



**MEDIA RELEASE | EMBARGOED**  
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## **DUNCAN COWICHAN CHAMBER OF COMMERCE PARTNERS WITH LOCAL BUSINESS LEADERS FOR THE LOVE OF NONPROFITS**

The Duncan Cowichan Chamber of Commerce will launch an annual professional development and networking symposium for the nonprofit sector this April. ***For the Love of Nonprofits***, the only event of its kind on Vancouver Island, will provide a platform for nonprofits, registered charities, social enterprises and community service organizations to connect, collaborate, share resources and develop operational practices.



“In the face of an ever-changing funding and economic climate, organizations in the nonprofit sector need to continue to adapt and diversify” says Chamber President and MNP LLP Partner, Chris Duncan. “This symposium will provide organizations – not only from Cowichan, but throughout Vancouver Island – with an opportunity to come together, share information and hear from some of the experts and professionals who are at the forefront of change.”

The idea for the symposium first came about during a conversation amongst a handful of Cowichan professionals who were looking for a more effective way to respond to increasing in-kind support requests from local nonprofits. “As we discussed the various nonprofits we were all involved with, and our shared feelings of guilt about not being able to say yes to all of them, we started brainstorming ways we could create greater impact” explained Cynthia Lockrey, Owner of Lockrey Communications and one of several key players behind the initiative.

This past October, after attending the Chamber’s *Small Business BIG DAY* symposium, Lockrey became a Chamber Member. It was during a meeting with Chamber Events and Membership Manager, Alec Wheeler, that the concept of the nonprofit symposium really took flight. “When Cynthia first mentioned the idea of a symposium, specifically for nonprofit sector, I knew it was an initiative the Chamber needed to champion” said Wheeler. “The Chamber has a great number of member organizations that fall within the general nonprofit category. While we deliver a robust program of over 50 professional development and networking events annually, the majority cater to small business. This nonprofit symposium will tackle some of the unique challenges and needs of the organizations that do so much to support, nurture and advocate for our communities. This initiative really is ***For the Love of Nonprofits.***”

The event has been given a nod of approval by Community Futures Cowichan and Economic Development Cowichan, both of which are contributing time and resources to the day’s programming. The Chamber is actively seeking sponsorship support from the wider business community to help launch the symposium in its inaugural year. Funding received will help offset event costs to ensure the program remains financial accessible for the nonprofit sector.

***For the Love of Nonprofits*** will be held at the Best Western CVI on Wednesday, April 10<sup>th</sup> 2019. Registration opens today. Advance booking is required. For more information visit [www.duncancc.bc.ca](http://www.duncancc.bc.ca) or call 250.748.1111.

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**The Duncan Cowichan Chamber of Commerce** has been representing business since 1908. The Chamber provides professional development, networking, cost savings and advocacy for over 560 members. The Chamber also operates the Cowichan Regional Visitor Centre that serves over 25,000 visitors annually, providing information and referrals for all that Cowichan has to offer.

**For more information contact:**

Alec Wheeler

Events and Membership Manager

Duncan Cowichan Chamber of Commerce

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**FOR THE LOVE OF NONPROFITS**  
**Wed, April 10<sup>th</sup>, 2019 | Best Western CVI | Duncan**

PROGRAM ITINERARY

8:00 AM to 9:00 AM | Meet and Mingle & Symposium Welcome

9:00 AM to 10:00 AM | PANEL: Show Me the Money | Part 1: Grant Writing & Funding Applications

- MODERATOR: Cathy Robertson, Community Futures Cowichan
- PANELISTS: Jennifer Barnes van Elk, Cowichan Inkwell Grant Seeking and Professional Writing Services; Drew Cooper, Executive Director, Cowichan Sportsplex & General Manager, PacificSport Vancouver Island, and; Linda Roseneck, Director of Advancement, Clements Centre Society

10:15 AM to 11:15 AM | PANEL: Show Me the Money | Part 2: Sponsorship Development & Donor Relations

- MODERATOR: Cathy Robertson, Community Futures Cowichan
- PANELISTS: Amy Melmock, Manager, Economic Development Cowichan; Sterling Aurel, Sponsorship & Advertising Associate, Chemainus Theatre Festival, and; Chris Spicer, Director of Advancement, Brentwood College School

11:30 PM to 1:00 PM | Speaker Series Luncheon | Kristi Fairholm Mader | Co-Founding Director, Scale Collaborative & Partner, Social Enterprise Catalyst

1:15 PM to 2:15 PM | Community Engagement 101 | Lisa Moilanen & Natasha Horsman | BC Chapter, International Association for Public Participation (IAP2)

2:15 PM to 2:45 PM | Networking Break with Coffee & Desserts

2:45 PM to 3:45 PM | The Power of Purpose | Caroll Taiji, Strategy Director | Taiji Brand Group

4:00 PM to 5:00 PM | Storytelling for Media | Cynthia Lockrey | Lockrey Communications

5:00 PM to 6:30 PM | End-of-Day Networking Social | Complimentary Appetizers & Cash Bar

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