

2021-2022 Slate of Directors & Officers



PRESIDENT

Amy Pawluk, CFRE is a passionate and highly motivated leader with over 20 years of excellence in fundraising and marketing. She is a Certified Fundraising Executive (CFRE) who is eager to challenge the status quo and find a better way. As Chief Operating Officer, at Blakely Inc., Amy's broad range of responsibilities include developing and leading Blakely's management team, employee engagement, marketing, sponsorship and business development. Amy has been actively involved in the AFP Greater Toronto Chapter since 2011. Amy is driven to advance fundraising as a profession. Outside of fundraising, Amy loves spending time with family and friends, exploring new foods, cultures and she believes that a nice compliment to a stranger could be the change the world needs.



PRESIDENT-ELECT

Jennifer Bernard, CFRE has over twenty years' experience working within a variety of institutions across the charitable and not-for-profit landscape. Jennifer has held senior fundraising positions at McMaster Children's Hospital Foundation, the Ontario Science Centre, Royal Conservatory of Music and Trillium Health Partners, helping each institution to achieve outstanding fundraising results, open doors to new partnerships and deepen engagement of their stakeholders. Jennifer is currently, **President & CEO, Women's College Hospital Foundation**. Her broad range of responsibilities includes overseeing governance and operations, strategic planning and fundraising leadership. As a passionate advocate for philanthropy, Jennifer seeks to expand the philanthropic landscape through active engagement of donors and volunteers that want to help build a better world.

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VP, FINANCE & SECRETARY

Seanna Millar is the **Senior Vice President, Corporate & Community Partnerships at SickKids Foundation**. In her role, Seanna has responsibility for all aspects of corporate, community and event fundraising with a goal to raise more than \$50M annually in support of healthier children. Before joining SickKids, Seanna was the Director of Community Investment at Foresters, a financial services company, where she led the development and management of their corporate social responsibility strategy with national partners. Seanna sits on the Board of Directors of the Young People's Theatre and Parachute Canada.



VP, GOVERNANCE

Sandra Sualim, CFRE is the **President & CEO at Humber River Hospital Foundation** where she is responsible for fundraising leadership, operations, governance and strategic planning in support of Canada's first digital Hospital as they light new ways in healthcare. The first thing people notice when they meet Sandra is her passion for the positive. She helps find a positive angle to most any fundraising challenge. Sandra has raised millions of dollars for nonprofits and has held senior executive roles at BGC Canada and SickKids Foundation. Sandra is a frequent speaker on the topic of effective and authentic relationship building as it pertains to fundraising and communications in general. She is an active volunteer and serves on the boards of several organizations. Sandra holds a Bachelor (honours) degree from the University of Toronto and an advanced Diploma in Public Relations from the University of Victoria.

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VP, PROFESSIONAL DEVELOPMENT

Michelle Vinokurov, CFRE has over 20 years of experience in development and philanthropy, both in Canada and internationally. She is currently the **Senior Fundraising Strategist at Blue North Strategies**. Michelle holds a CFRE and is very involved with the Association of Fundraising Professionals (AFP) here in Toronto and Internationally. She sits on the on the AFP Greater Toronto Chapter Board of Directors where she serves as the VP of Professional Development, and sits on the Governance and Diversity and Inclusion committees. She also sits on the AFP International Conference Education Committee and is an AFP Fellowship in Inclusion and Philanthropy mentor. Prior to joining Blue North, she oversaw Major, Middle and Planned Giving at Canadian Feed The Children and prior to that, served as the Director of Development for the North York Harvest Food Bank building a diverse and successful fundraising program, growing revenue year over year. Michelle holds a Bachelor of Business Administration.



VP, PUBLIC AFFAIRS

Cindy Ball, CFRE is currently **Vice President, Development at Indspire**, a national charity focused on Indigenous education. Prior to that she was Director of Development at the McMichael Canadian Art Collection, as well as Vice President of its Foundation. Previously she served as Director of Development at the Ontario Science Centre and was the Director of Development & Alumni Relations at OCAD University during the Ideas Need Space campaign that expanded the University's campus, including the iconic Sharp Centre for Design. She serves on the board of Art Starts and as a member of AFP's Ethics Resource Committee. Cindy has achieved the designation of Certified Fundraising Executive (CFRE) and is a member of both the AFP and CAGP.

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CHAIR, HUMAN RESOURCES

Andrew Reddin is **Chief Operating Officer at NPower Canada**, a charitable organization that launches underserved youth across Canada into digital careers. At NPower Canada, Andrew oversees national fund development, program delivery and operations. He is a seasoned social impact executive with more than 10 years of experience in partnership development and general management, having previously worked for ACCES Employment and Social Capital Partners. Andrew has cultivated and secured transformative multi-year contributions from public and private sector partners, building a sustainable foundation for rapid organizational growth. Since 2020, he has also served as Treasurer on the Canadian Council for Youth Prosperity (CCYP) Board of Directors and is a member of the Institute of Corporate Directors. In 2021, he began his Executive MBA with a specialization in Social Enterprise at the University of Fredericton. Andrew and his husband Alexey live in midtown Toronto.



CHAIR, IDEA (Inclusion, Diversity, Equity, and Accessibility)

Sara Ly is currently the **Associate Director, Development at Rotman School of Management, University of Toronto**. Throughout her fundraising career, Sara has raised funds for CIFAR (Canadian Institute for Advanced Research), Schulich School of Business, Havergal College, Alberta Cancer Foundation and SAIT (Southern Alberta Institute of Technology) Polytechnic. Sara was the Co-Chair of National Philanthropy Week and Chair of the Educational Program Committee for AFP Calgary and Area Chapter. She also volunteered with Big Brothers and Big Sisters, Inn from the Cold, and Grenoble Community Partnerships.

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CO-CHAIR, SPONSORSHIP

Brady Hambleton is Vice President, Marketing, Engagement and Analytics for Canada’s Children’s Hospital Foundations – a national network of 13 children’s hospital foundations. In this start-up not-for-profit, Brady has built and launched a new organizational brand, digital ecosystem, campaign framework and data warehousing and analytics infrastructure to future-proof a data-driven organization. Previously, Brady was national Director, Direct Marketing at Heart & Stroke, where he launched a number of new campaigns and giving products, along with being a member of the core brand re-launch team. Brady started his healthcare philanthropy journey as Manager, Annual & Planned Giving at Toronto General & Western Hospital Foundation. And in the early years of his career, he held various roles at the University of Toronto, from Donor Services Officer to Senior Development Officer in Planned Giving and Capital Campaign at Victoria University, in the University of Toronto. Brady is a huge lifelong learner and constant advocate for professional development and learning. He is currently pursuing ongoing graduate education in data science and analytics and serves as Chair, Not-for-Profit Council with the Canadian Marketing Association. An avid traveller, curler, wine lover and aviation enthusiast, his favorite activity is hitting the golf course with his husband and life partner, Aaron, who is also his number one travel companion.



CO-CHAIR, SPONSORSHIP

Aki Temiseva is a C-level senior executive with over 20 years of experience in building businesses and not-for-profits. He has run both local and global entities and delivered unprecedented growth to organizations like Procter & Gamble, Publicis Group, World Vision (WV) and Right to Play. He currently serves as **Chief Marketing and Development Officer for Children Believe** where he leads domestic fundraising, marketing, communications and public relations. Aki masters branding – having rebranded two different organizations just in the last three years – and excels in mass marketing and donor engagement. Community engagement has always been important throughout Aki’s life. In the early part of his career, he chaired both the Helsinki and the National Chapter of Children’s International Summer Villages – a global youth cultural exchange organization. He has also Chaired Kehys – the National Finnish umbrella organization representing all INGOs to the EU and was elected Chairman of the Board for WV Italy. He was member of the Advisory Board for the IFC (International Fundraising Conference) for several years and led as the Chair the formation of the IFLF (International Fundraising Leadership Forum) – a collaboration body of the top 20 global INGOs. Aki is a global citizen and world traveller, having lived in Africa, Asia, Scandinavia, the UK, and the USA. Aki is excited about supporting the AFP Greater Toronto Chapter.

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Paula Attfield

Paula Attfield, President & CEO, Stephen Thomas Ltd

Paula has been a fundraiser for over 27 years. With Paula, it's all about results — helping Stephen Thomas Ltd's (ST's) clients raise more money to fulfill their missions. In addition to providing vision and leadership to ST's staff and amazing non-profit clients, Paula keeps abreast of all things fundraising from an international perspective, particularly in the realm of integrated direct response annual giving, and brings relevant and innovative insights and thought leadership back to our staff and our clients with a view to making our sector even better. To that end, Paula is a long-time volunteer for the Association of Fundraising Professionals (AFP), the world's largest community of social impact fundraisers. Paula is currently the Chair of the Dues Committee for AFP Global. She currently sits on the Board of Directors of AFP Toronto, the largest AFP chapter, and has chaired our 3-day Congress. Paula is also a founding member of AFP Canada and currently serves as Past Chair of the Board. When not engaging with our clients, or serving as a volunteer, Paula enjoys spending time with her family, including her two amazing, and not so little any more, kids.



Pamela Ross, CFRE

Pamela Ross joined Royal Victoria Regional Health Centre

Foundation in January 2021 as Chief Executive Officer, leading a staff team, with the support of a remarkable group of volunteers, in an effort to raise \$100 million for the Moments Matter Campaign. Her prior roles include Chief Philanthropy Officer at United Way Greater Toronto where she oversaw fundraising and marketing. Before joining United Way, Pamela was the Executive Vice President and Chief Operating Officer at Sunnybrook Foundation. There she was responsible for the organization's fundraising and operations. Pamela was also Vice President, Marketing and Donor Relations at WWF-Canada and Director, Marketing at Plan Canada. Prior to her entry into the charitable sector, she held senior positions with advertising and direct marketing agencies. An avid volunteer, she has also held the role of Vice President at Native Women's Resource Centre and Board Member at Community Care East York. Pamela holds a CFRE designation and a Bachelor of Arts in Communication Studies from the University of Windsor.

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Roselyn Sagar-Lal, CFRE

A distinguished graduate of the University of Toronto with a long-standing career in healthcare and most recently academia, Roselyn is a professional fundraiser by trade and an avid volunteer by nature. With over 20 years in various fundraising capacities, all in the healthcare sector, Roselyn's passion and commitment to education has led her to her current role as **Senior Development Officer at Centennial College**. Having served as Chair of the Durham District School Board's Engagement Committee, Roselyn has been an active leader in the GTA community and beyond. Her endeavours have allowed her to grasp every aspect of fundraising and value the importance of her accomplishments to provide much needed resources to those in need, to help sustain programs and contribute to a greater vision for future initiatives. Having been an active member of the Association of Fundraising Professionals (AFP) and other professional associations related to Colleges and Universities, Roselyn has had the opportunity to participate in various networking and learning opportunities that have paved the way for her success by offering the ability to continuously learn, adhere to best practices, with the opportunity to meet other like-minded individuals. As the fundraising sector has grown in leaps and bounds, she welcomes the opportunity to advocate and mentor in this very diverse and expanding climate.



Simone Hicken

With thirty years in the non-profit sector, Simone Hicken is currently **Vice President, Philanthropy and Donor Engagement at World Wildlife Fund of Canada**. Simone is driven to succeed at fundraising by the passionate dedication of the volunteers in the organizations that she has served. Prior to joining World Wildlife Fund of Canada, Simone held senior fundraising positions at Trans Canada Trail, David Suzuki Foundation, St. Joseph's Healthcare, McMaster University, the University of British Columbia and the BC Wildlife Federation. Simone has a BA from the University of Toronto in International Relations, Public Policy and Administration. She has served on a number of boards and been engaged in many volunteer activities throughout her life, ranging from coaching U12 girls soccer and managing Pee Wee rep hockey teams to assisting in the preservation of the Haida language. When she is not in the service of others, including her lovely family, she is eating – most recently in the process of earning her Professional Fromager Certificate from George Brown College. She hopes one day to display her charcuterie talents at a future AFP Toronto conference.

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Mary Lynne Stewart

Mary Lynne Stewart is **the National Director of Leadership Giving and Corporate Partnership at March of Dimes Canada** where she leads the philanthropic arm of the organization focusing on major gifts with high net-worth individuals, corporations, and other sources of revenue across Canada. In this role she also creates annual philanthropic plans, strategies and budgets and manages staff and volunteers across Canada. Previously at March of Dimes Canada, she worked as National Director of Fund Development & Communications. In her role as President of Mary Lynne Stewart and Associates, she has assisted charities with the organization and facilitation of their fundraising and sponsorship activities including direct marketing through mail, online initiatives, direct response television, and door-to-door programs: corporate philanthropy and sponsorship; foundation and government grants; special event development and execution and major gifts. Mary Lynne believes that fundraising is a calling and has successfully built bridges between donors and the organizations they care about for over 30 years. She believes each process is a new journey and is excited to continue to give back to the fundraising profession as a member of the AFP Greater Toronto Chapter Board.



Teresa Vasilopolous, CFRE, MBA

Teresa Vasilopolous is a seasoned Fundraising Executive with an impressive track record in the planning and execution of several multi-million dollar campaigns for organizations such as **The WoodGreen Foundation**, WE (formerly Free The Children) and the Michael Garron Hospital (formerly Toronto East General Hospital). At Michael Garron Hospital, Teresa is credited with facilitating a ground breaking \$50M gift, of one of the largest private donor gifts ever donated to a hospital in Canada. At WE, Teresa gained an international fundraising perspective as she helped develop and lead the organization's first global major gift campaign. Teresa is currently **Executive Director at The Woodgreen Foundation**. She is a respected, thoughtful and authentic fundraiser and trusted professional that is recognized for forging enduring donor relationships and exceeding ambitious revenue target. A hallmark of Teresa's approach to successful fundraising is in her ability to build stellar, high performance staff, volunteer and board teams. Teresa has always been impressed with the work of AFP and as someone who has spent over 25 years in fundraising and over 20 years in leadership roles, she has seen the growth and development of this sector and is excited by the opportunity to give back to AFP and our professional community.



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Dane Bland, CFRE

Dane Bland is a Certified Fundraising Executive and emerging non-profit leader working as the **Director of Philanthropy at Rainbow Railroad**. Dane's diverse volunteer and professional background has given him a 360 degree view of the charitable sector. Dane is a graduate of the Trent University Business Administration Program and Seneca College Fundraising Management postgraduate certificate program. Dane is a proud Board Member for AFP Canada's national board, and member of the AFP Greater Toronto Area Chapter. Dane has sat on numerous volunteer boards and committees previously. Dane loves to volunteer, work with other volunteers, and celebrate the incredible impact that volunteers have on fundraising as a profession. He is honoured to have the opportunity to give back to the profession that has given so much to him and been such a part of his life. Dane is a passionate, engaged, and committed fundraiser – and believes strongly in AFP's critical place at the forefront of this unique and special profession.



Stacey Silverberg Carcao, CFRE, BCL, LLB

Stacey Silverberg Carcao is the **Senior Manager, Community Fundraising & Events at the CAMH Foundation**. In her role she leads community and workplace fundraising, including the Sunrise Challenge, UnMasked and cause marketing. Prior to CAMH Foundation, Stacey was a Director, Corporate & Community Partnerships at The Princess Margaret Cancer Foundation leading The Weekend to Conquer Cancer. Earlier in her career Stacey was responsible for Covenant House Toronto's fundraising events, including the Executive Sleep Out and Women Unite. She thrives on leveraging donor-centric experiential activities that enhance stewardship, harness corporate social responsibility, and deepen supporter connections to causes. Stacey served on the Board of Directors for Progress Place, a psychosocial rehabilitation facility for adults living with mental illness, from 2009 - 2018. Her civic involvement also led to several partnerships with the Ontario Library Association, promoting and advocating for school libraries and the advancement of 21st century learning resources. Although Stacey has a B.C.L. and LL.B. from McGill University's Faculty of Law, she realized soon into her career as a lawyer that her passion is building community and inspiring others to create societal change. Stacey became a CFRE in 2018, enjoys working with other purpose-driven individuals and is honoured to champion philanthropy as a member of the AFP Greater Toronto Chapter Board.

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Cheryl Denomy

Currently the **Development and Community Relations Officer at Fontbonne Ministries**, a small Toronto charity offering six unique programs to address community needs, **Cheryl Denomy** has worked in fundraising and non-profit management for more than 30 years.

With a wide-ranging career of assisting mostly smaller charities, Cheryl has raised both funds and awareness for HIV/AIDS, children and adults with neurological challenges, pregnant and parenting teenage girls, international development, post-release support for incarcerated men, Alzheimer Disease, and long-term care. In addition to her fundraising work, throughout her career Cheryl has also served in a volunteer capacity on a number of Boards and committees, including The Denise House, a women's shelter in her hometown of Oshawa and Scarborough Women's Centre, and as a member of the Ethics and Best Practices Committee and Diversity Task Force of the AFP Toronto Chapter.

Cheryl's motivation to join the Board of APF Greater Toronto is to ensure that the challenges and opportunities of smaller charities – many of which have little to no profile with the general public – have a voice in the development of policies and practices that support them, and the fundraising profession as a whole.



Dora Boylen-Pabst

Dora Boylen-Pabst, CFRE is a 26-year veteran in the not-for-profit sector. Dora assumed the role of **Senior Consultant and VP, Ontario with Global Philanthropic (Canada)** in July, bringing sector expertise to charities across the province. Prior to this Dora spent her last 13 years in hospital fundraising as CEO of Headwaters Health Care Centre, and as Vice-President at both North York General Hospital Foundation and Southlake Regional Health Centre Foundation. She has led several capital campaigns raising over \$165M for programs, infrastructure, and equipment, working closely with internal and external communities that depend on hospitals for exceptional care, close to home.

Prior to moving into the healthcare sector, Dora spent seven and a half years within the independent school sector, including at Pickering College, Bayview Glen and Havergal College. Dora has worked for several large and small shops and understands each role within a foundation structure due to personal experience. She has had particular success in merging the goals and results of marketing and fundraising to deliver comprehensive proposals and stewardship to donors, and brand exposure to charities, while focusing on a multi-channel approach to communications and dismantling silos.

Dora has held her CFRE designation since 2001 and has her National Certificate in Fundraising Management and certifications in Boards and Governance, Gift Planning and Non-Profit Management & Leadership. She is a long-standing member of AFP, AHP, CAGP and is a former member of the CCAE. She also has extensive volunteer experience at a variety of organizations and is excited to support her profession through volunteering with AFP.

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Sasha Manes

Sasha Manes is committed to engaging philanthropists in meaningful change. As **the Head of Major Gifts** and former manager of corporate giving **and the Women of Distinction Awards at YWCA Toronto**, she has led innovative campaigns for women in philanthropy for almost 10 years. She is a member of the Board of Directors for the Bishops University Foundation and the Rwanda Survivors Foundation, and sits on committees for AFP Greater Toronto Chapter, AFP Canada, and was a member of United Way Toronto's Speakers Bureau. In 2017, she received AFP Toronto's New Fundraising Professional Award. Sasha holds an M.Ed in Community Development from U of T.