

Speaker Information

Generating Social Capital – Helping individuals, families and businesses garner greater impact with their charitable investments

Gena Rotstein



Gena Rotstein is a high energy, accomplished speaker and facilitator on strategic philanthropy, community investing and business development in the non-profit sector. With over 15 years experience in non-profit management, Gena understands the importance of having the right tools and strategies to make impactful charitable investments. Her experience spans the North American continent where she has worked for small and large charities. During this time she realized that donors (both individuals and businesses) need assistance in making sound community investment decisions. Her Karma & Cents™ business model matches people to organizations thereby helping fulfill her clients' societal vision. She has been consistently recognized as an expert on Canada's charitable sector and philanthropic advisor.

Speaker Topics

Karma & Cents™ - How Investing in Community will Grow your Business in a Slow Economy **20 – 30 minute duration**

Gena Rotstein will reveal strategies and techniques you can use immediately to build more credibility and visibility through strategic community investing. Hear the top five ways your company can move from the trailing edge to the leading edge, even in a tough economy.

Making a Donation or Making a Difference **30 – 45 minute duration**

What is the number one complaint made by donors about charities today? That they don't know if their money is actually making a difference. This presentation is for individuals and families who are tired and frustrated of being \$20'd to death. An interactive workshop will have participants honing in on their core values of how they make decisions on charitable donations and some quick solutions to the awkward solicitation.

Participants will receive a copy of the *Donor Bill of Rights*© created by the Association of Fundraising Professionals

Case studies include interviews with some of Canada's leading philanthropic families and businesses including – Harley Hotchkiss, Alvin Libin, Mary Tidlund and Jay Baydala

What Needs Most Doing? **30 – 45 minute duration**

How do you decide which charities to support, which companies to make purchases from or which cause to follow? *What Most Needs Doing* is an interactive workshop where participants begin mapping out their social vision and setting down priorities for themselves, their families and their businesses.

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Strategic Partnerships – Building the Bridge Between Companies and Charitable Organizations **60 – 90 minute duration**

The Corporate and Non-Profit Sectors speak different languages and yet at their core they are very similar – helping people fulfill needs and wants. The needs can be as basic as food and shelter (grocery stores and food banks/realtors and drop-in centres) or as complex and medical research and education (drug companies and universities). Yet, with this basic common ground of many times companies see charities as un-professional, soft, and an obligation to support; charities see companies as cold, callous and not looking out for society. This presentation bridges these groups and helps businesses and charities identify those common threads upon which to build strong, lasting and effective partnerships.