

LEARNING SERIES

Support4Communities Seminar Program 2021



Nova Scotia Gaming Corporation (NSGC), through its Support4Communities program, is hosting a series of online learning seminars for charitable and community-based organizations, free of charge.

Support4Communities is proud to have three local experts delivering four sessions over the course of a week. These sessions will explore everything from managing communication with your sponsors to generating ideas on how to host your event in accordance of public health regulations.

Developing a Fundraising Program

Delivered by David Oyler

March 25, 2021 at 11:00 am

This session provides an overview of how organizations can identify the objectives of a fundraising plan and develop the framework for a fundraising strategy. Topics include defining the objectives of your fundraising program, evaluating organizational capacity, identifying target markets, and assessing various fundraising options.

Obligations of Registered Charities

Delivered by David Oyler

March 31, 2021 at 3:00 pm

The focus of this presentation is to highlight the responsibilities that accompany registered status such as devotion of resources to charitable purposes and activities, receipting for gifts, fundraising, the filing of the T3010 Annual Information Return, and maintaining adequate books. It also highlights fee-based charitable programs and allowable business activities, and provides clarity on the social enterprise concept.



David Oyler,
Development
Consultant at
Oyler Consulting

David Oyler has been working in the charitable and non-profit sector since 2001. Through his consultant service, he works with organizations and allied sector professionals to effectively deliver their programs. His services include practical guidance on Canada Revenue Agency policy for registered charities, fundraising and revenue generation development, assistance for organizations seeking to register as a charity, and meeting facilitation. David is an active volunteer in the sector's advancement and growth. He recently was a presenter for the Community Sector Council of Nova Scotia's webinar series on dealing with the COVID-19 crisis and was a witness in the Senate of Canada's Special Committee on the Charitable Sector.

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How We Went Hybrid – An Event Case Study

Delivered By Lia Rinaldo of Devour! The Food Film Fest

March 29, 2021 at 2:00 pm

COVID-19 has shifted events and fundraising to the digital world. This seminar will explore how the Devour! Film Fest moved a long-standing world renowned food and culture event to combination of in-person and online. Learn about the creative thinking behind it – and how they continued to raise money while achieving their original goals.



Lia Rinaldo, Managing Director, Devour! The Food Film Fest

With a 30-year career in the film industry and a passion for food culture, Lia Rinaldo knew she'd found a perfect combination in Devour! The Food Film Fest. Starting in the movie

business as a bright-eyed teenager, she honed her skills at Wormwoods Dog & Monkey Cinema, and later brought her considerable knowhow to the Atlantic Film Festival. Her interest in the culinary industry and enviable communication skills led her to a second career as a freelance food and travel writer. A member of the Travel Media Association of Canada and the International Food, Wine & Travel Writers Association, Lia also provides culinary marketing, social media, PR and fundraising consulting services throughout Nova Scotia.

Lia has been recognized for her exceptional contributions to the promotion of culture and the culinary arts. She has been honoured with several industry awards and currently serves on the national jury for Canada's 100 Best Restaurants.

Fueled by her love for food and film, Lia, as Managing Director, has utilized her talent for festival coordination to help make Devour! the largest film festival in the world dedicated to all things culinary. The flagship festival takes place annually in October in Nova Scotia and has expanded to include 15+ major satellite events throughout the year across Canada and around the world.

All sessions will be recorded and available on the support4communities.ca website.
To sign up or for more information please contact Jacqueline Klaus at jklaus@gamingns.ca 902-424-8993

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Building Trust in Uncertain Times

Delivered by Natalie Doyle Oldfield

March 30, 2021 at Noon

Building trust is one of the most important functions during these unprecedented times. Continuing to build relationships with your staff, clients and sector while remaining transparent is the key to your success in moving forward.

Key Learning Objectives:

- Learn how to create a supportive community from staff to volunteers to sponsors to stakeholders in your sector
- Learn how to maintain relationships with sponsors and supporters in a virtual world without face to face events
- Learn new strategies to build, protect and strengthen trust in 2021



Natalie Doyle Oldfield,
President,
Success
Through Trust

Natalie Doyle Oldfield works with business owners and leaders to build relationships of trust, improve customer experiences and grow revenue through a proprietary framework. She is the author of *The Power of Trust: How Top Companies Build, Manage and Protect It*, and creator of *The Client Trust Index™*, an evidence-based diagnostic and the Becoming a Trusted Advisor online course. Natalie has been recognized with a Lifetime Achievement Award as one of the world's Top Thought Leaders in Trust by Trust Across America – Trust Around the World.
successthroughtrust.com

All sessions will be recorded and available on the support4communities.ca website.
To sign up or for more information please contact Jacqueline Klaus at
jklaus@gamingns.ca 902-424-8993