“Now we can hit the ground running in terms of implementing our ideas and we know who to contact for help.”

2016 PARTICIPANT
Lead the Way to a Better World

Our world today needs leaders that are both ready and willing to tackle our most pressing social and environmental needs such as reduced inequalities, climate action, sustainable communities, and quality education.

The Centre for Social Impact at Smith School of Business, Queen’s University, is helping to meet this demand by presenting professionals in the corporate, public and community sectors with opportunities to gain in-depth exposure to diverse and cutting-edge approaches to social impact and values-based leadership.

Demand for executive education in the area of social impact is on the rise across the globe. Your brand will join the ranks of elite universities such as Oxford, Cambridge, Yale, Harvard, and Stanford who have now integrated a social impact curriculum into their core educational programs.

The Centre for Social Impact is now offering a Certificate in Social Impact for professionals, the first of its kind in Canada, in the Fall of 2017.

Thank you for giving consideration to supporting the Certificate in Social Impact for professionals. It is only with the generous support of our sponsors that we can curate and design an exceptional program that enables professionals to lead the way to a better world.

Dr. Tina Dacin
Stephen J.R. Smith Chaired Professor of Strategy & Organizational Behavior and Director, Centre for Social Impact, Smith School of Business
The Certificate in Social Impact

The Certificate in Social Impact equips professionals with current insights that will spark creativity and provide the skills to lead sustained change.

Our curriculum prepares the next generation of leaders. By earning a Certificate in Social Impact participants gain knowledge of current social impact approaches, and it’s application across sectors.

To earn a Certificate in Social Impact, participants complete two sessions equaling 30 hours of in-class study and one independent or team based applied project.
Upcoming Course Dates

Social Finance Academy

November 23-24, 2017

The Social Finance Academy is an intensive immersion into the world of social finance. Participants will be provided with an understanding of this emerging global movement as well as the factors which drive investment across critical demand side sectors such as affordable housing, water, energy, non-profit and social enterprise.

The program will demonstrate how participants can integrate social finance tools into their organizations to transform outcomes and investment models, while achieving measurable financial outcomes and valuable social impact.

Leading with Impact

November 30 - December 1, 2017

The Leading with Impact program is an introduction into what it means to be a responsible and ethical leader who can affect change within organizations, communities, and society at large.

Participants will broaden their knowledge and gain foresight into how social and environmental factors will affect the future direction of their industry and organization. Using a combination of insightful teaching, classroom discussion and team exercises, Smith faculty prepares participants to lead in a responsible and ethical way that will maximize their potential to effect lasting positive change.

Completion of an Applied Project

Participants will seek a mentor in a senior role from their organization to advise on the completion of an independent or team project exploring issues of social impact specific to their workplace. Deliverables and integrity of the project will be evaluated by both the participants organization and the Centre for Social Impact.
Our exceptional session leaders provide participants with the knowledge and pathways that lead to sustained change.

“Not only did the Social Finance Academy teach me a lot about the importance of cross-sector collaboration in ensuring the success of social finance in the mainstream, it helped us cultivate our own network of experts in each of the different sectors due to the diverse makeup of the class.”

2016 PARTICIPANT
The Certificate in Social Impact for professionals brings together numerous high-caliber speakers to share their stories, experiences and advice with participants. Past speakers from the inaugural Social Finance Academy include:

**Shama Ahmed**  
Manager, Financial Education and Social Finance  
*TD Bank Group*

**Annette Aquin**  
Executive Vice-President, Finance & Operations  
*Hamilton Community Foundation*

**David Borcsok**  
Fund Manager  
*Royal Bank of Canada*

**Mckenzie Box**  
Senior Product Manager  
*BMO Global Asset Management*

**Dr. Tina Dacin**  
Professor & Stephen J.R. Smith Chaired Professor of Strategy & Organizational Behaviour, and Director, Centre for Social Impact  
*Smith School of Business*

**Bindu Dhaliwal**  
Associate General Counsel & Director Environmental, Social & Governance  
*BMO Financial Group*

**Kelly Gauthier**  
Senior Consultant  
*Purpose Capital*

**Katie Gibson**  
Director, Entrepreneurship & Start-up Services  
*Ontario Ministry of Economic Development & Growth/Ministry of Research, Innovation and Science*
Karim Harji  
Co-Founder and Director  
*Purpose Capital*

Adam Jagelewski  
Director  
*MaRS Centre for Impact Investing*

Dustyn Lanz  
Senior Director, Communications and Member Affairs  
*Responsible Investment Association*

Serge LeVert-Chiasson  
Senior Partner and Managing Director  
*Sarona Asset Management*

Brian Minns  
Manager, Sustainable Investing  
*Addenda Capital*

Andrea Nemtin  
CEO and Founding President  
*Inspirit Foundation*

Trish Nixon  
Director of Investments  
*CoPower*

Gayle Peterson  
Senior Managing Director, pfc Social Investment Advisors and Associate Fellow  
*Saïd Business School, Oxford University*

Sucheta Rajagopal  
SRI Portfolio Manager and Certified Financial Planner  
*Mackie Research Capital Corp.*

Senia Rapisarda  
Managing Director  
*HarbourVest*

Joanna Reynolds  
Associate Director, Centre for Social Impact  
*Smith School of Business*

Andrea Robertson  
Vice President, Not-For-Profit, Wealth Advisory Services  
*TD Wealth*

Erica Barbosa Vargas  
Director, Social Finance  
*The J.W. McConnell Family Foundation*

Bill Young  
President  
*Social Capital Partners*
Sponsorship Opportunities

We strive to create valuable experiences for all of our sponsors to meet a variety of budgets and objectives, and are happy to work with you to find the best value for your experience.

Sponsoring the Certificate in Social Impact for professionals offers companies the following benefits:

**Learn & Network**

By sending company participants, your company will have the opportunity to connect with leading academics and practitioners that have access to the latest research, discussion and application of cutting-edge ideas, innovations, processes and tools.

Past sponsors have found attending the program valuable because of the new information, ideas, and contacts they have gained. Sponsors also have the opportunity to attend a dinner with the session speakers and other VIPs.

**Inspire**

Your support allows business, public and non-profit sector leaders to gain an understanding of current approaches that are changing how businesses address social and environmental issues in today's complex world.
○ TITLE SPONSOR

$50,000 per professional program

○ 3-YEAR TITLE SPONSOR

$150,000 per professional program

- 1 Sponsorship available
- Recognition at each course opening
- Company presentation (10 minutes)
- Company logo on all course materials
- Recognition as the Title Sponsor for the Professional Development Programs
- Ongoing recognition on all online, social, and print media as Title Sponsor for each sponsorship year
- Full page advertisement in course brochure
- Invitation of 10 guests from your company to earn a Certificate in Social Impact
- First right of refusal to renew sponsorship

○ NETWORKING SPONSOR

$25,000

The Networking Sponsor supports the curation of networking sessions for participants and speakers that allow participants to take a pause and create an authentic connection.

- 1 Sponsorship available
- Opportunity to deliver welcoming address at the opening reception for each course
- Recognition as the Networking Sponsor
- Company logo on all course materials
- Half-page advertisement in each course brochure
- Invitation to 5 guests from your company to earn a Certificate in Social Impact
- Ongoing recognition on all online, social, and print media as the Networking Sponsor

○ SCHOLARSHIPS

$2,985*

Not-for-profit/public sector

Consider providing a scholarship to allow someone from the not-for-profit or public sector to earn their Certificate in Social Impact. Scholarships include registration in all three components.

○ SPONSOR YOUR EMPLOYEE

$1,500* per session | $4,500* full Certificate

Consider offering this professional development opportunity to your employees. Receive a corporate discount for five or more employees enrolled in an individual course ($1,500) or the Professional Certificate in Social Impact ($4,500).

* plus HST
Joanna Reynolds
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