

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 strategic planning, training and facilitation, fund development and organizational capacity building; focusing on transformative interventions that bring vision into reality; creative problem solving and team enhancement with staff groups, volunteer groups, 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

- Feasibility studies; income diversification strategies; launching new organizations; new ventures; 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, team work, partnership development, project management and all aspects of fundraising and resource development

Leadership Training and Coaching

- Leadership development and goal setting; mentorship of key volunteers and senior staff; team work and teaching leaders in effective facilitation skills

Strategic Planning

- Facilitating strategic planning sessions and community forums; visioning and guiding groups in setting an organization's mission, vision, values and goals; establishing and securing ownership for multi-year plans

Fund Development and Fundraising

- Fund development strategies and plans; hands-on support with implementation; proposal development; tailored curriculum development, training and evaluation for Board, volunteers or staff; more than \$21 million raised for clients since 1993

Partial Client List

Suzanne Gibson has been a consultant to more than 60 non-profit organizations, including both new groups and established local, provincial, national and international organizations.

AIDS Committee of Toronto	Ontario Early Years – Eastern Region
African Canadian Social Development Council	Operation Springboard
Arab Community Centre	Planned Parenthood of Toronto
Canadian Women's Foundation	Roots of Empathy
Central Neighbourhood House	South Asian Women's Centre
Education Wife Assault	St. Joseph's Women's Health Centre
Fred Victor Centre	Spina Bifida & Hydrocephalus Association
Frontier College	The Maytree Foundation
Junior Undiscovered Math Prodigies	Toronto Hospital Foundation
Kids Help Phone	United Way of Greater Toronto
Ministry of Children and Youth Services	Working Women Community Centre
MS Society of Canada	YWCA of Metropolitan Toronto
Offord Centre for Child Studies	YWCA of/du Canada

Employment Experience

Instructor, Ryerson Polytechnic University Toronto, ON

1996-present

National Fundraising Certificate Program

Introduction to Philanthropy

present

Corporate Partnerships, Special Events and Entrepreneurial Activities

present

Fundraising Approaches 1 and 2

1996-2003

National Certificate in Voluntary and Non-Profit Sector Management

1996-1998

Founding Executive Director, Raising the Roof, Toronto, ON

1996-1999

- Established the first national organization focused on homelessness; developed strategic plan and operational plans; managed all day-to-day organizational functions; implemented and evaluated all fundraising, public relations initiatives, and development of a national homelessness strategy and public education program ; managed the Board and built an effective governance model and volunteer infrastructures
- From an initial \$15,000, secured a total of \$1.4 million for core operations and special projects; secured more than \$1.3 million worth of free promotions and publicity within a three year period

Senior Manager, Resource Development, Skills For Change, Toronto, ON

1990-1993

- Planned and implemented annual fundraising campaign (operational budget \$1.5 million); developed and implemented funding strategies including special events; promotions and fundraising materials such as annual report, quarterly newsletters and special corporate packages; developed a direct mail program; maintained database

- Created programs and special initiatives for clients; supervised staff and co-ordinated 40+ volunteers in fundraising and promotional activities
- Developed and implemented public and media relations strategies business and marketing plans
- Increased annual fundraising from 8% of income to 20% in 3 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

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

- Administered special promotions, national events and marketing concepts; co-ordinated special events at local and regional levels; edited internal communications
- Assisted in market research; developed and implemented corporate donations and sponsorship policies
- Increased media coverage; created a comprehensive 2-year public relations strategy

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

- As Freelancer, researched and wrote articles for the Centre's community newsletter, distribution of 17,000, as well as writing press releases, and production of flyers, brochures, promotional displays
- Increased Centre media coverage, developed attractive Centre brochures, and set-up Foundation's 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 of new division; also top individual sales performance in Montreal

Education

Business Administration, York University, Toronto, ON 1989

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

Conference and Forum Presentations

Frequent presenter and facilitator on a medley of topics; key clients include:

- Ministry of Children and Youth Services 2005
- The Ontario Non-Profit Housing Association annual
- 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
- Canadian Fundraiser 2004-present
- Ontario's Promise 2003-2004
- 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

- Holistic Health Research Foundation of Canada 2004-present
- Canadian Crossroads International 2003-present
Also Member of the Strategic Planning Steering Committee
- Sistering, Toronto, ON 1993-present
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
Additional roles of Capital Campaign Team, New Pioneers Awards Committee Member, Video Producer

Publications

- Author, *Multi-Media Fundraising Curricula on VLT Format*, Ryerson Polytechnic University, 1999
- Curricula Developer for Strategic Fundraising I and II, Ryerson Polytechnic 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