

Gena Rotstein, is a high energy, accomplished speaker and facilitator on strategic philanthropy, community investing and business development in the non-profit sector. With over 15 years experience in non-profit management, Gena understands the importance of having the right tools and strategies to make impactful charitable investments. Her experience spans the North American continent where she has worked for small and large charities. During this time she realized that donors (both individuals and businesses) need assistance in making sound community investment decisions. Her Karma & Cents™ business model matches people to organizations thereby helping fulfill her clients' societal vision. She has been consistently recognized as an expert on Canada's charitable sector and philanthropic advisor.

Dexterity Consulting, Canada's only philanthropic brokerage firm - *Generating Social Capital: Helping individuals, families and businesses garner greater impact with their charitable investments*

Story Ideas

Family and Philanthropy:

- Talking to children about charity
- Family volunteer projects
- Community building activities for children of all ages (fundraising, *friend-raising*)
- Modelling social consciousness

Trends in the Charitable Sector:

- Philanthropic Travel and *Volen*-tourism
- Giving Circles
- Women in Philanthropy
- Philanthropic brokerage
- Community Economic Development
- Corporate Citizenship programs

Strategic Philanthropy:

- Creating a philanthropic plan
- Philanthropic brokerage
- Business of philanthropy
- Corporate Citizenship programs

Organizational Development

- Collaborations within the charitable sector (can also be about mergers of charities)
- Fundraising/Marketing/General Management stories on effective charities
- Community Economic Development