This session will:

- Help you to decide if and when to use cloud computing in your organization.
- Provide examples of cloud computing tools in action.

**\* Session recording not available for purchase.**



28

## PROMOTING YOUR CHARITY IN THE GOOGLE ERA

(Wednesday 11:00 am - 12:15 pm)

### ENN MARTIN

Enterprise Support Manager  
Oracle

Google had become such a dominant influence in our world that it is now a verb in the dictionary: to use an internet search engine, particularly Google. Facebook is so popular that a movie has been made about it. Our world is becoming more and more connected. Recent statistics reveal that 77% of Canadians use the internet and are able to access billions of web sites.

This session will introduce you to these new technologies, so that you can leverage them to promote your charity.

Topics include:

- how the internet has changed marketing;
- how do search engines “think?”;
- building a web presence;
- getting your website found;
- what about social media?; and
- tracking results.

29

## DEVELOPING A SOCIAL MEDIA STRATEGY

(Wednesday 1:30 pm - 2:45 pm)

### ANDREA BERRY

Director of Partnerships & Learning  
Idealware

The hardest part of getting started with social media is figuring out what tools your organization should use. How do you work through all the possibilities, hype, and data to decide which channels actually make sense for your organization? In this session, we'll take the mystery out of the process and walk you through the creation of your own social media strategy, step by step. Based on Idealware's extensive research, we'll cover what's actually working for nonprofits -- and the strength and weaknesses of each tool so you can develop a strategy that is best suited for your mission.

Participants need not have any prior social media experience to attend this session.

**\* Session recording not available for purchase.**

30

## MEASURING YOUR SOCIAL MEDIA STRATEGY

(Wednesday 3:15 pm - 4:30 pm)

### ANDREA BERRY

Director of Partnerships & Learning  
Idealware

Is your organization using Facebook, Twitter, YouTube, blogging tools? Are your efforts paying off? Are they worth the time? How do you know? In this session we'll walk through a framework for measuring your social media approach -- including Views, Followers, Engagement, and Conversion -- and the tools that can help you gather the data, to allow you to analyze your strategy, strengthen what works and change what doesn't.

A familiarity with your organization's social media activities will be helpful in getting the most out of this session, but direct experience with social media tools is not required.

**\* Session recording not available for purchase.**

We gratefully acknowledge sponsorship of this track by:



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# Human Resources

31

## MANAGING CONFLICT: WHO ARE THESE PEOPLE AND WHY ARE THEY DRIVING ME CRAZY?

(Tuesday 11:00 am - 12:15 pm)

### PEGGY GRALL

Certified Executive Coach & Psychotherapist  
Peggy Grall & Associates Inc.

Unresolved conflict can cost the church time, resources and reputations. When leaders are faced with helping members or staff settle sticky issues it requires skill, determination and a host of time-tested techniques.

When relationships go wrong at church, it's common for people to want to blame and criticize the other person. Managers often find themselves thinking, "If it just wasn't for his bad attitude," or "that little group" – this place would be great! It's a common – but deadly – first response to workplace conflict.

Peggy helps leaders and managers to assertively engage people to artfully resolve conflict and transform disputes into opportunities for creativity and innovation.

32

## EMPLOYEE VERSUS INDEPENDENT CONTRACTOR?

(Tuesday 1:30 pm - 2:45 pm)

### PATRICK BOYLE

Judge  
Tax Court of Canada

Are your workers employees or independent contractors? How can you tell? Justice Patrick Boyle of the Tax Court of Canada will discuss the relevant considerations.

**\* Session recording not available for purchase.**

33

## DEVELOPMENTS IN ACCESSIBILITY LAW FOR PERSONS WITH DISABILITIES

(Tuesday 3:15 pm - 4:30 pm)

### PAUL BROAD

Partner  
Hicks Morley Hamilton  
Stewart Storie LLP

Effective January 1, 2012, Ontario organizations in the not-for-profit sector (including charitable organizations) will be required to comply with new customer service accessibility standards for persons with disabilities. Other accessibility standards in the areas of information and communication, employment, transportation and built environment are pending, and will require compliance over the next few years. These new standards will require the expenditure of a significant amount of time and other resources to achieve compliance. Organizations need to begin preparing now for their new obligations.

This workshop will review key requirements of the new standards and identify relevant compliance time lines and available resource supports. We will also consider the status of accessibility initiatives in other provinces and the effect that the new standards might have on accessibility requirements across the country.

This workshop does not require prior knowledge of the subject area.

34

## LIFESTYLE & DOCTRINAL STATEMENTS – A PRACTICAL GUIDE TO PREPARING, IMPLEMENTING AND ENFORCING

(Wednesday 11:00 am - 12:15 pm)

### ADRIAN MIEDEMA

Partner

Fraser Milner Casgrain LLP

This seminar will provide a practical, step-by-step guide to preparing or reviewing lifestyle and doctrinal statements; deciding who should sign them; implementing them; enforcing them; and “papering” the entire process in a way that best protects your organization. The courts have spoken: proper process must be followed in preparing lifestyle and doctrinal statements and determining who will sign them. We will answer some common questions: should the lifestyle or doctrinal statement be long or short? What should be included? Should all employees be required to sign these statements? Although some case law will be referred to, we will focus on practical steps rather than the theoretical. No prior knowledge is required.

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35

## A CHRISTIAN PERSPECTIVE ON PERFORMANCE MANAGEMENT

(Wednesday 1:30 pm - 2:45 pm)

### BARRY SLAUENWHITE

President

Compassion Canada

Good work teams share many positive characteristics; however, this takes work and planning. This session will guide you through some methods to build respect, clarity and better communication in your workplace. You will learn how to develop some basic skills to curb gossip, create a respectful workplace and to address the challenges of misunderstanding and conflict.

36

## EMPLOYMENT CONTRACTS – HOW TO PREPARE & USE THEM

(Wednesday 3:15 pm - 4:30 pm)

### ADRIAN MIEDEMA

Partner

Fraser Milner Casgrain LLP

You can protect your organization - and save it money - by using a simple employment contract. A carefully-drafted, plain-language employment contract can significantly reduce severance costs and effectively avoid some common employee disputes. Yet, many employers do not use employment contracts, or they use defective contracts, or they make mistakes that nullify them. In this seminar, we will distribute and step through a sample employment contract. We will also discuss some of the common employer mistakes that can nullify employment contracts, how to avoid those mistakes, and how and when to safely and effectively implement and use employment contracts for new and current employees. This is an “Employment Contracts 101” session; no prior knowledge is required.



## Legal Issues

37

### RELIGIOUS FREEDOM AND CHRISTIAN ORGANIZATIONS

(Tuesday 11:00 am - 12:15 pm)

#### JANET EPP BUCKINGHAM

Associate Professor  
Trinity Western University

Religious freedom seems to be a hot news item; newspaper commentaries on religion in public life garner hate mail. Some say it is persecution, others say we enjoy freedom; which is it? Is religion being marginalized in Canada?

This seminar will look at recent religious freedom crises and how they impact on Christian organizations. We will explore alternatives to circling the wagons.

38

### YOU SHALL NOT STEAL [EXODUS 20:2-17]

(Tuesday 1:30 pm - 2:45 pm)

#### PAUL SPURGEON

Vice President  
Legal Services and General Counsel  
SOCAN

Making sure you do "the right thing" when dealing with copyrights.

**\* Session recording not available for purchase.**

39

### QUIZ THE WHIZ

(Tuesday 3:15 pm - 4:30 pm)

#### DAVID AMY

Partner  
Amy, Appleby & Brennan

#### PATRICK BOYLE

Judge  
Tax Court of Canada

#### ROBERT HAYHOE

Partner  
Miller Thomson LLP

#### ADRIAN MIEDEMA

Partner  
Fraser Milner Casgrain LLP

What burning question has been on your mind? Our panel of expert whizzes are prepared to tackle any issues lobbed at them during this session.

**\* Session recording not available for purchase.**

40

## GETTING READY FOR THE NEW ONTARIO NOT-FOR-PROFIT CORPORATIONS ACT

(Wednesday 11:00 am - 12:15 pm)

### TERRANCE CARTER

Managing Partner  
Carters Professional Corporation

The new *Ontario Not-for-Profit Corporations Act* ("ONCA") is expected to come into force sometime in 2012. This seminar will provide an overview of what is new under the ONCA that will affect religious charities, as well as how to get prepared for the new legislation. There will also be an explanation of the pros and cons of the ONCA compared to the new *Canada Not-for-Profit Corporations Act* as it relates to religious charities.

41

## REGISTERED CHARITIES AND SOCIAL ENTERPRISE

(Wednesday 1:30 pm - 2:45 pm)

### SUSAN MANWARING

Partner, Miller Thomson LLP

This session will discuss the related business rules applicable to charities pursuing revenue generating activities in support of that mission.

42

## LEGAL UPDATE

(Wednesday 3:15 pm - 4:30 pm)

### BARBARA WALLACE

Director of Legal Affairs, CCCC

This workshop will provide an overview of the changes affecting charities resulting from new legislation, common law, and CRA guidance updates since September, 2010.

We gratefully acknowledge sponsorship of this track by:



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# Finance

43

## BOOKS & RECORDS : WHEN TO STOW THEM – WHEN TO THROW THEM

(Tuesday 11:00 am - 12:15 pm)

### DAVID JOHNSON

Director of Certification  
CCCC

Keeping good records is a given. But what records do you need to keep and how long do you need to keep them? Retaining records is not just about finances. Keeping the right records for the proper length of time can enhance efficiency, protect against liability, maintain history, promote good governance and uphold fiduciary duty.

This seminar reviews records commonly held by charities and provides a summary of what to keep, how to keep them, how long to keep them and how to keep track of them. Specific topics include:

- Why good record keeping is important.
- What records should a charity keep?
- How long should records be kept?
- Where and how to keep records?
- Practical considerations for developing a policy and implementing a record retention and retrieval system.

No prior knowledge or experience is required for this workshop.

44

## THE THREAT OF TERRORISM – HOW CHARITIES CAN PROTECT THEMSELVES

(Tuesday 1:30 pm - 2:45 pm)

### ALASTAIR BLAND

Director  
Review & Analysis Division  
Charities Directorate  
Canada Revenue Agency

Alastair Bland will speak about the threat that terrorism poses for Canadian charities. He will discuss the whole of government approach to protecting Canadians with specific attention to the role of CRA. Case studies will be used to illustrate the threat and will provide guidance as to how Canadian charities can protect themselves. No prior knowledge is required.

**\* Session recording not available for purchase.**

45

## MEASURING INTANGIBLE OUTCOMES IN MINISTRIES

(Tuesday 3:15 pm - 4:30 pm)

### RICHARD BIERY

President  
The Broadbaker Group, Ltd.

The measurement of intended outcomes (OBE) is an increasingly vital part of contemporary ministry leadership. When good metrics are discovered they provide focus, alignment, and energy. Yet most ministries have intangible outcomes, and measuring intangible results is daunting. This workshop provides approaches and methods for doing that - giving hope and showing the path forward, including examples, and what additional equipping is needed for ministry management to conquer this challenge.

46

## FLOW THROUGH SHARES AS A GIFT SCHEME FOR YOUR CHARITY

(Wednesday 11:00 am - 12:15 pm)

### BARRY BUSSEY

Vice President, Legal Affairs  
CCCC

This introductory seminar will be beneficial for those who already give substantial (\$5,000) funds to charity each year. We will consider the potential of charities benefiting from the tax rules that permit oil and mineral exploration companies who pass on the tax breaks for exploration to investors. Those same investors are able to “double dip” by gaining an additional tax benefit by donating those shares to a charity. The net result is that the donor will give the same amount of cash to the charity but it will cost less. Or by using this method a donor can use the same cost and provide the charity a lot more. Either way it is something worthwhile to consider. Learn about the dos and don'ts of this gift scheme.

47

## HST / GST – NAVIGATING A NOT SO SIMPLE TAX

(Wednesday 1:30 pm - 2:45 pm)

### JANE ADAMS

Associate Partner  
KPMG

The 20-year old GST along with the new harmonized sales tax (HST) in Ontario and British Columbia has significantly increased the potential for costly errors for Canadian charities. The new HST introduced many new rules that go beyond simply changing the tax rate. Some of the detailed rules for determining what rate of tax to charge and the extent to which tax may be recovered can be extremely complicated. Further challenges exist for charities that have commercial operations alongside charitable programs where taxes paid are recovered through multiple rebate and input tax credit mechanisms.

**\* Session recording not available for purchase.**

48

## PROTECTING PEOPLE WORLDWIDE

(Wednesday 3:15 pm - 4:30 pm)

### KEN HALL

President  
Robertson Hall Insurance

This workshop provides an insurance and legal overview of the risks associated with Canadian charities involved in international missions, relief and development operations. It will focus on local churches engaged in short-term missions trips using volunteers as well as large relief and development organizations with career missionaries and permanent staff located in countries throughout the world. You will be introduced to best practices for protecting persons outside of Canada and to due diligence standards for reducing potential legal liability for global operations under a variety of categories, including liability risk, medical risk, security risk and political risk. It will provide a helpful checklist for charitable organizations with an international focus and provide practical insurance and risk management tips to reduce the risk for your leaders, volunteers and operations overseas.

We gratefully acknowledge sponsorship of this track by:

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# Stewardship I

49

## DISCOVER YOUR ORGANIZATION'S FUNDRAISING PHILOSOPHY

(Tuesday 11:00 am - 12:15 pm)

### SHELLEY COCHRANE

Principal  
OneAccord Not-for-Profit

What assumptions do you have about successful fundraising? What role do faith and prayer play in raising money? Is competition for donors inevitable? How do you decide which prospecting and solicitation methods are appropriate? Are terms like biblical stewardship, philanthropy, and fundraising just different ways of saying the same thing or are there substantive differences in how an organization thinks and acts? This interactive session examines the principles and ramifications of fundraising philosophy so that you can articulate a philosophy for your organization that is both biblically sound and results oriented.

Designed for senior leaders and board members who influence policy and best practices.

50

## YOU'VE GOT CHOCOLATE IN MY PEANUT BUTTER: SYNCHRONIZING ONLINE & OFFLINE GIVING

(Tuesday 1:30 pm - 2:45 pm)

### PATRICK EGAN

Senior Business Development Manager  
Artez Interactive

### CLAIRE KERR

Director, Digital Philanthropy  
Artez Interactive

Integrating online and offline fundraising campaigns is like mixing peanut butter and chocolate...You don't always think to combine flavours, but when it works, it's spectacular! In this session we'll present holistic strategies to merge new media with the traditional principles you're already using.

We'll also discuss what happens when you create an online program without an offline component! Did you think it was all about Facebook and Twitter? Not if you want to raise money online!

This lively session will feature bite-sized case studies followed by gobstopping tips you can implement in your own organization. And what's a mention of treats without a few for the audience?

**\* Session recording not available for purchase.**

51

## SMALL ONLINE INITIATIVES CAN REAP BIG REWARDS

(Tuesday 3:15 pm - 4:30 pm)

### CHRISTINA DE JONG

Communications  
CRWRC of Canada

Taking your organization, your cause, or your story online may seem like an overwhelming prospect, especially when faced with creating something that will inspire someone to take out their wallet and give something. There are any number of technical solutions that must be evaluated and considered to facilitate this online transaction. You may already have such a solution in place, or you may be in the midst of comparing and contrasting all the market has to offer to support your online fundraising. But the technical solution does not answer the question of how to create in someone the inspiration to give. The answer lies in one small initiative - yours, the way you've told a story, or in someone else who believes in what your organization does. It may be a small mustard seed, planted by you, or by someone else. But from a small mustard seed a large tree can grow - especially in the online environment.

52

## CHOOSING THE RIGHT COMMUNICATIONS MIX

(Wednesday 11:00 am - 12:15 pm)

### ANDREA BERRY

Director of Partnerships & Learning  
Idealware

It doesn't make sense to communicate through only one channel. These days, it often makes sense to not only consider email, direct mail, and websites as potential communications channels, but also social networking sites, blogs, online communities, and more. Which channels make sense to communicate what kind of messages, or to encourage action? What's actually working in what situations? In this session we'll provide a decision making structure to help you define what makes sense for you.

A familiarity with your organization's communications activities will be helpful in getting the most out of this session. Decision makers in all areas (not just marketing) are encouraged to attend.

**\* Session recording not available for purchase.**

53

## FAITH BASED FUNDRAISING A DIFFERENT DONOR CONVERSATION

(Wednesday 1:30 pm - 2:45 pm)

### PAUL NAZARETH

Manager  
Philanthropic Advisory Services  
Scotiabank Group

Traditional fundraising education is designed for secular donors giving to secular charities. Organizations of faith inhabit a different part of the donor's brain and heart because only we can speak to the soul. We will discuss how to harness the power of a conversation that only those within a family of faith can have. Focus will be given to sharing language, methods and strategy that is unique to Christian charities. This session is targeted towards professional fundraisers and those who are responsible for relationship building with donors and stakeholders within a faith community.

54

## FUND DEVELOPMENT PLANNING

(Wednesday 3:15 pm - 4:30 pm)

### JANET DEVRIES

Consultant  
Crossroads Consulting

Why design a plan? What is all encompassed within a development plan and the process? Everyone involved in fundraising, no matter the size of the organization, will benefit from planning and developing a written plan. This even includes churches designing a stewardship program. Plans are guiding tools, a tool of education for the volunteers involved, and a tool for monitoring growth in programs. A plan gives focus to the volunteers involved in the ministry of fundraising. Participants will leave this workshop with an excellent guide to begin fund development planning for their own organizations.

### CCCC Community Trust Fund



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[www.cccc.org/ctf/home](http://www.cccc.org/ctf/home)

Through our Community Trust Fund, CCCC is able to receive publicly traded securities and transfer the gift to other Canadian registered charities selected by the donor.



# Stewardship II

55

## DIVERSE DONOR COMMUNITIES

(Tuesday 11:00 am - 12:15 pm)

### MATTHEW GIBBINS

Executive Director  
Global Mission Roundtable  
The Evangelical Fellowship of Canada

### JUSEP SIM

Executive Director  
Urban Covenant

Evidence of Canada's increasing urbanization, immigration and generational transformation is all around us. This workshop will take an interactive look at Canada's diverse donor communities, focusing on the unique challenges and opportunities of our emerging generational and multi-cultural contexts. We will examine organizational assumptions and values that can hinder or help adaptation to the new cultural realities of the church and our nation.

56

## INSIDE THE MIND OF A MAJOR DONOR

(Tuesday 1:30 pm - 2:45 pm)

### CHRIS WIGNALL & PANEL

Executive Director  
Catalyst Foundation

Fundraising is always challenging. The search for grants and donations is complex and often frustrating. It sometimes seems like you need a mindreader to understand and work effectively with major donors and foundation directors.

In this seminar you'll have the opportunity to catch a glimpse behind the curtain of some major donors to understand how they make funding decisions, what kinds of approaches are most appreciated, and what frustrates them in their role. You'll also hear them speak about what they wish other donors would do to improve the quality of Christian philanthropy in Canada. Honest and straightforward perspective, sharing of some best (and worst) practices, stories, and plenty of Q&A should make this a worthwhile session for both full time development directors and those for whom fundraising is only part of the job description.

57

## BECOME A MASTER FUNDRAISER AND EVEN ENJOY IT!

(Tuesday 3:15 pm - 4:30 pm)

### SHELLEY COCHRANE

Principal  
OneAccord Not-for-Profit

Many Christian leaders who are required to raise money view fundraising as a necessary but undesirable part of their leadership role. Many wonder if they have the right strengths and skills to succeed. Many are unsure of how to go about it and dread the constant pressure to ask for money.

This interactive session examines how people from diverse backgrounds, personalities, and abilities can become well-equipped, confident fundraisers. This session offers a path for personal growth and professional development so that everyone can flourish in fundraising and even enjoy it.

Designed for senior leaders, fundraising staff, board members, volunteers and anyone who is expected to help raise funds but isn't sure they're cut out for it.

58

## MAJOR FUNDRAISING SUCCESS THROUGH VOLUNTEER ENGAGEMENT

(Wednesday 11:00 am - 12:15 pm)

### LINDA CLEMOW

Director of Development  
Canadian Diabetes Foundation

Charities that embrace strong volunteer engagement strategies bundling time, treasure and talent, poise themselves for long-term success. No longer can staff be the sole solicitors of gifts, but they can open the doors and create an environment of trust where volunteers and staff work in tandem to have real conversations and discover the interests of donors. This takes passion, commitment, patience, listening, and asking the right questions.

This workshop is targeted to both staff and volunteers who want to grow their fundraising revenue by cultivating new relationships while retaining current donors through active stewardship.

59

## THE 5 PROMISES OF MISSIONAL LIVING: FULFILLING YOUR ORGANIZATIONAL MANDATE

(Wednesday 1:30 pm - 2:45 pm)

### CLAYTON ROWE

Director of Program Strategy  
World Vision Canada -  
Vision Mondiale Canada

Reading an angry e-mail sent to you is no way to start any week. Reflection tells us that most frustration stems from unclear expectations. Clarifying expectations with the communities our organizations serve will improve the level of support we receive.

By the end of the session you will have:

- clarified the expectations of the communities you serve;
- reviewed tools to strengthen your messaging around mission, vision and values;
- discussed the importance of upholding the 5 Promises;
- developed skills to implement and monitor the impact of your promises; and
- received an action plan and tool kit to create a way forward.

60

## THE MATURE DONOR: WILLS & CHARITABLE BEQUESTS

(Wednesday 3:15 pm - 4:30 pm)

### MALCOLM BURROWS

Head, Philanthropic Advisory Services  
Scotia Private Client Group

### ELAINE BLADES

Director for Estate and Trust Products and Services  
Scotia Private Client Group

Our best donors are often our mature donors, especially through their wills and estate plans. This session addresses the topic of working with older donors to address the personal, legal and charitable issues associated with will drafting and charitable bequests. The speakers are an experienced charitable planner and an estate lawyer, who is a Certified Professional Consultant on Aging.



**This 3-day intensive training program will provide an excellent foundation for new stewardship and fundraising staff as well as a primer for charity leaders on stewardship fundamentals. Space is limited to 50.**

**Calgary, AB**  
**October 18 - 20, 2011**  
**9:00 - 4:00 pm daily**  
[www.cccc.org/stewardship](http://www.cccc.org/stewardship)



# CHARITY BOARD MEMBER TRAINING

Serving on a board should be a rich, satisfying experience. But many times it is not. Serving as a Board Member will help directors shorten the learning curve and improve their governance skills. It is a great board orientation tool for new board members and an excellent refresher for directors with more experience.



Order the Serving as a Board Member DVD Set Today!

Members - \$69

Non-members - \$99

## DVD #1

- 1 Readiness to Serve - The personal aspects of board service.
- 2 How Being a Director Affects You - Duties of a director and protection from liability.
- 3 Know the Board's Issues - How to get up to speed and special issues for church boards.
- 4 Special Aspects of Charity Leadership - Everything you need to know about charity regulation.

## DVD #2

- 5 Board Meetings - How they work and the "rules of the game."
- 6 Governance - The principles of good governance and the questions you should be asking.
- 7 Board Deliberations - How to have honest, open debates and still all be friends.
- 8 Relationships and Coming Off the Board

### BONUS

Download the **Participant Guide** containing presentation handouts plus key articles and resources. It's an excellent reference for every member of your board.

[www.cccc.org/store](http://www.cccc.org/store)

# ADDITIONAL CONFERENCE INFORMATION

## THINGS TO BRING:

Bring business cards - the conference provides an excellent opportunity for networking.

Bring your friends and colleagues - the conference program has something for everyone and is specifically designed for the entire leadership team. Individuals may register online at [www.cccc.org/conference](http://www.cccc.org/conference).

## WHAT TO WEAR:

Most conference guests wear 'business casual' during the conference, except for the Wednesday evening banquet, when many guests 'dress up' more (i.e. coat and tie for men and business dress for women), although you may wear 'business casual' to the banquet if you prefer. You may want to bring along a sweater for workshop rooms that are cooler than you prefer!

## WORKSHOP CHANGES:

Due to unforeseen circumstances sometimes workshop titles and/or presenters change from the publication of this conference brochure. Any changes will be reflected on our website ([www.cccc.org/conference](http://www.cccc.org/conference)) and in the onsite conference program as well as being announced during the morning plenary sessions.

## WORKSHOPS: FIRST COME, FIRST SEATED:

While we carefully analyze workshop attendance patterns each year, sometimes you surprise us! If a workshop is full when you arrive, we're very sorry. Please arrive early for the workshops you really need to attend!

## AUDIO RECORDINGS OF CONFERENCE SESSIONS:

Audio recordings of most of the sessions may be purchased at the conference from Kennedy Recordings. You may also place orders after the conference via their website [www.kennedyrecordings.com](http://www.kennedyrecordings.com) or by calling 1-888-486-1335.

## NEARBY RESTAURANTS:

There is a restaurant in the Stage West Hotel called Haida Garden Cafe. A & W, McDonalds, Golden Griddle, Kelseys, Mandarin Restaurant, Montanas, Subway and Swiss Chalet are all within a short drive from the hotel.

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## CCCC 2012 ANNUAL CONFERENCE

Mark your calendars and plan to join us in Richmond, British Columbia  
The dates are September 25 - 27, 2012.

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[www.cccc.org/conference](http://www.cccc.org/conference)

# Conference Registration

(To register online go to [www.cccc.org/conference](http://www.cccc.org/conference))

RETURN UNDELIVERABLE CANADIAN ADDRESSES TO  
Canadian Council of Christian Charities  
1 - 43 Howard Avenue  
Elmira, ON N3B 2C9

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

( ) \_\_\_\_\_

PHONE

( ) \_\_\_\_\_

FAX

EMAIL \_\_\_\_\_

NAME \_\_\_\_\_

POSITION \_\_\_\_\_

(Please use a separate registration form for each registrant.)

## REGISTRATION FEES

### Full Registration

	Payment ON or BEFORE Aug. 26	Payment AFTER Aug. 26	
CCCC Member	\$ 545	\$ 645	\$ _____
Non-Member	\$ 645	\$ 745	\$ _____
Spouse <i>(please insert spouse name above)</i>	\$ 150	\$ 200	\$ _____

### Daily Registration

	Tues	Wed			
CCCC Member	<input type="checkbox"/>	<input type="checkbox"/>	\$ 285/day	\$ 335/day	\$ _____
Non-Member	<input type="checkbox"/>	<input type="checkbox"/>	\$ 335/day	\$ 385/day	\$ _____
Additional Banquet Tickets <i>(please complete name(s) below)</i>			\$ 50 each	\$ 60 each	\$ _____
				<b>Subtotal</b>	\$ _____

### Certified Member Discount - \$100 per person

If three or more from the same organization register for full conference

(Please send all registrations together to ensure discount is applied.)

Less \$ \_\_\_\_\_

**Total Registration Fee \$ \_\_\_\_\_**

## PAYMENT OPTIONS

VISA    MASTERCARD    AMEX    CHEQUE

CARD NUMBER \_\_\_\_\_

EXPIRY (MM / YY) \_\_\_\_\_

SIGNATURE \_\_\_\_\_

NAME OF CARDHOLDER *(please print)* \_\_\_\_\_



**Please send your completed registration form to:**

Canadian Council of Christian Charities  
1-43 Howard Avenue, Elmira, ON N3B 2C9  
Fax: 519.669.3291 Phone: 519.669.5137  
mail@ccc.org www.cccc.org

