

G. Alexander (Sandy) MacKenzie, CPSL

P: (647) 469-7312 | E: smackenzie@me.com | LI: linkedin.com/in/sandy-mackenzie-4aa3754/

SUMMARY

A seasoned results-oriented fundraiser with thirty years of philanthropic sales and management experience. Over the years I have been part of teams that have raised over \$1 billions cumulatively. Strategic and creative thinker who is dynamic, enthusiastic and a team player. Renowned for building strong and collaborative relationships with donors, staff, boards of directors, committees, stakeholders and partners.

SKILLS & EXPERTISE

Management	Project Management • ROI Forecasting • Event Management • Public Relations • Problem Solving • Strategy Development • Team Building and Supervisory Skills • Coaching & Mentoring • Key Result Areas & Key Performance Indicators
Philanthropic Sales	Philanthropic Sales Enablement • Philanthropic Sales Training • Prospect Management • Prospect Coordination • Donor & Solicitor Styles
Computer Literacy	Microsoft Office (Word, Excel, Powerpoint) • QuarkXpress • Photoshop Elements • FileMaker Pro
Fundraising Software	Blackbaud's The Raisers Edge Fundraising system • Wisely

AWARDS

- 2004 received a national Showcase Award for excellence in a Capital Campaign from the Association for Healthcare Philanthropy (AHP) for North Bay General Hospital Foundation's "Caring for Generations" Campaign
- 2007 received national Hygeia Award from the Canadian Health Care Public Relations Association for best Campaign Communications for One Kids Place Campaign

EXPERIENCE

THE ASKOLOGY GROUP | Toronto, ON

Chief Askologist & Founder

June 2018 – Present

- Created the Askology solicitation methodology, which is the brain and behavioural science of building connections with prospects and influencing them to say, resulting in more revenue.
- Created Philanthropic Sales Professional Competency Framework
- Developed live and online training for Philanthropic Sales Professionals.
- Developed custom psychometric testing for Philanthropic Sales Professionals
- In the process of producing and marketing seminars and online courses

OCAD UNIVERSITY | Toronto, ON

Chief Campaign & Development Officer

July 2017 – June 2017

- Managed the Philanthropy, Alumni Relations & Events Staff (total of 12)
- Developed strategy for the phase II of the Ignite Imagination Campaign
- Developed new messaging and directed the creation of new Campaign Materials
- Implemented a Prospect Management Policy and Process, including Prospect Coordination (Clearance) Procedures
- Working with JMG Solutions developed and implemented a RE Optimization for a Prospect Management System with pipeline reports, age & stage reports, which could be shorted by individual prospect managers, Faculty's, areas of designation, target gifts amounts or by stage.
- Developed a Alumni Relations Strategy
- Worked with the Finance Department to cleanup gift tracking and reporting.
- Repaired damaged relationships with Faculty Deans.

BIG BROTHERS AND BIG SISTERS (BBBS) | Toronto, ON

Director of Philanthropy & Communications, BBBS of Toronto
National Advisor, Philanthropy Strategy, BBBS of Canada

April 2015 to April 2017

December 2016 to April 2017

(Temporary Part-time Seconded Position)

- Managed the Philanthropy, Communications, Volunteer Engagement, and Big & Little Events Staff (total of 8)
- Member of the Executive Team
- Raised 100% of the annual operating budget through charitable contributions from the United Way of Toronto & York, Corporations, Foundations, Individuals, and special event proceeds. Annual operating budget was approximately \$3,000,000 to \$3,400,000.
- Managed a budget an expense budget of \$1 million annual
- Developed strategy focused on sustainable multi-year fundraising initiatives
- Prepared proposals and final reports
- Participated in new prospect presentations
- Managed, Coached and mentored staff, and volunteers
- Developed new Philanthropic Messaging for Toronto, and adopted for Agencies across the Country.
- Introduced the Network to the Blueprint process, and secured a donor to cover the cost of the Blueprint.
- Participated on the Blueprint Task Force

- Co-Chaired, National Fund Development Collaborative Working Group
- Developed the Big Brother Big Sister Month plan that was rolled out across the country.
- Staff lead, for the design, implementation, and evaluation of the BBBSC Foundation Shared Service Model Exploration.
- Managed communications including creation, development and distribution of PR/Media materials, corporate materials, and volunteer recruitment materials.

LINTASH GROUP INC. (FUNDRAISING CONSULTANTS | Toronto, ON

Founder & Owner

June 2006 to April 2015

Philanthropic Architect & Managing Partner, Inspire

(45% owner until December 21, 2011)

Formerly known as DVA Navion

- Co-managed day-to-day operations of Inspire
- Managed a budget of \$4 million annual (until December 2010)
- Supervised and mentored consulting staff
- Managed client relationships and expectations, as well as prospecting and selling. (see attached client list – including the Toronto International Film Festival, Toronto Zoo, Scouts Canada, Canadian Cancer Society)
- Prepared proposals and final reports
- Participated in new business sales presentations
- Assisted clients with strategy, cultivation and participated in solicitations
- Worked with clients stakeholders in collaboration with client volunteers and senior administration
- Managed, Coached and mentored staff, clients and volunteers

MOUNT SINAI HOSPITAL FOUNDATION | Toronto, ON

Vice President, Development

October 2005 to June 2006

- Contributed to the development of the Foundation's strategic plan, particularly with respect to all revenue regeneration areas.
- Planned, managed and implemented all revenue generation programs, including planned giving, major gifts, annual giving, and campaigns.
- Provided leadership in the development of policies and procedures for the development division.
- Built, developed and maintained effective and mutually beneficial partnerships with key stakeholders within the Hospital, Foundation, Fundraising and development sectors.
- Worked with Foundation key volunteers, hospital senior staff and physicians to develop and solicit key prospects.
- In conjunction with the President and management team, contributed to the development of the Foundation's annual budget
- Provided leadership and strategic direction to a staff of 27 employees.
- In partnership with the President and the Hospital VP, Marketing and Communications, developed and implemented strategies to produce and disseminate corporate communication materials (annual reports, letters, brochures and media advertisements) to convey fundraising messages to the community.
- Drove the development of strategies to support strong and positive donor relations, including recognition and reward programs, donor appreciation, and stewardship of key prospects.

ROYAL ONTARIO MUSEUM FOUNDATION | Toronto, ON

Vice President & Campaign Director (Contract position)

October 2002 to October 2005

- Facilitated the planning and development of strategies to support the \$211 million Renaissance ROM Campaign and priorities of the ROM Foundation
- Oversaw the opening celebrations for the Renaissance ROM project
- Managed a portfolio of prospect/donor accounts. Responsible for donor cultivation, solicitation, and stewardship
- Oversaw the operational functions of the Foundation including Human Resources, Finance, Research and Systems
- Supervised a staff of 20 employees and provided leadership and strategic direction
- Managed over 80 volunteer members of the Renaissance ROM Campaign under the leadership of The Hon. Hilary M. Weston

DVA NAVION INTERNATIONAL FUNDRAISING CONSULTANTS | Toronto, ON

Managing Director, DVA Navion Resources (Based in Toronto)

August 2002 to Oct. 2002

President, DVA Navion, Australia/New Zealand/Asia (Based in Sydney)

January 2002 to July 2002

Associate Vice-President, Western Canada (Based in Calgary)

January 2000 to December 2001

Senior Consultant, Eastern Canada (Based in Toronto)

January 1998 to December 1999

- Managed the day-to-day operations of the various regions and countries per above roles
- Supervised and mentored consulting staff in various regions and countries per above roles
- Managed client relationships and expectations, as well as prospecting and selling per above roles
- Coordinated the revamping of the Prospect Research and Resource Centre
- Conceived and developed the business plan for new product division
- Oversaw Campaigns and Feasibility Studies for various Eastern Canada clients (client list attached)

REHABILITATION INSTITUTE OF TORONTO FOUNDATION | Toronto, ON

Director of Development (Contract position)

January 1996 to 1998

- Managed the merger of the Queen Elizabeth Hospital Foundation and the Hillcrest Hospital Foundation to form the Rehabilitation Institute of Toronto Foundation
- Conceived, developed and implemented a new budget system for the Rehabilitation Institute of Toronto Foundation. This budget tracked the cost per dollar raised and all expenses, including salaries, for each program of the Foundation

CLARKE INSTITUTE OF PSYCHIATRY FOUNDATION | Toronto, ON

Acting Executive Director

September 1995 to January 1996

Director of Development

July 1993 to September 1995

Associate Director of Development

April 1991 to July 1993

Campaign Researcher

April 1988 to April 1991

- Conceived, developed, and implemented an Annual Giving Program for The Clarke, under the direction of the Board and the Executive Director
- Provided staff leadership to a volunteer sponsorship committee for "The Courage to Come Back" Campaign, a new Canadian Initiative that raised over \$240,000 in its first year

- Wrote the terms of Agreement between The Clarke, The Clarke Foundation, and the University of Toronto to establish the first Professorship in Culture, Pluralism and Health Studies in North America. This document became the University's model for all Professorships/Chair agreements at the time
- Managed the largest and most ambitious Fund Raising Campaign for any Psychiatric Facility in North America, in conjunction with the Executive Director

EDUCATION

SALECOLOGY LICENSING BOARD London, UK Certified Salecology Practitioner (Salecologist)	2018
SALECOLOGY LICENSING BOARD London, UK Certified Askology Practitioner (Askologist)	2018
PHILANTHROPIC SALES CERTIFICATION (PSC) INTERNATIONAL Toronto, UK Certified Philanthropic Sales Leader (CPSL)	2018
COPENHAGEN SCHOOL OF BUSINESS Copenhagen, Denmark An Introduction to Consumer Neuroscience & Neuromarketing Course Certificate	2018
THE ACADEMY OF MODERN, APPLIED PSYCHOLOGY Halbeath, Fife, UK Cognitive Behavioural Therapy (CBT) Practitioner	2018
THE SCOTTISH STRATEGIC LIFE ACADEMY Halbeath, Fife, UK Hypnotherapy Certification (Hypnosis Practitioner)	2018
THE ACADEMY OF MODERN, APPLIED PSYCHOLOGY Halbeath, Fife, UK Life Coaching Certification	2018
THE ACADEMY OF MODERN, APPLIED PSYCHOLOGY Halbeath, Fife, UK Neuro-Linguistics Programming (NLP) Practitioner	2018
THE ACADEMY OF MODERN, APPLIED PSYCHOLOGY Halbeath, Fife, UK Neuro-Linguistics Programming (NLP) Master Practitioner	2018
CERTAIN CHANGE Chesham, Buckinghamshire, UK Neuro-Linguistics Programming (NLP) Practitioner	1996
CERTAIN CHANGE Chesham, Buckinghamshire, UK Hypnotherapist Certification (Hypnosis Practitioner)	1996

CERTAIN CHANGE Chesham, Buckinghamshire, UK Time Line Therapy Practitioner Certification	1996
CFRE ACCREDITATION BOARD Alexandria, VA, USA CFRE Certification	1994
ASSOCIATION FOR HEALTHCARE PHILANTHROPY Arlington, VA, USA CAHP Certification	1994
UNIVERSITY OF WISCONSIN/ASSOCIATION FOR HEALTHCARE PHILANTHROPY Madison, WI, USA Madison Institute – Certificate in Annual Giving	1994
YORK UNIVERSITY – SCHULICK SCHOOL OF BUSINESS Toronto, ON, CDN Voluntary Sector Management Post-Graduate Certificate Program	1992/1992
CANADIAN CENTRE FOR PHILANTHROPY Toronto, ON, CDN Voluntary and Non-Profit Management, National Certificate Program	1992/1992
CANADIAN PUBLIC RELATIONS SOCIETY/RYERSON UNIVERSITY Toronto, ON, CDN Public Relations Post Graduate Certificate	1990/1992
RYERSON POLYTECHNICAL UNIVERSITY Toronto, ON, CDN Program: Theatre – Technical Production Major: Arts Administration / Minor: Psychology	1987/1992

VOLUNTEER EXPERIENCE

SESAT – SUPPORTERS OF ETOBICOKE SCHOOL OF THE ARTS TALENT Fundraising Committee Treasurer	2016
WELLESWORTH PUBLIC SCHOOL. Parent Trip Volunteer/Skating Coach	2007 to 2015
CANADA BUSINESS HALL OF FAME FOUNDATION Stage-managed Laureate Induction Fundraising Dinner to benefit Junior Achievement. This event raised \$631,700 and the net proceeds were \$354,146	2004
WEST PARK HOSPITAL FOUNDATION Stage-managed Peter Gzowski Tribute Fundraising Dinner. This event raised \$217,986 and netted \$139,406	2003

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP), GREATER TORONTO CHAPTER Facilitator for roundtables at	1996-2006
ASSOCIATION FOR HEALTH CARE PHILANTHROPY (AHP) OF CANADA Conference Speaker/Presenter/Panelist	1996 – 2010
ASSOCIATION FOR HEALTHCARE PHILANTHROPY (AHP) OF CANADA Communications Chair	1996-1998
THEATRE PASSE MURAILLE Past Vice-Chair	1995-1998

CONSULTING CLIENTS



Innsbruck, Austria
Director, International Fundraising
Environment Scan of 31 Countries



Meewasin Valley Authority
Saskatoon, Saskatchewan
Campaign Supervisor



North Bay, Ontario
Campaign Consultant & Lead Gifts Officer;
Case Blueprint Director



Toronto, Ontario
Supervisor and Interim Campaign Director

People First. Caring Always.



Ottawa, Ontario
Campaign Director

Prince Albert Arts Centre
Prince Albert, Saskatchewan
Co-Campaign Supervisor



Edmonton, Alberta
Interim Campaign Director
and Campaign Supervisor



Ontario Division, Toronto, Ontario
Fundraising Audit Director



Meunster, Saskatchewan
Co-Campaign Director



Edmonton, Alberta
Strategic Fundraising Plan Supervisor



Toronto, Ontario
Campaign Special Advisory, Corporate
Committee and Chair Campaign Finance
and Administration Committee - \$200
million

Centenary Hospital Foundation
Scarborough, Ontario
Raiser's Edge Audit Consultant



Vernon, British Columbia
Campaign Supervisor



Calgary, Alberta
Feasibility Study Supervisor



Saskatoon, Saskatchewan
Campaign Supervisor



Giving
Hope
Today
Saskatchewan Division, Regina, Saskatchewan
Feasibility Study Supervisor



**Canadian Youth
Business Foundation**
cybf.ca
Toronto, Ontario
Feasibility Study Consultant



Courtice, Ontario
Feasibility Study Director



**Canadian Gay & Lesbian
Chamber of Commerce**
**Chambre de commerce
gaie et lesbienne du Canada**
Toronto, Ontario
Strategic Planning Consultant



Outlooks Millennium Community Foundation,
Calgary, Alberta
Strategic Planning Consultant



**prometheum
institute**
Toronto, Ontario
Business Development Consultant



Saskatoon, SK
Feasibility Study Director

**ALL SAINTS' ANGLICAN CHURCH
WESTBORO**

Ottawa, Ontario - Feasibility Study Director,
Campaign Supervisor

Grace Hospital/The Salvation Army, Eastern
Ontario Division - Ottawa, Ontario
Feasibility Co-Study Director



Toronto, Ontario
Feasibility Study Consultant



The Foundation of
St. Joseph Seminary and
Newman Theological College
Edmonton, Alberta
Strategic Review Supervisor



Regina, Saskatchewan
Strategic Review/Feasibility Study Supervisor



Feasibility Study Director and Interim Chief
Business Development Officer



Feasibility Study Supervisor; Interim
Campaign Director & Campaign Supervisor



Fundraising Plan Supervisor



Cultivation Study Director



Feasibility Study Supervisor



Grey Bruce Health Services
and its five Foundations
Feasibility Study Supervisor



Burlington, Ontario
Fundraising Plan Supervisor



Sarnia, Ontario
Feasibility Study Director



Ottawa, Ontario
Feasibility Study Director



Mississauga, Ontario
Feasibility Study Supervisor



Burlington, Ontario
Feasibility Study Director &
Strategic Counsel



Feasibility Study Director



Ottawa, Ontario
Feasibility Study Director



makes you think
Fundraising Plan Director
Interim Director, Philanthropy



Feasibility Study Director and
Campaign Supervisor



Strategic Counsel



Mid-Campaign Assessment Supervisor,
Interim Campaign Director, and Campaign
Supervisor



Canadian Cancer Society
Société canadienne
du cancer

Division
Cultivation Study Supervisor

Ontario



BRIDGEPOINT
HEALTH FOUNDATION

Mid Campaign Assessment Supervisor

Canadian
Breast Cancer
Foundation

Fondation
canadienne du
cancer du sein



Major Gift Training



Feasibility Consultant &
Family Campaign Director



Canadian Centre for Philanthropy™
Le Centre canadien de philanthropie™
Project Consultant