

Conference Programme



BERMUDA'S ONLY 3RD SECTOR CONFERENCE

FEBRUARY 22 & 23, 2013

the Fairmont Hamilton Princess



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"TOGETHER WE CAN"



The Centre on Philanthropy's fourth biennial Third Sector Conference is entitled "Together We Can". This title reminds us of what can be accomplished through collective effort and belief. We are glad you chose to join us for two days of education and inspiration that will help ensure that Bermuda's Third Sector is ready to meet the challenges ahead.

The Conference features 14 international speakers, four local speakers and two local panels, who will present 24 workshops on subjects ranging from Fundraising and Board Management to Corporate Giving Strategies and Skills-Based Volunteering.

The Conference is made possible through the generous support of our sponsors and its success is based in your willingness to participate.

Special Conference Activities

In addition to the list of workshops there are three special activities that we are sure you will enjoy:

- **Conference Reception:** On Friday evening from 6pm - 7:30pm all conference participants are invited to enjoy an evening of socialising and learning in the Gazebo Room. Wine, refreshments and hors d'oeuvres will be served.
- **Youth Philanthropist of the Year Award:** During the Reception the winner of this Award will be announced. The Youth Philanthropist of the Year Award recognises young people who have identified a need in the community and created an initiative or programme to address that need. Please join us when we honour these young people's important contributions to our community.
- **World Café:** The Performing Arts Centre Project will be conduct a special session for all conference participants on Saturday from 10:15am-12:15pm. World Café is a method for creating collaborative dialogue around important issues. This session is an excellent opportunity for Bermuda's Third Sector to bring to the surface the collective wisdom that exists within the group.



THE CENTRE ON PHILANTHROPY



The Centre on Philanthropy was established in 1991 to help meet the need for more effective and efficient voluntary action in Bermuda. Today it continues to provide service to Bermuda's Third Sector through:

Training and Education: providing learning opportunities that help nonprofits, volunteers, donors and other stakeholders to create greater impact in the community.

Volunteer Support: facilitating and promoting volunteering opportunities and activities in Bermuda while encouraging recognition of volunteer contributions to the community.

Advocacy & Community Engagement: raising community awareness of Third Sector issues, opportunities and accomplishments, while delivering opinions on Sector issues and bringing stakeholders together for mutual benefit.

VISION: The Centre on Philanthropy facilitates innovative, flexible and practical solutions that address the needs of Bermuda's Third Sector.

MISSION: To promote and advocate for an effective and sustainable Third Sector by providing training and education, fostering collaboration and supporting volunteerism.

For more information please visit:
www.centreonphilanthropy.org

WORKSHOP SCHEDULE

Friday February 22, 2013

PLENARY SESSION: 9:00AM – 10:00AM

YES WE CAN: LESSONS OF COLLABORATION FROM THE OBAMA CAMPAIGN AND MORE

Carol Fulp, *President and CEO, The Partnership, Inc.*

Harbourview Ballroom

Collaboration is critical to achieve desired outcomes in today's society. Hear about the disciplined strategies that were employed by the Obama campaign to achieve victory in 2012. Learn how different constituencies and groups with shared values and aspirations were brought together, to form a larger cultivated and developed coalition that advanced their interests.

BREAKOUT SESSIONS: 10:15AM – 11:45AM

FOR NONPROFITS ♥

EXTREME SOCIAL MEDIA MAKEOVER: NONPROFIT EDITION

Allan Pressal, *Founder and CEO, PowerSite123*

Gazebo Room

During this life-changing session, we'll not just talk, but actually DO a mind-blowing demonstration of at least 25 killer tools to get tons of online traffic and revenue for your nonprofit. See how to instantly transform your nonprofit into a powerhouse!

"Content is king!" That's the key to success on the web today. To remain relevant, you must create dynamic, compelling content. This can not only drive far more online visitors your way, but entice them to do all kinds of things you want them to do: stay on your site, return to your site, donate and support you in other ways, and refer your organisation to their friends and family – initiating exactly the sort of viral marketing that can exponentially expand your fundraising and other outreach efforts.

We'll explore how to decide which content to create, how to create it (even without typing a single keystroke!), create eye-catching headlines, post your content to blogs, social media, and websites, Tweet about it, Facebook, develop irresistible free offers, create landing pages for people to sign up for those offers, use search engines to boost traffic, launch campaigns to gain more leads and increase the quality of those leads, and much more! For each step, we'll demo a cool tool that's quick, easy, and in most cases for free!

FOR NONPROFITS & DONORS ♥★

PREPARING FOR COLLABORATION – LEARNING HOW TO GET WHAT YOU NEED RATHER THAN DOING THE BEST YOU CAN WITH WHAT YOU HAVE

Sheila Marsh, *Founder, Peppergrass Partnerships*

Princess Louise

This workshop will explain the difference between nonproductive relationships that are sometimes referred to as "partnerships" and partnerships that deliver meaningful results. It will show you how to set goals for collaboration that can serve as the foundation for truly effective partnerships.

FOR NONPROFITS ♥

QUICK GUIDE TO POWERFULLY BUILDING YOUR BRAND

Katharine Coles, *Founder and CEO, Mad Marketeer*

Princess Victoria

Most nonprofits know that there is a direct correlation between your brand and your revenue, but don't know HOW to create a strong brand. This session takes a fresh, new look at branding – especially for small to mid-sized organisations - with practical advice on how to build a brand over time on a budget.

We will cover the "how's and why's" of branding, along with how to infuse brand into all of your marketing elements including identity (logo, tagline, etc.), messaging, your online presence, media planning, grassroots public relations, social media and search engine optimisation. You will leave this session with specific ideas that you can easily implement on how to powerfully build and execute a branding strategy.

FOR NONPROFITS ♥

UNDERSTANDING AND STRENGTHENING YOUR BUSINESS MODEL

Steve Zimmerman, *Principal, Spectrum Nonprofit Services*

Princess Katherine

In today's rapid pace of change, nonprofit business models are quickly evolving and strategic decisions need to be made if organisations are going to be sustainable. This interactive training introduces participants to the Matrix Map, an engaging, visual tool that turns an organisation's business model into a single, compelling image that represents the mission impact and financial viability of the organisation. Beyond just a picture though, the Matrix Map offers strategic imperatives for board and staff to frame choices and make adjustments to

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strengthen their business model. At the conclusion, participants will leave with a tool they can use to engage staff and board in the pursuit of sustainability.

FOR DONORS ★

CORPORATE ROI THROUGH SKILLS-BASED VOLUNTEERING

Theresa Moore, *Director Talent Development, Renaissance Reinsurance*

Twain Room

Skills-Based Volunteering is a way to “give back and get more”. It’s a win-win-win for the community, employee and company. Allowing employees to showcase their business skills to help build capacity in nonprofits strengthens a company’s brand, employee loyalty and leadership development.

PLENARY SESSION: 1:00PM – 2:00PM

EIGHT THINGS GRANTMAKERS ARE DOING TO HELP GRANTEE PERFORMANCE

Heather Peeler, *Vice President of Programmes, Grantmakers for Effective Organizations*

Harbourview Ballroom

Many grantmakers want to provide support that improves nonprofit capacity, but too often foundations’ practices and priorities are disconnected from the real needs and challenges of nonprofits on the ground. This plenary will explore eight ways grantmakers can make the greatest difference to grantee performance and results, and will discuss what nonprofit leaders can do to support grantmakers in adopting grantee-friendly practices.

BREAKOUT SESSIONS: 2:15PM – 3:45PM

FOR NONPROFITS & DONORS ♥★

DASHBOARD DRIVING

Steve Zimmerman, *Principal, Spectrum Nonprofit Services*

Gazebo Room

Engaging your board of directors in a strategic conversation about your organisation while trying to keep them informed can be challenging. In this session, we’ll introduce you to the dashboard – an engaging, brief document that highlights the key metrics for your organisation in a way that every board member can understand and allows you to drive the conversation towards those things that matter most. This workshop covers the concept as well as process for implementing.

FOR NONPROFITS ♥

FUNDRAISE LIKE A GENIUS PART 1

Linda Lysakowski, *President and CEO, Capital Venture*

Princess Louise

Albert Einstein’s definition of Genius is “One percent inspiration and 99 percent perspiration.” Based on her new book, *Fundraising for the GENIUS™*—the first in a new series of books written to bring out the “genius” in all of us—this webinar will feature the author, Linda Lysakowski, ACFRE, presenting ideas to both “inspire the genius” in participants and provide a framework for the “perspiration” part, the work of fundraising. We will talk about ways to keep yourself inspired to do the fantastically important work of fundraising for your nonprofit, with a small or nonexistent staff. And we will discuss some practical tips to help you keep it all together—ranging from the infrastructure needed to support your fundraising efforts, the role of board, staff and volunteers in fundraising, and how to prioritise fundraising programmes so you are working smarter, not harder.

FOR NONPROFITS ♥

MISSION, CAPACITY, AND STRATEGIC PLANNING

Amy Nisenson, *Consultant and Executive Director, The Mary Morton Parsons Foundation*

Princess Victoria

Is your organisation continually assessing and improving its work? Is mission and internal capability driving your programmes? Are you adding programmes to compete in today’s economy or are you being strategic in your planning and decision making? What tools should you be using to assess your capacity in leadership, programming, fundraising, human resources, and infrastructure?

Amy Nisenson will bring her experience from the nonprofit sector and her work in corporate and foundation philanthropy to this workshop. You will hear information about nonprofits making strategic decisions based on assessment of organisational capacity and how this relates to sustainability.

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FOR NONPROFITS ♥

THE EVOLUTION OF A NONPROFIT

PANEL MODERATOR: Lorna McGowan, *Programme Coordinator, The Centre on Philanthropy*

PANEL PARTICIPANTS: Chewstick and Sunshine League

Harley Room

As organisations develop and grow they face challenges and opportunities. This workshop highlights two organisations that have embraced change, grown through the process and continue to develop. Learn from the experiences of a group of creative guys who took a vision and created an organisation and how a charity redefined its mission and programmes.

FOR DONORS ★

WHAT DO YOU REALLY NEED?

Jessica Bearman, *Principal, Bearman Consulting*

Twain Room

Donors and grant makers walk a fine line between getting what they need to make good decisions and overburdening themselves and their grant seekers with onerous paperwork. How do you decide? Project Streamline is an effort to help foundations streamline their application and reporting requirements while getting the information they need to be responsible stewards of the dollars they have to give. Participants will share their own practices and learn more about Project Streamline's principles, recommended guidelines, and specific tips for keeping grant making "right-sized."

BREAKOUT SESSIONS: 4:00PM – 5:30PM

FOR NONPROFITS ♥

A MATTER OF ENGAGEMENT: BUILDING AND SUSTAINING AN EFFECTIVE NON-PROFIT BOARD

Michael G. Daigneault, *CEO, Quantum Governance, L3C*

Gazebo Room

This workshop focuses building and sustaining a Board of appropriately engaged Board members. The first issue Michael will explore is, "What are the barriers to Board member engagement?" He will also introduce the six core elements of the "Quantum Engagement Model" that he developed, namely 1) emotional connection to the mission, 2) understanding what they can do to help the organisation, 3) working at the appropriate level of skill and abilities, 4) sustaining involvement throughout the year in board and committee meetings - and between meetings, 5) acting to improve their - and their organisation's - performance, 6) actively building relationships necessary to succeed.

FOR NONPROFITS ♥

FUNDRAISE LIKE A GENIUS PART 2

Linda Lysakowski, *President and CEO, Capital Venture*

Princess Louise

Part 2 of 2. This workshop looks at ways to keep yourself inspired to do the fantastically important work of fundraising for your nonprofit, with a small or nonexistent staff. And we will discuss some practical tips to help you keep it all together—ranging from the infrastructure needed to support your fundraising efforts the role of board, staff and volunteers in fundraising, and how to prioritize fundraising programmes so you are working smarter, not harder. (See previous page for complete workshop description.)

FOR NONPROFITS ♥

STATE OF FUNDRAISING IN BERMUDA

PANEL MODERATOR: Hazel Kim, *Development & Engagement Manager, The Centre on Philanthropy*

PANEL PARTICIPANTS: Jennifer Burland Adams, Martha Dismont, David Lang and Graham Pewter

Princess Victoria

The economic slowdown has many nonprofits struggling with their fundraising efforts. Is the recession on an upward turn? Should nonprofits expect to see a further decline in donations? How are donors feeling about the support they provide nonprofits? This session will allow participants to hear from donor and nonprofit representatives about their view of where fundraising stands in Bermuda today.

FOR NONPROFITS ♥

FORMING PARTNERSHIPS THAT DELIVER RESULTS

Sheila Marsh, *Founder, Peppergrass Partnerships*

Princess Katherine

This session will focus on choosing the right partners and the nuts and bolts of forming the partnership. It will show you how to break

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through the risks of failure and conflicts of interest that serve as the biggest barriers to effective collaboration, and how to set up partnership processes that keep the partners focused on shared success. This session will build on the material presented in the Preparing for Collaboration session.

FOR DONORS ★

OUR ROLE IN BOOSTING NONPROFIT PERFORMANCE

Heather Peeler, *Vice President of Programmes, Grantmakers for Effective Organizations*

Twain Room

Now that we've heard about the need to align better our practices as donors with the true needs of our grantees, this session will explore how to make these intentions a reality. Designed for corporate and foundation donors, we will use this conversation to delve deep into our specific practices and roles as funders and identify those aspects of our work where implementing small tweaks will yield better results on the ground. We'll tackle the eight things outlined in the plenary session in a vibrant conversation that will leave you with immediate steps to take once back in your office.

CONFERENCE RECEPTION: 5:00PM – 8:00PM

Conference participants are invited to enjoy an evening of socialising, learning, wine & hors d'oeuvres. There will also be a very special presentation of the 2013 Youth Philanthropist of the Year Award.

Saturday February 23, 2013

PLENARY SESSION: 9:15AM – 10:00AM

FARTHER TOGETHER: A CALL FOR GREATER CROSS SECTOR COLLABORATION

Valerie Lies, *President and CEO, Donors Forum*

Harbourview Ballroom

Our social problems are growing and seemingly intractable. The resources available to the private business, philanthropic and nonprofit sectors, as well as the governmental sector are constrained. Yet, together we must forge new ways of addressing problems and developing common solutions; or at least coordinated approaches. How can our sectors work more closely together? What kinds of new partnerships can be formed? Hear some new ideas and learn what others in Bermuda are doing to collaborate more.

GROUP SESSION: 10:15AM – 12:15PM

WORLD CAFÉ ♥★

IN PARTNERSHIP WITH: The Performing Arts Centre Project

Harbourview Ballroom

Since the first Third Sector Conference, participants have noted a desire to have more time to share and learn from each other. Over the years we've added opportunities for people to come together and learn about each other. This Conference we have taken the idea to a whole new level!

What is World Café? The World Café is a method for creating a living network of collaborative dialogue around questions that matter in real life situations. World Café is a great way of fostering interaction and dialogue with both large and small groups. It is particularly effective in surfacing the collective wisdom of large groups of diverse people. The Café format allows for many different purposes—information sharing, relationship building, deep reflection exploration and action planning. This session is not only an opportunity to participate in great conversation but will provide you the opportunity to learn how this method may work in your organisation!

BREAKOUT SESSIONS: 1:15PM – 2:45PM

FOR NONPROFITS ♥

CHOOSING THE RIGHT FUNDRAISING METHODOLOGY FOR YOUR ORGANISATION

Carol Weisman, *President, Board Builders*

Gazebo Room

There are a lot of ways to raise funds for your organisation, from special events to corporate giving to earned income to name a few. Frequently, in the boardroom and amongst staff, people will throw out ideas. The question this session will address is: How do we evaluate a fundraising method for OUR organisation and will it work for US?

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FOR NONPROFITS ♥

ARE WE ASKING THE RIGHT QUESTIONS IN THE BOARD ROOM?

Michael G. Daigneault, CEO, *Quantum Governance, L3C*

Princess Louise

This workshop will introduce a new "Board Meeting Paradigm". Instead of asking "What Should We Do," Boards and Board members moving to a more strategic and governance oriented focus, should instead be asking "How Can We Think Differently?" "What New Questions Should We Be Addressing?" "How Can We Take Our Board Meetings and Deliberations to a Whole New Level?" This workshop builds upon the foundations of "Governance as Leadership" and takes the concepts articulated therein to a new level.

FOR DONORS ★

COMMUNITY ENGAGEMENT AND SPONSORSHIP

Amy Nisenson, Consultant and Executive Director, *The Mary Morton Parsons Foundation*

Princess Victoria

Is your company deluged with requests from community nonprofits for philanthropic support and requests to sponsor fundraising events? How do you pick and choose? Is there a way to be strategic and align your business interests and your employee interests and involvement? How do you avoid self-dealing?

Amy Nisenson will bring her experience from the nonprofit sector and her work in corporate and foundation philanthropy to this workshop. You will hear best practices in corporate philanthropy and ways to be more strategic as you plan your community engagement.

FOR NONPROFITS & DONORS ♥★

AN INTRODUCTION TO APPRECIATIVE INQUIRY

Dr. Duranda Green, *Bermuda College*, **Gordon Johnson**, *Johnson & Associates*, **Aderonka Bademosi Wilson**, *The Stratford Group*

Princess Katherine

Appreciative Inquiry is a particular way of asking questions and envisioning the future that fosters positive relationships and builds on the basic goodness in an organisation. The participants of this session will be introduced to the theory of Appreciative Inquiry and learn how it can be applied successfully within organisations in the area(s) of strategic planning, governance, human resources and development.

FOR NONPROFITS & DONORS ♥★

FAITH AND PHILANTHROPY PARTNERING FOR GREATER GOOD

Sherrye Willis, Founder, *Faith & Philanthropy Institute*

Twain Room

Churches and faith-based organisations play a critical role in our society to alleviate the pain, suffering, and poverty of people in need. They run soup kitchens, clinics, shelters for the homeless, substance abuse programs, mentoring for at-risk youth, community development, clothing closets and food pantries. They reach out to the poor, the widow, the prisoner, the abused, and orphaned children. They do this in response to a sense of calling, often without enough funding and often without adequate training - but they do it and, more often than not, what they do has impact.

Yet, Bermuda philanthropy and businesses are currently not funding churches or faith-based organisations because they want to be sure they are not funding "religion," giving public or foundation monies that will be used to convert vulnerable members of our society to somebody else's "true" faith? This 90-minute session will help private philanthropies and businesses develop a new point of view about partnering with churches and faith-based organisations. Today's social ills require the philanthropic community and the faith-based world to forge strong partnerships to rebuild vulnerable communities.

PLENARY SESSION: 2:45PM – 4:00PM

TIME TO LISTEN

Marianne Knuth, Founder, *Kufunda Learning Village*

Harbourview Ballroom

A reflection on the challenge and necessity of shifting our work to arise from a place of deep listening – to ourselves - our inner voice of wisdom - as well as the people we intend to serve. In this our work can increasingly become a true collaboration with life and each other.

2013 CONFERENCE SPEAKERS



ADERONKE BADEMOSI WILSON

Aderonke Bademosi Wilson is the CEO of The Stratford Group. Prior to this position she was the Deputy Director of Global Communications for ACE Limited. She also worked at Cable and Wireless, Bermuda for seven years where she attained the position of Marketing Communications Executive. She began her professional career as a broadcast journalist working for a local radio station.



CAROL FULP

Carol Fulp is the CEO of The Partnership, New England's premier organization dedicated to enhancing the competitiveness of the region by attracting, training, retaining and convening professionals of color. Previously, she was SVP of Corporate Responsibility at John Hancock. And in 2010 President Obama appointed Fulp as a Representative of the United States of America to the Sixty-fifth Session of the United Nations General Assembly.



JESSICA BEARMAN

Jessica Bearman (Bearman Consulting) consults to help grantmakers become more effective and responsive to the communities they serve. She is the author of Project Streamline's Drowning in Paperwork, and supporting materials and workshops to help foundations streamline their application and reporting practices. Jessica has written and spoken widely about giving circles and other aspects of new and established philanthropy.



DR. DURANDA GREENE

Dr. Duranda Greene is the President of Bermuda College and has served at the institution for over 25 years. She became a certified Appreciative Inquiry Facilitator in 2007 having been introduced to the subject in 1997. She has introduced Appreciative Inquiry to the College and has used it in strategic planning and annual appraisals since becoming President.



KATHARINE COLES

Katharine Coles has over 20 years experience in nonprofits, corporate and entrepreneurial organisations. She is CEO of Mad Marketeer and is an expert in branding, websites, SEO and social media. Throughout her life, she has been ardently committed to "giving back" and has served as a CASA, mentored children, served on several boards, including the Board of the African Women Entrepreneurship Programme – Kenya Chapter.



GORDON JOHNSON

Gordon Johnson has worked exclusively in the philanthropic sector in both a management and volunteer capacity since coming to Bermuda in 1992. A graduate of the University of Toronto (B.A. and MSW), Mr. Johnson holds a Certificate in Non-Profit Management from Harvard University. He is currently a partner of Johnson & Associates and Chief Executive Officer of The Performing Arts Centre Project.



MICHAEL DAIGNEAULT

Michael G. Daigneault is the CEO and Founder of Quantum Governance, L3C. The firm provides corporations, nonprofits, credit unions, professional associations, and governmental entities with state-of-the-art and cost-effective governance, strategy, facilitation, fraud, and ethics services. Michael is a highly respected and experienced consultant, facilitator, trainer and advisor. He helps corporate employees to excel as nonprofit board members, and works with corporate philanthropy and HR departments to design leading-edge programmes that have a positive and meaningful impact on the community.



HAZEL KIM

Hazel Kim joined The Centre on Philanthropy in February, 2012. She is originally from the US and moved to Bermuda in 2006. Since coming to Bermuda, she has worked on several volunteer projects for The Centre and Association of Bermuda International Companies (ABIC). Prior to moving to Bermuda, she held the position of Director of Community Relations at John Hancock Financial Services. As Director, Hazel managed the administration of corporate grants and matching gifts, employee volunteer programmes and department operations and finance.

2013 CONFERENCE SPEAKERS



MARIANNE KNUTH

Marianne Knuth is the founder of Kufunda Learning Village in Zimbabwe, a learning centre aimed at the creation of locally rooted solutions to community self-reliance challenges, through the use of people's own imagination, collaboration and resources. Marianne also works in South Africa where she focuses on multi-stakeholder dialogue and action around the challenge of orphans and vulnerable children, both at the national and local levels.



LORNA MCGOWAN

Lorna McGowan is the Programme Coordinator for The Centre on Philanthropy.. She is also the Founder and President of LEM Virtual Administration Services (LEMVAS). She also serves as Chairwoman of Fundraising for The Sequoia Learning Foundation and is a life coach in the Mirrors Programme. Lorna is a certified public speaker and Vice President of Education, Toastmasters International (Bermuda), she is an accomplished keynote speaker, facilitator and career management coach, helping individuals to achieve their full potential.



VALERIE LIES

Valerie Lies was appointed President and CEO of Donors Forum, a membership association that promotes philanthropy and a strong nonprofit sector in Illinois, in 1987. She started her career in philanthropy at the Otto Bremer Foundation in St. Paul, Minnesota in 1974 as a Program Associate and became its Executive Director in 1977, a position she held until December 1981. Valerie has received numerous awards and honors; including being named, most recently in 2012, by The Nonprofit Times as one of the sector's "Top 50 Power and Influence Leaders" in the United States.



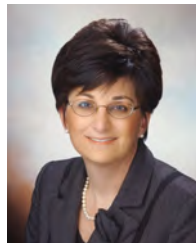
THERESA MOORE

Theresa Moore serves as RenaissanceRe's Director of Talent Development, with responsibility for leadership development, performance management, and talent management for the firm. Ms Moore joined RenaissanceRe in 2010. She has over 20 years of experience in organisation development, including change leadership, organizational effectiveness and employee engagement. Prior to joining RenaissanceRe, she served as Director of Talent Development at Genworth Financial.



LINDA LYSAKOWSKI

Linda Lysakowski is one of fewer than 100 professionals worldwide to hold the Advanced Certified Fund Raising Executive designation. As a graduate of AFP's Faculty Training Academy, she is a Master Teacher. Linda is the author of *Recruiting and Training Fundraising Volunteers*; *The Development Plan*; *Fundraising as a Career: What, Are You Crazy?*; *Capital Campaigns: Everything You NEED to Know*; *Raise More Money from Your Business Community*; and *The Genius' Guide to Fundraising*.



AMY NISENSEN

Amy Nisenson is a senior philanthropy professional with a 20 year proven track record of success across corporate, foundation and nonprofit sectors. Amy currently serves as Executive Director of the Mary Morton Parsons Foundation and in a consultative role to small and emerging nonprofits in the Richmond area. Amy offers consultation in the area of corporate community engagement, working to develop community engagement strategies and programmes that support and further business objectives.



SHEILA MARSH

Sheila Marsh is the founder of Peppergrass Partnerships. Ms Marsh has extensive experience solving problems that challenge both business and nonprofit entities. Her experience as both a business lawyer and nonprofit leader equips her to help advance nonprofit missions by using methods that make businesses successful. She is a consultant and speaker for nonprofit service providers and for agencies focused on capacity building.



HEATHER PEELER

Heather Peeler is Vice President of Programs at Grantmakers for Effective Organizations. She leads efforts to help GEO members adopt practices that lead to nonprofit success. Heather is committed to supporting nonprofit effectiveness. Over the past 12 years, she has helped foundations, nonprofits and government agencies develop and implement strategies that led to greater impact, performance and sustainability.

2013 CONFERENCE SPEAKERS



ALLAN PRESSAL

Allan Pressal is CEO of PowerSite123, whose unique technology enables nonprofits to have world-class websites, social media, and marketing. Allan was designated as one of the world's leading ePhilanthropy speakers. Allan is co-author of Internet Management for Nonprofits. He was given the Volunteer Service Award by President George W. Bush.

Allan was co-founder of i-Cube, which had a highly successful IPO.



SHERRYE WILLIS

Sherrye Willis is Founder of the Faith & Philanthropy Institute and the Executive Director of the Esping Family Foundation, where she directs over \$10 million in foundation assets and distributes over \$500,000 in charitable grants annually. In a philanthropic career spanning two decades she has held leadership positions with the Dallas Community College Foundation, the Dallas Museum of Art, the Dallas Symphony Association and the Center for Nonprofit Management's Nonprofit Loan Center.



CAROL WEISMAN

Carol Weisman is President of Board Builders and an internationally known speaker, author, trainer and consultant who specialises in volunteerism, fund raising and governance. She has served on 32 boards and been President of seven. She currently serves on the boards of The African Health and Hospital Foundation, Trailnet and The National

Council on Alcoholism and Drug Abuse. Carol is the author of nine books, the most recent being *"Transforming Ordinary People into Fundraising Superheroes"*.



STEVEN ZIMMERMAN

Steven Zimmerman is the Principal of Spectrum Nonprofit Services where he provides training and consulting in the areas of finance and strategy for community-based organisations throughout the country. Steve is co-author of the book *"Nonprofit Sustainability: Making Strategic Decisions for Financial Viability"* published by Jossey-Bass in November 2010.

“Together We Can” at-a-glance

FRIDAY, FEBRUARY 22		Gazebo Room	Princess Louise	Princess Victoria	Princess Katherine	Twain Room
8:00 - 9:00	Registration/Refreshments					
8:45 - 9:00	Opening Remarks: Brian Madeiros - Chairman, The Centre on Philanthropy					
9:00 - 10:00	Plenary: YES WE CAN: LESSONS OF COLLABORATION FROM THE OBAMA CAMPAIGN AND MORE - Carol Fulp, The Partnership, Inc.					
10:00 - 10:15	Break					
10:15 - 11:45	Breakout Sessions	COMMUNICATIONS <i>Extreme Social Media Makeover: Nonprofit Edition</i> Allan Pressal	COLLABORATION <i>Preparing for Collaboration</i> Sheila Marsh	MARKETING <i>Quick Guide to Powerfully Building Your Brand</i> Katharine Coles	STRATEGIC PLANNING <i>Understanding & Strengthening Your Business Model</i> Steve Zimmerman	STRATEGIC GIVING <i>Corporate ROI through Skills Volunteering</i> Theresa Moore
12:00 - 1:00	Lunch					
1:00 - 2:00	Plenary: EIGHT THINGS GRANTMAKERS ARE DOING TO HELP GRANTEE PERFORMANCE - Heather Peeler, Grantmakers for Effective Organizations					
2:15 - 3:45	Breakout Sessions	EVALUATION & MEASUREMENT <i>Dashboard Driving</i> Steve Zimmerman	FUNDRAISING <i>Fundraise Like a GENIUS Part 1</i> Linda Lysakowski	STRATEGIC PLANNING <i>Mission, Capacity, and Strategic Planning</i> Amy Nisenson	CAPACITY BUILDING <i>The Evolution of a Nonprofit</i> Moderator: Lorna McGowan Panel: Chewstick and Sunshine League	STRATEGIC GIVING <i>What Do You Really Need?</i> Jessica Bearman
3:45 - 4:00	Break					
4:00 - 5:30	Breakout Sessions	GOVERNANCE <i>A Matter of Engagement: Building and Sustaining an Effective Nonprofit Board</i> Michael Daigneault	FUNDRAISING <i>Fundraise Like a GENIUS Part 2</i> Linda Lysakowski	FUNDRAISING <i>State of Fundraising in Bermuda</i> Moderator: Hazel Kim Panel: Jennifer Burland Adams, Martha Dismont, David Lang, Graham Pewter	COLLABORATION <i>Forming Partnerships that Deliver Results</i> Sheila Marsh	STRATEGIC GIVING <i>Our Role in Boosting Nonprofit Performance: A Session for Corporate and Foundation Donors</i> Heather Peeler
6:00 - 7:30	Conference Reception and Youth Philanthropist of the Year Award, Gazebo Room - all participants are invited to attend					
SATURDAY, FEBRUARY 23		Gazebo Room	Princess Louise	Princess Victoria	Princess Katherine	Twain Room
8:30 - 9:00	Registration/Refreshments					
9:00 - 9:15	Opening Remarks: Graham Pewter - Deputy Chairman, The Centre on Philanthropy					
9:15 - 10:00	Plenary: FARTHER TOGETHER: CALL FOR GREATER CROSS SECTOR COLLABORATION - Valerie Lies, Donors Forum					
10:00 - 10:15	Break					
10:15 - 12:15	Group Session (Harbourview Ballroom)	ALL PARTICIPANTS <i>World Café</i> Presented by the Performing Arts Centre Project				
12:15 - 1:00	Lunch					
1:15 - 2:45	Breakout Sessions	FUNDRAISING <i>Fundraising Strategy: Choosing the Right Methodology for Your Organisation</i> Carol Weisman	GOVERNANCE <i>Are We Asking the Right Questions in the Board Room?</i> Michael Daigneault	STRATEGIC GIVING <i>Community Engagemenet and Sponsorship</i> Amy Nisenson	CAPACITY BUILDING <i>An Introduction to Appreciative Inquiry</i> Aderonka Bademosi, Duranda Green, Gordon Johnson	STRATEGIC GIVING <i>Faith and Philanthropy: Partnering for Greater Good</i> Sherrye Willis
3:00 - 4:00	Plenary: TIME TO LISTEN - Marianne Knuth, Kufunda Learning Village					



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