

Suzanne Gibson

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*Awakening the potential of Canadian non-profit organizations through
organizational, fund and leadership development*

Profile

An inspired, accomplished consultant with expertise in organizational development and capacity building, training and facilitation, leadership development, governance and Board innovation, social innovation, and resource development and fundraising; generative thinking to spark innovation and bring vision into reality; creative problem solving; individual, team and leadership transformation with staff, volunteers, organizations and Boards of Directors, including work at local, provincial, national and international levels

Consultant, Suzanne Gibson & Associates, Toronto, ON

1992-present

Areas of Expertise

Organizational Development and Capacity Building

- Launching new organizations and ventures; feasibility studies; income diversification strategies; strengthening governance structures; business and operational plans

Training and Facilitation

- Design and delivery customized to individual organizational needs, including facilitating problem solving, planning, community forums, collaborative processes, and team work; training related to Board development, leadership, partnership development, social innovation, project management and all aspects of fundraising and resource development

Leadership Training and Coaching

- Visionary leadership development to enhance capabilities and facilitate responses to social issues; mentorship of leadership volunteers and senior staff; team work, motivation to pursue innovation and ongoing learning

Governance and Board Innovation

- Development of strong self governance, clarification of Board and executive roles and governance issues, governance facilitation and training with development of customized tools to enhance management and governance processes

Social Innovation

- Generative thinking and problem solving with feasibility assessment, development of strategies to build relationships and implement innovation

Resource Development and Fundraising

- Fund development vision, strategies and plans; hands-on support with implementation; proposal development; tailored curriculum development, training and evaluation for Board, volunteers and staff

Instruction and Teaching

Instructor, Schulich School of Business, York University **2006-2008**
Non-Profit Management and Leadership Program

Executive Directors' Institute 2007, 2008
Strategic Marketing and Resource Development

Emerging Leaders Program 2006, 2007, 2008
Strategic Resource Development

Instructor, Department of Social Work, University of Toronto **2006, 2007**
 Fundraising 101

Instructor, Ryerson Polytechnic University Toronto, ON **1996-2007**

National Fundraising Certificate Program
Introduction to Philanthropy 2004-2007
Corporate Partnerships, Special Events and Entrepreneurial Activities 1996-2007
Fundraising Approaches 1 and 2 1996-2003

National Certificate in Voluntary and Non-Profit Sector Management
Overview of Fundraising Management 1996,1997, 1998
Board, Community and Government Relations 1998

Conference, Training and Forum Presentations

Frequent presenter and facilitator on a medley of topics. Key clients include:

- Targeted training for Canadian Cancer Society, City of Toronto, ongoing
 DiverseCity onBoard, Kids Help Phone, MS Society of Canada, Ontario Non-Profit Housing Association (ONPHA), Operation Springboard, United Way Toronto, and many others
- Alberta Association of Agricultural Societies, Closing Conference Keynote 2010
Dreaming Big: Making Magic Happen in Your Community, 500 in attendance
 Dreaming big is an important part of manifesting community solutions; stories and examples of success along with ideas, practical tips, approaches and solutions help participants embark on their next great dream within their community
- City of Toronto and United Way Toronto May 2008 to February 2009
Shift: Sharing Homelessness Partnership Innovation for Toronto
 Design, facilitation and support for the delivery of five core sessions and two supplemental learning sessions in developing and advancing innovative programming; targeted to 10 Toronto organizations that serve those who are homeless or at risk of homelessness; key goals included increasing individuals' and organizations' knowledge, skills and capacity to innovate

- City of Toronto, Shelter, Support and Housing Administration Division 2006, 2008
Building Organizational Effectiveness: A Strategic Approach to Fundraising and Resource Development
 Two 10-month initiatives to help Toronto's city-funded agencies build their long-term fundraising and income generation capacity; 341 participants from 188 organizations
 Capacity Building Initiative with key city-funded agencies 2008-2009
- Canadian Fundraiser 2004-present
 A diversity of workshops focused on resource development and fundraising
- The Ontario Non-Profit Housing Association Conference annual
 Topics include: Leadership, Great Governance, Social Innovation 2000-2009
- Association of Fundraising Professionals, Toronto and Calgary Chapters annual
 Workshops and presentations have included:
Extreme Teams: Building Teams That Make a Difference
Finding Events That Work for Your Organization, Fundraising Day
Successful Direct Mail Programs, National Society of Fundraising Executives
Original and Creative Special Events, National Society of Fundraising Executives
- Maytree
Fundraising 101: A Strategic Approach to Building Financial Sustainability 2006, 2008
 Two year-long comprehensive resource development training programs, resulting in more than 40 social justice organizations receiving 10 intensive days of training as well as one-to-one coaching and support to develop three-year revenue generation plans
5 Great Ideas on Social Innovation 2005
- Ministry of Children and Youth Services 2005
 Sessions province-wide on corporate partnerships
- Ontario's Promise 2003-2004
 Sessions province-wide on corporate partnerships
- IFEX AGM
 International Sustainability Session, Organizer, New York, USA 2000
 Resource Development Day, Trainer and Organizer, Paris, France 1998
 Conference, *Strategic Approaches to Creative Fundraising Workshop*, Lima, Peru 1997

Board of Directors Memberships

- Transforming Toronto 2007-2009
 Founding Board Member, Chair and Secretary
- Holistic Health Research Foundation of Canada 2004-2006
 Founding Board Member
- Canadian Crossroads International 2003-2006
 Also Member of the Strategic Planning Steering Committee

- Sistering, Toronto, ON 1993-1997
Honorary Member, Past Chair and Secretary; Fundraising Committee
- M-DO (Multicultural Dance and Music Group), Toronto, ON 1999-2002
- Girl Guides of Canada, Toronto, ON 1998-1999
National Council Member and Member of the Strategic Planning Steering Committee
- Skills For Change, Toronto, ON 1989-1995
Also roles of Capital Campaign Team, New Pioneers Awards Committee, Video Producer

Publications

- Producer and Co-Writer, *Great Governance Video*, ONPHA 2008
- *Leadership Solutions: Building Leadership in Toronto's Voluntary and Non-Profit Sector*,
Commissioned by United Way Toronto, co-written with Katherine Macklem 2008
- Author, *Multi-Media Fundraising Curricula on VLT Format*, Ryerson University 1999
- Curricula Developer for Strategic Fundraising I and II, Ryerson University,
National Fundraising Certificate Program 1999
- Co-author of *The Report of the National Project on Sharing Resources: Developing
Models of Collective Fundraising for National Women's and Girls' Organizations* 1994

Partial Client List

Consultant to more than 100 non-profit organizations, including both new groups and established local, provincial, national and international organizations

Alternative Centre for Youth Employment	Maytree
Canadian Cancer Society	McMaster University
Canadian Crossroads International	MS Society of Canada
Canadian Fundraiser	Native Women's Resource Centre
Canadian Women's Foundation	Ontario Non-Profit Housing Association
Christie Ossington Neighbourhood Centre	Operation Springboard
City of Toronto, Shelter, Support and Housing Administration Division	Pathways to Independence
Community Foundations of Canada	Ryerson Polytechnic University
Council of Elizabeth Fry Societies of Ontario	South Asian Women's Centre
DiverseCity onBoard	The Toronto Rent Bank
Elizabeth Fry Toronto	Toronto Community Housing Corporation
Environment Canada/York University	Tropicana
Evangel Hall Mission	United Way Toronto, Capacity Building Unit
Frontier College	Women's Abuse Council of Toronto
Housing Cambridge	Working Women Community Centre
John Howard Society of Toronto	World Society for the Protection of Animals
John Howard Society of Ontario	Youthlink
Kids Help Phone	YWCA Hamilton

Previous Employment Experience

Founding Executive Director, Raising the Roof, Toronto, ON **1996-1999**

- Established and managed the first national organization on homelessness including strategic and operational plans, fundraising, public relations, a national homelessness strategy and public education program; managed Board and built an effective governance model and volunteer infrastructures; from an initial \$15,000, secured \$1.4 million for operations and special projects; secured more than \$1.3 million free promotions and publicity within three years

Senior Manager, Resource Development, Skills for Change, Toronto, ON **1990-1993**

- Planned and implemented business and marketing plans as well as annual fundraising campaign (operational budget \$1.5 million); developed and implemented funding strategies; increased annual fundraising from 8% of income to 20% in three years (440% increase from \$75,000 to \$330,000); increased bookkeeping business' annual sales by 330% from \$26,000 to \$83,000 in 1.5 years and created results-oriented fundraising culture among Board, volunteers and staff; created programs and special initiatives for clients; supervised staff and co-ordinated 40+ volunteers in fundraising and promotional activities

Executive Assistant to Vice President, Marketing, Fairweather, Toronto, ON **1990**

- Administered promotions, national events and marketing concepts; co-ordinated special events at local and regional levels including media coverage; edited internal communications; developed and implemented corporate donations and sponsorship policies; created a comprehensive two-year public relations strategy

Marketing & Research, Baycrest Centre for Geriatric Care, North York, ON **1988-1990**

- Researched and wrote articles for the Centre's community newsletter (distribution of 17,000), writing press releases, and production of brochures, promotional displays; increased media coverage; set-up database and donor profile system of 18,000 names

Sales Manager, Pinetree Publishers, Montreal, QC **1987**

- Set up and managed operations of new book distribution division in Montreal including hiring and managing staff of six, producing creative brochures, controlling inventory and sales; greatly increased sales to achieve top individual sales performance in Montreal

Education

B.A., McGill University, Montreal, QC **1988**
English Literature Major and Women's Studies Minor

Post-Graduate Public Relations Certificate, Humber College, Etobicoke, ON **1989**
Honours Award Recipient; President's Letter, first of a class of 72 graduates