

A PASSION FOR THE CAUSE

Fundraising Day
VANCOUVER
BRITISH COLUMBIA

IGNITING THE CREATIVE SPARK TO FUNDRAISING SUCCESS

FRIDAY, JANUARY 29TH, 2027

SIMON FRASER UNIVERSITY • HABOUR CENTRE • VANCOUVER

2027 SPONSORS



CanadaHelps



Cherry Bekaert
Your Guide Forward



THE IDEAS THAT CAN CHANGE YOUR FUNDRAISING

Fundraising is changing rapidly. **VANCOUVER FUNDRAISING DAY 2027** brings together fundraising, marketing and advancement professionals to explore new ideas, fresh approaches and practical strategies for connecting with donors.

KEY THEMES



**DIGITAL
TRANSFORMATION**



**MAJOR
CULTURAL
SHIFTS**



**EVOLVING
DONOR
BEHAVIOUR**



**DECLINING
VOLUNTEERISM**



**SHIFTING
FUNDING
TRENDS**



**NEW
AI & DATA
ANALYTICS**

OPENING KEYNOTE SPEAKER

John Lepp Creative Director
Agents of Good

CRAFTING YOUR STORYTELLING SUPER HACK

This sensational 'dramedy' of a keynote promises to deliver that 'magic bullet' you are constantly looking for to unlock deeper connections with donors, that will encourage you to tap in to and flex your creative muscles and leave you inspired, engaged and full of bright new ideas!

YOU'LL DISCOVER HOW TO:

- Unleash your inner creative deviant and move far beyond traditional storytelling conventions
- Discover how to develop and harness your full collection of organizational voices that will help you raise more money
- Craft irresistible appeals that will have donors reaching for their pens and checkbooks



MEET THE PEOPLE SHAPING THE FUTURE OF FUNDRAISING

MEET YOUR SPEAKERS:



Keely Rammage-Scott
Manager, Marketing & Communications,
ReuseTech BC



Sandra Baker (CFRE)
Director of Advancement
and Admissions, Hamilton
District Christian High



Ryan Garnett
Head of Integrated
Marketing, Harvey McKinnon
Associates



Regan Harney
Executive Director,
MusiCounts



Alex Abboud
Principal,
Works Progress Strategy



Christina Adams
Director of Donor Marketing,
CanadaHelps



Aimee Lindenberger
Senior Consultant,
Global Philanthropic Inc.
(Canada)



Lucy Isham-Turner (CFRE)
Director of Development,
Family Services of the
North Shore; President,
AFP Greater Vancouver



Sarah Bollozos
Chief Development
Officer (CDO), United Way
British Columbia



Shoni Field
Chief Public Engagement &
Advancement Officer,
BC SPCA



Alison Keys
Founder, President & CEO,
Keys Marketing Group



Melanie Lepper
Principal Consultant &
Head of IDG,
Good Works Co.



Loucia Ho
Senior Manager,
Development (Philanthropy),
Vancity Community Foundation



Andrew Procknow
Director of Development,
First Nations Health
Foundation



Nathania Fung
CEO,
First Nations Health
Foundation



SAVE YOUR SEAT BEFORE SOMEONE TAKES IT

VF DAY 2027

January 29, 2027

Last year's conference was standing-room only. Don't miss out – registration is open now!

DELEGATE BENEFITS:

- All meals and refreshments
- Delegate kit with special reports, publications and other useful information
- Opportunity to meet with a wide range of sponsors and exhibitors
- Discounted advertising in one or both of **DM Magazine** and **Hilborn Charity eNews**.



MEDIA PARTNERS



JANUARY 28, 2027

TWO ONE-DAY WORKSHOPS

Two additional one-day workshops will be offered on Thursday, January 28, 2027

DETAILS TO BE ANNOUNCED

WHERE

Simon Fraser University at Harbour Centre

515 West Hastings Street,
Vancouver, B.C. Canada V6B 5K3

Situated in Vancouver's historic Spencer building, Harbour Centre is at the heart of the city's downtown and Gastown area, with shopping, restaurants, hotels and lively entertainment just minutes away. Harbour Centre is directly across from Vancouver's transportation hub, Waterfront Station, where Skytrain, Seabus, and Westcoast Express stations which connects visitors and commuters to all parts of Metro Vancouver and beyond. The Canada Line Skytrain links Waterfront Station directly to the Vancouver International Airport. Additionally, ample public parking is available at many locations near the campus.

