



**Social
Profit
Project**

PRESENTED BY **Bespoke::**
Social Profit Solutions

Speaker Series

Sponsorship

Opportunities



Introducing the Social Profit Project Speaker Series

The Social Profit Project (SPP) Speaker Series brings together leaders across the public, private, philanthropic, and social profit sectors to examine how governance, capital and collaboration must evolve to strengthen Canada's social economy.

Through a curated series of conversations, **the SPP Speaker Series challenges the status quo and creates a platform for sector leaders to share insights and examine what it actually takes to start, shift, and scale meaningful societal change** in complex environments.

As a sponsor, you won't just be supporting an event, you'll be contributing to how the social profit ecosystem evolves. You'll be part of conversations that connect knowledge and action, strengthen collaboration and **shape strategies that drive greater social return on investment.**

We speak social profit instead of non-profit.

A shift that reflects the significant social and economic impact these organizations create while contributing to more than 10% of Canada's GDP.

THE EVENT EXPERIENCE

At each Social Profit Speaker Series, you'll:

- Enjoy a well-curated reception surrounded by a dynamic network of social profit sector providers, public and private partners, philanthropists, influencers, change makers, and cultural commentators.
- Lean in to a "respectfully provocative" speaker, presenter or panel made up of the most impactful minds in the sector.
- Depart with at least one immediately actionable idea or inspiring insight. These events are designed to do more than just facilitate networking and learning—they are the launchpad for a broader mission to instill a social profit mindset across the non-profit sector.



Previous SPP Speaker Series

SEPT
2025

EYES HIGH: SETTING SIGHTS HIGHER AND SCALING YOUR STRATEGY

Our inaugural Social Profit Project Speaker Series session opened with Dr. Elizabeth Cannon, President Emerita of the University of Calgary, who shared the story behind the groundbreaking Eyes High strategy, a vision that inspired community confidence and laid the foundation for the university's highly successful Energize Campaign. She was joined by Dr. Jim Dewald, Professor of Strategy and Global Management at the Haskayne School of Business, and Michael J. Tims, Vice Chairman of MATCO Investments Ltd., who explored how strategic partnerships, visionary leadership, and community alignment helped propel the campaign to \$1.4 billion.

FEB
2026

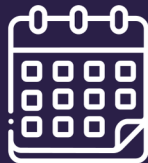
WOMEN LEADING IN SOCIAL IMPACT: WHY IT'S WORKING

Women are leading some of the most innovative and effective social impact work happening in Canada today. This Social Profit Project Speaker Series brought together Dr. Michele Fugiel Gartner, CAP®, IPA, Shelley Kuipers, Co-Founder and Co-CEO of The51, Jerilynn Daniels of RBC, and Joy Bowen-Eyre, CEO of The Alex Community Health Centre to explore the conditions that enable women to lead effectively across complex, cross-sector systems. Through both the keynote and panel discussion, one message consistently emerged: today's most pressing social challenges require leaders who are collaborative, adaptive, relational and strategic.

JUNE
2026

IN PURSUIT OF REVENUE DIVERSIFICATION

As organizations navigate growing demand and an increasingly complex funding landscape, revenue diversification has become one of the social profit sector's most important strategic conversations. This Social Profit Project Speaker Series brought together Jeff Loomis, Executive Director of Momentum, Wafa Kadri, social impact and corporate partnerships leader, and Angie Gélinas, CEO of the Nonprofit Chamber, to explore how organizations can build more resilient revenue models while staying true to their mission. Through both the keynote and panel discussion, one theme consistently emerged: long-term sustainability depends not only on diversifying revenue, but on creating the conditions for innovation by funding organizational capacity, learning, and strategic risk-taking.



100%
SOLD OUT EVENTS
TO DATE



Why the Social Profit Project? Why now?

The Social Profit Project emerged from a critical need identified through our work with dozens of social profit clients, hundreds of sector leaders, and countless partners; infusing the work of the social profit sector with entrepreneurial and enterprising approaches will allow them to start, shift and scale in unprecedented ways.

The same amplifiers that boost private sector business — incubators, angel investments, meaningful mentorship, radical transparency, and moonshot ambitions — can also drive exponential social profit impact.

In our work, we’ve witnessed the truly transformative Power of P4; providers (social profit & charities), public and private contributors and philanthropists aligning to diversify revenue, unlock potential and derisk. P4 partnerships are central to all we do, and we know that applying this mindset fosters access to the necessary knowledge, money and momentum needed within the sector.

The SPP Speaker Series exists to accelerate this alignment and enable the entire sector to drive best-in-class, scalable and sustainable social impact. Each event will connect social profit leaders, board members, community investment professionals and all those who seek to scale social impact with Canada’s most enterprising influencers, who have affected notable change.



Why Sponsor the Speaker Series?

ENGAGE WITH LEADERS SHAPING THE FUTURE OF THE SOCIAL PROFIT SECTOR

- Social profit senior leaders and executives
- Board members and governance leaders
- Government and policy leaders
- Philanthropic and foundation decision-makers
- Corporate community investment leaders

DEMONSTRATE COMMITMENT TO CROSS-SECTOR COLLABORATION AND SOCIAL IMPACT

- Foster the connections, access and support organizations need to operate from a place of abundance.
- Contribute to deeper conversations with social profit leaders that unlock new opportunities for learning and capacity building.
- Be part of building the access, agency, and entrepreneurial thinking needed to strengthen and transform communities.



80+
SENIOR LEADERS
PER EVENT



1,000+
SOCIAL PROFIT PERIODICAL
NEWSLETTER SUBSCRIBERS

The Speaker Series 2026 & 2027

Each session is designed to address a critical shift shaping the future of the social profit sector

2026

OCT
2026

A MARVELLOUS MERGER

“There are so many charities doing the same thing — why don't they just merge?” It's a fair question, and a good one. But it's rarely simple. Mergers cost money. They demand values alignment, the hard work of bringing two boards together — seats given up, and at least one executive leader stepping out of a role. But when it's done well, it can transform what's possible. Join the October Social Profit Project Speaker Series as we explore mergers and strategic alliances through the amalgamation of Aspen Family & Community Network and Boys & Girls Clubs of Calgary into Trellis Society — a look at what it really takes, and what becomes possible when it works.



Keynote & Panelist
Jeff Dyer
CEO of Trellis Society



Panelist
Karen Macdonald
Executive Director of Viewpoint Family Office and Viewpoint Foundation



Panelist
Karleen Batty
Managing Partner of Ernst & Young Calgary Office



Panelist
James Stauch
Co-author of Merging for Good and Executive in Residence, Ivey Business School



Facilitator
Meaghon Reid
Executive Director of Converge Mental Health Coalition

2027

JAN
2027

THE EVOLVING STORY OF GIVING: FROM CHARITY TO COMMUNITY INVESTMENT

Philanthropy and charitable giving have deep roots in faith, community, and the human impulse to help. But as our understanding of social change has grown, so too has the conversation about how generosity is most effectively expressed. Our keynote will trace the arc from traditional charity to modern community investment, exploring how shifting values and lived experience are reshaping the relationship between donors, organizations, and the communities they serve. A thought-provoking look at where we've been, what we've learned, and where the greatest opportunity lies ahead.

MAY
2027

BE THE BOARD TO BE ON

When a board and its executive leadership become a formidable team, everything changes — culture, performance, and the impact an organization can have on its community. That kind of partnership doesn't happen by accident. It's built through the right skills around the table, a shared understanding of where the board's role ends and management's begins, and the honest choices that get an organization there — including the ones that are hard to make. Join us to meet a board and leadership team who've built exactly that, and to explore what it takes to become the board every strong organization wants to be.

OCT
2027

WHEN EVERYTHING IS PULLING US APART, WHAT PULLS US TOGETHER?

The data is clear. The feeling is clearer. Something in our civic fabric is loosening — and it's happening exactly when we need each other most. In a polarized, post-pandemic, economically strained Canada, the social profit sector sits at the intersection of fracture and solidarity. But good intentions aren't enough. This session asks what it actually looks like to choose community — deliberately, structurally, honestly — and what role we're willing to play in making that possible for everyone, not just those who can afford to show up.

Topics are subject to refinement to reflect emerging priorities and opportunities across the social profit sector.

Series Sponsorship

Includes 5 Speaker Series Through 2026 and 2027

SERIES TITLE SPONSOR

Only 1 Available

\$15,000

The Series Title Sponsor is the anchor partner of the SPP Speaker Series, playing a visible role in convening cross-sector dialogue and advancing collaboration across the social profit ecosystem.

BENEFITS:

- Exclusive series sponsorship (SPP Speaker Series presented by your company).
- Prominent logo placement on all marketing materials.
- 6 tickets to each SPP Speaker Series.
- Opportunity to provide opening remarks at each SPP Speaker Series.
- Opportunity to display signage at registration desk.
- Opportunity to contribute to or shape one event topic annually (e.g., panel, keynote participation, or topic alignment).
- Logo recognition in each issue of the Social Profit Periodical (sent bi-monthly).
- One dedicated sponsor feature in the Social Profit Periodical.
- Invitations to exclusive Bespoke-hosted gatherings.
- Access to curated VIP events with speakers and sector leaders.

SERIES SUPPORTING SPONSOR

2 Available

\$10,000

The Series Supporting Sponsor is a recognized partner of the SPP Speaker Series, contributing to strengthening dialogue, collaboration, and leadership across Canada’s social profit sector.

BENEFITS:

- Recognition during each event’s welcome remarks as a Series Supporting Sponsor.
- Logo placement on all marketing materials.
- 4 tickets to each SPP Speaker Series.
- Logo recognition in each issue of the Social Profit Periodical (sent bi-monthly).
- Opportunity to contribute as a speaker in one curated discussion, panel, or moderated conversation during the series.
- Invitations to exclusive Bespoke-hosted gatherings.
- Access to curated VIP events with speakers and sector leaders.

Single Event Sponsorship

TITLE SPONSOR

1 Available for Each Event

\$7,500

The Title Sponsor is the anchor partner of the SPP Speaker Series, playing a visible role in convening cross-sector dialogue and advancing collaboration across the social profit ecosystem.

BENEFITS:

- Exclusive title sponsorship (SPP Speaker Series presented by *your company*).
- Prominent logo placement on all marketing materials.
- 6 tickets to the SPP Speaker Series.
- Opportunity to provide opening remarks at the SPP Speaker Series.
- Opportunity to display signage at registration desk.
- Logo recognition in the Social Profit Periodical newsletter (1,000+ subscribers)
- One dedicated sponsor feature in the Social Profit Periodical.
- Invitations to exclusive Bespoke-hosted gatherings.
- Access to curated VIP events with speakers and sector leaders.

SUPPORTING SPONSOR

1 Available for Each Event

\$2,500

The Supporting Sponsor is a recognized partner of the SPP Speaker Series, contributing to strengthening dialogue, collaboration, and leadership across Canada’s social profit sector.

BENEFITS:

- Recognition during the event’s welcome remarks as a Supporting Sponsor.
- Logo placement on all marketing materials.
- 4 tickets to the SPP Speaker Series.
- Logo recognition in the Social Profit Periodical (1,000+ subscribers)
- Invitations to exclusive Bespoke-hosted gatherings.
- Access to curated VIP events with speakers and sector leaders.



**Interested in sponsoring the
SPP Speaker Series? Let’s connect.**
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