

# Entrepreneur

cybf.ca

## SUCCESS STORY

**CYBF Entrepreneur:** Gena Rotstein

**CYBF Mentor:** Carey Fraser

**CYBF Community Partner:** DeVry  
Institute of Technology, formally serving  
the Calgary area

**Inception:** 2008

**Jobs created:** 3

**Location:** Calgary, Alberta

**Website:** [www.dexterityconsulting.ca](http://www.dexterityconsulting.ca)



### Dexterity Consulting

**Business Profile:** Dexterity Consulting is Canada's first and only philanthropic brokerage firm. It provides individuals, families and small and medium sized businesses the tools to make strategic philanthropic investments. It helps individuals and corporations see and experience REAL measurable social impact with their charitable dollars by understanding their social values and then matching these with the most effective charities for them. In essence, that's what makes Gena a master matchmaker in the social service sector. [www.dexterityconsulting.ca](http://www.dexterityconsulting.ca)

**Her Story:** Working as a fundraising consultant for a non-profit management organization, Gena felt that the donors were not fully served by not being provided the tools to be effective philanthropists. Her Master in Arts: Non Profit Management and Jewish Communal Service from Brandeis University in Boston, Massachusetts, along with her 15 years experience in managing and starting North American non-profit organizations, gave her the right skills to move forward and start her own philanthropic brokerage firm.

The concept of Philanthropic Brokerage is a new concept in Canada; it matches the donor's values to the most appropriate charities. There are limited Canadian consultants who can offer her level of expertise. Dexterity Consulting, based in Calgary, positions itself as a master matchmaker in the charitable sector. It works directly with individuals and business owners to identify where they can have the most impact on their charitable investment dollars and areas of passion, thus making the experience as rewarding as possible. Gena's ability to ask the right questions, find the right connections, and weave these together has allowed her business to thrive.

CYBF provided the start-up capital that allowed Gena to focus her time and energy full-time to launching Dexterity Consulting. Along the way to assist Gena in her journey, is her CYBF Mentor, Carey Fraser. Carey often provides candid feedback on her sales cycle to help Gena's business grow and further develop. Gena is actively working on integrating Carey's sales model into Dexterity Consulting in an effort to shorten the timeline. Gena's support system of her CYBF Mentor and her advisory committee have enabled her to not repeat mistakes that were avoidable.

Gena is a strong believer in donating her personal time and money to additional worthy causes. She supports ChristmasFuture, Safe Haven Foundation, and the Calgary Jewish Community.

Dexterity Consulting - continued

### ACCOMPLISHMENTS:

2009

- Represented CYBF at the G8 Young Business Summit in Italy
- Nominated for Calgary's Top 40 under 40
- Signed first client over \$100,000 CDN
- Assisted individuals to invest more than \$500,000 CDN in worldwide charities since inception
- Featured and contributed to national magazine The MOMpreneur

2008

- Launched business
- Featured in the Financial Post

The Canadian Youth Business Foundation (CYBF) is a national charity dedicated to growing our nation's economy one young entrepreneur at a time. We look at character not collateral, when providing youth (age 18-34), with pre-launch coaching, business resources, start-up financing and mentoring, to help them launch and sustain a successful entrepreneurial business.



Your Success Is Our Business

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### Dexterity Consulting

#### Short Quote:

"CYBF afforded me the opportunity to grow my business without having to take a part-time job to finance the business."

- Gena Rotstein, Dexterity Consulting

#### Long Quote:

"Even though I have been working for charities for my entire career, starting a for-profit business that is on the leading edge of the philanthropic sector was something entirely different. Without the knowledge of my advisory committee and CYBF Mentor I would be repeating mistakes that would have been totally avoidable."

- Gena Rotstein, Dexterity Consulting

### CYBF – [www.cybf.ca](http://www.cybf.ca)

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**For any other information required, please contact  
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June 2009