



Jennifer Butchart, CFRE
Senior Development Officer – Queen’s University

Jennifer has worked in the Arts and Education sectors for the past 20 years. From small non-profits to private schools and large universities, Jennifer has developed a breadth of knowledge by working in all areas of the fundraising field including annual giving, advancement services, stewardship, and major giving.

She is currently working for Queen's University as a Senior Development Officer in the Faculty of Arts & Science.

Donna Dwyre, CFRE
Manager, Resource Development & Communications – Hospice Kingston

Donna has been active in the Kingston business community for over 30 years working in media and not-for-profit management, sales and development. Donna is Hospice Kingston’s Manager of Resource Development & Communications managing THE TIME IS NOW

\$11 million Capital Campaign to build Kingston’s first Hospice Residence & Palliative Care Centre. She is responsible for all aspects of fundraising development, strategic planning, communications, marketing and public relations for Hospice Kingston.



Donna is a passionate spokesperson of philanthropy and believes in giving to her community. She is on the Board of Director’s for The Greater Kingston Chamber of Commerce and has volunteered for, and served on, many charitable organization’s committees in Kingston.

Sam Laprade, CFRE
Director - Gryphon Fundraising



Sam specializes in partnerships. Whether it is philanthropy, sponsorship, media or municipal politics, Sam loves to connect people.

As a professional fundraiser Ms. Laprade works closely with generous donors to impact some of the most vulnerable people in our community. In addition, Sam engages sponsors who are interested in innovative, unique and community-minded opportunities in Ottawa and throughout Canada.

Sam Laprade, CFRE – Continued ...

Sam's extensive experience, for close to three decades, with fundraising, media and municipal politics has created an impressive network of community and business leaders.

In 1991 Sam graduated from Algonquin College with a Public Relations diploma. The PR Program included a co-op placement at CBC-TV. Following graduation, Sam started her career at CBC Radio and CBC-TV. She went on to produce countless telethons. A next step for Sam included Councillor's Assistant and Executive Assistant to the Mayor at the City of Nepean. As the local municipalities in the Ottawa area were amalgamated, Sam returned to her non-profit work. Over a 25-year period Ms. Laprade has raised money for important charities in our community such as: The Ottawa Hospital Foundation, the Ottawa Humane Society and the Ottawa Mission Foundation. Sam returned to teach in the evenings at Algonquin College. Over many years, she taught classes on special event planning, research, pop culture and public relations.

In 2009, Sam started as Director, Gryphon Fundraising. Ms. Laprade shares the importance of donor database analytics with fundraising professionals worldwide through data reviews, conference presentations, training development staff and coaching non-profit leaders.

In addition to her work with Gryphon Fundraising, in October 2017, Sam became a full-time consultant assisting non-profits with stewardship, board training and both data and program audits.

Ms. Laprade is a sought-after speaker. Her speaking engagements include: Association of Fundraising Professionals International Conference, Canadian Association of Gift Planners, Association of Donor Relations Professionals, Western Canadian Fundraising Conference and Association of Fundraising Professionals GTA, Congress.

Sam is the creator and radio host of "An Hour to Give" on 1310 News, Ottawa. This show highlights philanthropy, volunteerism and community in Canada's Capital. It airs every Saturday morning from 7-8 AM.

On her down time, Sam enjoys spending time with her daughter Avery in some of her favourite places including PEI and Turks & Caicos.

Jenny Mitchell, CFRE, DMA
Founder and President – Chavender



Chavender’s vision is to help more people do more good. Founder and president of Chavender, Jenny Mitchell (CFRE, DMA), works closely with not-for-profit leaders to change the world - one mission at a time. Chavender assists clients, across Canada and the U.S., to inspire their donors and achieve their fundraising goals through personalized fundraising coaching and training.

Before completing her CFRE, Jenny trained as a classical musician and earned her Doctorate of Musical Arts. She brings her creative approach, her drive for excellence, and her passion for people to the world of not-for-profits.

Eyre Purkin Bien CFRE
Senior Advisor, Philanthropy - CNIB

Eyre Purkin Bien is a results oriented, goal driven, donor centric fundraiser, who is tenacious to a fault. That tenacity has led to a 25+ year career in the field of fundraising, which followed a successful career in television broadcasting in Ottawa and Kingston.

As Senior Advisor, Philanthropy with CNIB, Eyre is responsible for transformational giving across Canada and redeveloping the existing Endowment Program, and for the development and delivery of the organization’s strategy that increases major gifts support from individuals, corporations, and endowments significantly.



Eyre’s fundraising career highlights, include 14 years at United Way KFL&A as Campaign Director and Director of Donor Relations, where a large portion of her time was spent in the development and delivery of volunteer recruitment and orientation programs, including the Volunteer fundraising Cabinet and legions of volunteers in workplaces and across the communities. Moving to University Hospitals Kingston Foundation (UHKF) in 2006 Eyre’s role in donor and community engagement saw her migrate skills to support the Together We Can Capital Redevelopment Campaign, which yielded a \$72 Million success, on a \$70 M target. An early graduate of the Banff School of Management Major Giving Program, with a solid background in every type of fundraising stream, Eyre brings a, trial by fire - wait and see – do your best but don’t be attached to outcomes, approach to most new endeavours.

Eyre Purkin Bien CFRE – Continued ...

A true orange personality with gold highlights, Eyre is a born again strategic planner, who believes knowledge is power, and it is the heartfelt empowerment of others that is the strongest relationship engagement strategy. Many hands make light work – volunteers are the backbone of every strong not for profit organization, providing skills and talents that most charities would could never afford. In fact, volunteer led/staff driven organizations are key to navigating the charitable landscape; grassroots or national in scope, the premise is the same and a winning combination.

Dianne Spencer, M.Sc., CFRE Retired Executive Director, College Advancement & External Relations Loyalist College



Dianne Spencer retired from Loyalist College as Executive Director, College Advancement & External Relations at the end of August, after a 31-year career in communications, marketing and fundraising in post-secondary education. A member of the Senior Executive team at Loyalist, she served as Interim President of the College following the retirement of President Maureen Piercy in August 2016, until President Ann Marie Vaughan joined the College in November that year.

Dianne holds a Bachelor of Arts (Hons. English) from the University of Toronto, and a Master of Science in Rural Extension Studies from the University of Guelph. She achieved her CFRE (Certified Fund Raising Executive) designation in May 2006. She completed the Good Governance Certificate and Advanced Governance Certificate through Colleges Ontario, in 2017.

Dianne's experience at Loyalist includes experience in teaching, media, communications and fundraising. She is a former member (1980 – 85) and Chair of the College Board of Governors (1985). As a staff member, she was responsible for alumni and development activities as well as media and community relations. The Advancement portfolio included employment and career services, overall Advancement services and advocacy, community and government relations.

In 1995 she was the founding director of the Loyalist College Foundation, and served as an ex-officio director and Secretary of the Foundation. Since the Foundation was established, the endowment fund for student financial assistance reached \$11 million at the end of March 2018. Dianne was appointed an Honorary Director of the Foundation at the time of her retirement.

Dianne Spencer, M.Sc., CFRE – Continued ...

She has played a lead role in College capital campaigns to support the building of The Parrott Centre and The Bay of Quinte Skills Centre on campus, and the establishment of the Weston Fellowship program in the skilled trades, funded by the W. Garfield Weston Foundation. This unique pilot program began at Loyalist in 2013, and has since grown to support more than 150 students entering skilled trades programs, taught in The Bay of Quinte Skills Centre. The pilot project at Loyalist has led to the expansion of the program to a number of other colleges across the country, through the Weston Family Scholarship program, supporting students in skilled trades.

Dianne has served as a director of the Canadian Council on Advancement in Education (CCAIE) Board, and of the CCAIE-O Board for Ontario. As a director on the provincial Board she co-chaired annual P.D. conference for Advancement professionals in colleges and universities on two occasions.

A member of the Rotary Club of Belleville, she has been awarded a Paul Harris Fellowship by the Club in recognition of community service. She chairs the Club's RYLA committee (Rotary Youth Leadership Awards) program for the District. She has served on many provincial College System committees, and locally, as a member of the Hastings County Economic Development committee, and as member of the Bay of Quinte Living Council Board. She is a member of AFPSEO, and a former chair of the Canadian Association of Gift Planners (CAGP) Quinte Roundtable.

In June, Dianne was presented with the Outstanding Achievement Award at The Canadian Council for the Advancement of Education (CCAIE) National Conference in Halifax. The Award recognizes a CCAIE member who has made extraordinary contributions to the field of educational advancement over a number of years. The recipient is recognized both for exemplifying the highest ideals of the advancement profession and for dedicated mentoring of others in the field. CCAIE represents universities, colleges, polytechnics, institutes, independent schools and cégeps from across the country, with 4,400 members at 132 Canadian educational institutions.