

## Strategies for meaningful giving, receiving and leading

WATERMARK | November 2014

Nightwood Theatre invests in good governance

Canadian foundations' assets grow

Watermark launches fundraising leadership program in Bermuda

Generous entrepreneur leads by running

Unlock the potential of women's philanthropy

The world celebrates philanthropy



Sharilyn Hale, MA, CFRE  
Founder & Principal

"One kind word can warm three winter months."

- Japanese Proverb.

## CLIENT KUDOS



Congratulations to [Nightwood Theatre](#) as they celebrate 35 years of artistic excellence, gender equity in the arts and the training and development of emerging female artists.

Watermark is pleased to be supporting Nightwood with their fund development strategy as well as leading a comprehensive board governance review and training.

Managing Director Beth Brown says, *"The work of ensuring good governance is continuous. We're delighted how Sharilyn is effectively engaging our board and senior staff to this end."*

As the oldest professional women's theatre company in Canada,

If one kind word can do that, how much more can our kind and generous actions do? 'Tis the season. Happy holiday wishes,

- Sharilyn

## Want to unlock the potential of women's philanthropy?

Increasingly, women are taking the lead in philanthropic giving, challenging fundraising practices and turning giving stereotypes on their heads. So says new research commissioned by TD Bank, "[Time, Treasure, Talent: Canadian Women and Philanthropy.](#)"

But what does this mean for professional fundraisers?

On November 24th, Sharilyn will join Jo-Anne Ryan, Vice President of Philanthropic Advisory Services at TD Waterhouse, along with Martine Irman, engaged philanthropist and Senior Vice President TD Bank Group and Vice Chair, Head of Global Enterprise Banking at TD Securities at the [Association of Fundraising Professionals Congress](#) in Toronto.

Join us for a candid and insightful discussion on the study findings and what new opportunities they may present for your organization.



## International focus on philanthropy as year-end approaches

Nightwood produces original Canadian plays and works from the contemporary international repertoire, and offers a gateway to propel women to the top of their craft. Check out their [2014/2015 season.](#)



Sharilyn wishes to thank the many wonderful philanthropists, volunteers and organizations which called upon Watermark in 2014 in order to give with purpose, raise more money and lead effectively. It was an honour to serve you:

[Association of Fundraising Professionals \(Bermuda\)](#)  
[Bermuda High School for Girls](#)  
[Bermuda Underwater Exploration Institute](#)  
[Canadian Roots Exchange](#)  
[European Union Panel of NonState Actors \(Barbados\)](#)  
[Massey Centre](#)  
[Nightwood Theatre](#)  
[St. John Ambulance](#)  
[Southlake Regional Health Centre Foundation](#)  
[United Way Worldwide](#)  
[Walter & Duncan Gordon Foundation](#)  
[WindReach \(Bermuda\)](#)  
[WoodGreen Community Services Foundation](#)  
[YWCA Canada](#)

## New research shows foundation assets and grants increase

A new study from [Philanthropic Foundations Canada](#) and [Imagine Canada](#) provides insight into the landscape of grantmaking foundations across the country.

"[Assets and Giving Trends of Canada's Grantmaking Foundations](#)" demonstrates in 2012 the largest 150 foundations in the country had total assets near \$19 billion, an increase of over \$6 billion since 2008. Further, the top 150 foundations granted close to \$1 billion in 2012 representing an increase of more than 45% over the last decade.

While the study notes significant regional concentrations and disparities across the country, this growth is good news for philanthropists and their charitable partners as they work together for the common good. [Read the report](#) for more details, including where foundations are investing their grants.

## Watermark launches fundraising leadership program in Bermuda

Two emerging fundraising professionals have been selected to participate in an intensive six-month mentorship and leadership development program, created by Watermark in collaboration with the Bermuda Association of Fundraising Professionals.

As the end of year approaches, there are two opportunities which focus our attention on the important role of philanthropy in our communities.



**November 15th** marks **National Philanthropy Day** to celebrate the positive changes that philanthropy - and those involved in the philanthropic process - have made.

Proudly, Canada was the first country to officially recognize the day in 2012, in spite of it being honoured by people across the globe since 1986.

The special day is marked by myriad events and activities so take a moment to explore what may be happening in your community. Or use the day to acknowledge and celebrate your generous supporters, reminding them they are part of a global community of givers.

**December 2nd** is **Giving Tuesday**. Recently launched in Canada as a movement for giving and volunteering, it is "opening day of the giving season where charities, companies and individuals join together to share commitments, rally for favourite causes and think about the other."

While we may agree that every day is a great day for giving, what will you be doing on December 2nd?

Charities, download your free Giving Tuesday toolkit at [www.givingtuesday.ca](http://www.givingtuesday.ca).

## Coming in 2015

- ~ Creating a philanthropic portfolio
- ~ Fundraisers navigate the end of charitable entitlement
- ~ What does board service mean to you?

Tammalita Astwood heads fundraising and mentorship at the **Bermuda Underwater Exploration Institute**, where she is responsible for raising over \$2 million USD each year. A veteran of the non-profit sector but a fundraiser for only 4 years, Tammalita says, "My goal is to achieve the CFRE certification, and this invaluable professional development opportunity will help me get there!"



Tammalita Astwood

Rebecca Holloway is the Fund Development Manager at **WindReach (Bermuda)**, an organization that enriches the lives of those with special needs. Recently transitioning from a career in corporate finance, Rebecca is excited for the opportunity to develop in her new profession and says, "I have already found philanthropy to be a very rewarding career."

Watermark looks forward to working with Tammalita and Rebecca who are both deeply committed to advancing their skills and practise, in support of two organizations bringing tremendous value to the Bermudian community.

## Generous entrepreneur leads by running

Jordan Korenzvit is an energetic force of nature. An enterprising young entrepreneur with numerous business interest, Jordan is owner of the flagship **Bang & Olufsen** store in Toronto. Coming from a deeply philanthropic family, Jordan was compelled to give back to his community. In 2009 Jordan self-funded, organized and launched the **B&O Yorkville 5k Run** to raise funds for the **YWCA**.



(L-to-R): Jordan Korenzvit; volunteer Judy Haber; Run sponsor Shahin Alizadeh of Lexus

Since then, the Run has grown tremendously in size and reputation with premium sponsors and a VIP experience, while supporting numerous organizations ranging from the **YWCA** and **Prostate Cancer Canada** to **Mount Sinai Hospital Foundation** and **Jessie Ketchum Public School**. The Run will soon hit the mark of \$1 million raised!

Thank you Jordan for your private philanthropy and generous community leadership making Toronto better for all of us.

Join Jordan at the **2015 Run** on Sunday, September 13, 2015.

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