



**BNP**  
STRATEGIES

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## Philanthropic Management

In an ever-changing world, it is vital to be able to continuously adapt and evolve in order to grow and develop. That is why **BNP** is dedicated to providing you with the most **innovative philanthropic management strategies** aimed at enabling you to successfully achieve your financial objectives.

Specialists in the field, we will help you establish solid ties between your organization and donors. We recognize the societal importance of your endeavours... and we are committed to allowing you to bring them to fruition through our extensive knowledge and expertise.

With every cause bearing its own importance, our keen understanding of the philanthropic milieu represents a tremendous asset in maximizing your organization's potential. Our experience in the field extends across a diverse range of activity sectors, including:

- Arts and culture
- Community
- Educational
- Religious
- Health

Active in all regions of Quebec and the Maritimes, and working with numerous organizations elsewhere in Canada, our teams of bilingual professionals have sustainably transformed a multitude of institutions and communities that they have served.

**BNP Philanthropic Management Strategies** — committed to helping your organization grow!

## **BNP Partners: Leaders in Their Own Right**

**BNP's** executive officers are all top-flight professionals who have accumulated many years of experience and expertise in the philanthropic management field. Their diverse skills and training constitute **the key** to the success of your initiatives.



**M° Christian Bolduc, LL.B., CFRE**

President and Chief Executive Officer

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Co-founder of **BNP** and member of the Quebec Bar since 1991, Christian studied at the University of Indiana's renowned Fund-Raising School and is an Association of Fund-Raising Professionals (AFP) Certified Fund-Raising Executive (CFRE). In his role as expert consultant since 1995, he has contributed extensively to **BNP's** outstanding recognition and reputation within the philanthropic milieu. A determined leader and exceptional achiever, Christian maintains privileged relations with key decision makers in a multitude of sectors.

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**M<sup>e</sup> Jean-Nicholas Marziali,  
LL.B., M.A.P.**

Vice-President

Jean-Nicholas is a member of the Québec Bar Association and holds a master's degree in Public Administration. A dedicated fundraising professional since 2004, he has developed a highly pragmatic knowledge of present-day issues through experience with over 8 major fundraising campaigns for organizations from a variety of sectors of endeavour. Jean Nicholas has been responsible for managing all **BNP** activities in Atlantic Canada since 2006. In 2010, he is overseeing three major campaigns in Québec and, in February, was elected to the Board of Directors of the Association of Fundraising Professionals (AFP), Québec Chapter.

**Jean Robert Nolet, CFRE**

Founding Partner and  
Senior Consultant

Co-founder of **BNP** in 1999 and President of the firm until 2007, Jean Robert has been working in the field of philanthropy since 1983. Throughout his distinguished career, he has devoted himself tirelessly to the advancement of fund-raising, and his countless achievements have earned him enviable recognition and respect as a reference in the field. A gifted speaker, Jean Robert's extensive knowledge and expertise are highly appreciated and in great demand in Quebec, where he has trained the majority of fund-raising directors, as well as in New Brunswick and Nova Scotia, where he has helped a great number of organizations achieve their growth and development objectives.



**Jacques Primeau**

Chairman of the Board

Jacques is an expert in the fund-raising field, boasting a vast knowledge of the health sector in particular. Prior to joining **BNP**, between 1990 and 2000, he presided over the Foundations of the Verdun Hospital Centre, the Notre-Dame Hospital, and the Clinical Research Institute of Montreal. Having accumulated comprehensive management experience, he is intimately familiar with the needs and challenges of non-profit organizations and working with volunteers. Among Jacques' most significant talents are his keen organizational skills and his ability to develop and implement effective solutions.



## **BNP Consultants:**

### ***A Team of Dynamic Professionals***

Originating from a varied range of backgrounds, **BNP's** consultants all share a deep dedication to offering the firm's clients service of the utmost quality. Each of our experts is fully able to guide your team through the various steps towards successfully achieving your objectives.



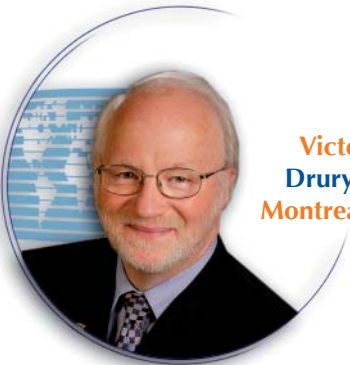
**The Honourable  
Hélène  
Chalifour Scherrer**  
Vice President  
Development  
**Quebec Office**



**Jennifer S.  
Brown,  
B.A., M.A.**  
**Montreal Office**



**M<sup>e</sup> Louise  
Doré, LL.B.**  
**Montreal  
Office**



**Victor M.  
Drury, MBA**  
**Montreal Office**



**Gabriel  
Huot, MBA**  
Director of Research  
**Quebec  
Office**



**Guy  
Levesque  
B.A., M.A.**  
**Maritimes  
Office**



**Jean-Guy  
Lewis,  
B.Sp.Ec., CFRE**  
**Montreal  
Office**



**Peter H. McGill, BBA, MBA**  
Maritimes Office



**Jean Morneau**  
Quebec Office



**Lynn Perkins**  
Montreal Office



**Francine Tétreault**  
Quebec Office



**Robert Tremblay,**  
Adm.A., B.Sc.Adm.  
Director, Alumni and Graduate  
Network Development  
Quebec Office



**Bill VanGorder**  
CAE, CFRE  
Maritimes Office



**Thierry Young**  
Montreal Office

In addition to its team of consultants, **BNP** regularly calls upon its network of other talented specialists to provide the following services:

- English and French copywriting
- English and French editing
- Translation
- Graphic design
- Research
- Training

**BNP** — Your full-service partner in fund-raising!

## BNP at a glance

**458** Mandates, including:

**173** Feasibility studies

**169** Major fund-raising campaigns

**22** Endowment and planned giving programs

**16** Organizational and strategic planning assessments

**280** Clients, including:

**62** Healthcare institutions

**89** Community organizations

**69** Academic institutions

**36** Cultural organizations

**21** Religious organizations

Over the past 10 years, **BNP's** major campaigns have succeeded in raising more than:

**\$419,874,250**

Through its interventions in over 70 municipalities in Quebec and the Maritimes, **BNP** has grown firmly rooted in both major centres and more outlying regions alike.

**BNP**  
Montreal

**BNP**  
Quebec City



**BNP**  
Moncton

**BNP**  
Halifax

## According to *L'Observateur*\*, **BNP** is the #1 firm in Quebec and the Maritimes!

In order to continuously better respond to the needs of its clientele, **BNP** commissioned the firm to conduct an evaluation of its service offerings. In so doing, a comprehensive survey was carried out among organizations in Quebec and the Maritimes... and the findings are conclusive!

When it comes to working with a consulting firm, more than 60% of respondents **think first** of **BNP**.

90% of **BNP** clients were **more than satisfied**.

90% indicated their experience as being **excellent** with respect to:

- **the first contact** with consultants of the firm,
- the firm's **understanding** of their needs,
- the **competence** and **professionalism** of the consultants.

**BNP** clients chose the firm for the following reasons:

- They were convinced that **they would obtain the best results** with **BNP** as opposed to acting alone.
- They found the **experience and know-how** they were looking for at **BNP**.

Respondents also indicated that they would **work with BNP** again for the following reasons:

- Among the firm's professionals and staff, several hold **Certified Fundraising Executive (CFRE)** accreditation from the Association of Fund-Raising Professionals.
- **BNP's** partners and personnel develop **solid relations** with clients while promoting their **autonomy** through strategic planning and knowledge transfer.
- **BNP's** priority is clearly to help clients **achieve their fund-raising objectives**.
- **BNP** devotes **all the time necessary** to its clients, and **projects are successfully executed within the established timeframe**.
- **BNP** consultants work as a **cohesive team** and inspire a **sense of security and confidence**.

\* *L'Observateur* is a specialized research and survey firm that was engaged in 2008 to conduct an exclusive study for **BNP** that included a qualitative and quantitative analysis of the fund-raising market environment in Quebec and the Maritimes.

# **BNP Strategies: A custom-tailored approach to...**

## **... bringing your major projects to fruition**

### **Major Fund-Raising Campaigns:**

Large-scale initiatives to finance capital and special projects

**BNP** offers a systematic approach based on winning strategies:

- Consistent and ongoing consultant presence
- Assessment and establishment of realistic campaign targets
- Development of effective action plans
- Determination of the most productive strategies for soliciting major donors
- Development of comprehensive lists of administrators and prospective donors
- Transmission of the most accurate and pertinent information to justify and support requests for major gifts and the recruitment of campaign personnel
- Proven training techniques (personnel and volunteers)
- Development of specially adapted communications and donor recognition programs
- Preparation of monthly campaign reports that include recommendations
- Presentation of a comprehensive final campaign review report that includes future opportunities for development
- Support in the production of campaign materials

Other services provided by **BNP** as needed:

- Market studies (planning and feasibility)
- Consultation for campaign support
- Campaign management
- Auxiliary communications



Thanks to the services provided by the **BNP** team, our major fund-raising campaign exceeded its target well beyond our expectations. We now have the resources needed to expand our presence within the region.



### **Clare McCain**

Chair of the Board,  
Theatre New Brunswick Foundation





Through the endowment and planned giving program developed by **BNP**, as well as the dedicated efforts of our volunteers, our Foundation is assured of being able to pass along a precious heritage to future generations... a heritage that will allow the children of our region to continue to receive the quality healthcare they so need.



**Astrid Henry,**  
Executive Director,  
Rimouski Regional Hospital Centre Foundation



## *... developing your fund-raising programs*

### **Program Evaluation and Strategic Planning:**

**BNP** develops effective action plans to assure the development of your organization to its full potential.

- Comprehensive analyses of fund-raising initiatives conducted, results generated, and financial, material and human resources allocated
- Development of customized plans identifying all avenues for financial growth, the resources to be allocated, and the timetable to achieve the objective

### **Endowment and Planned Giving Programs:**

**BNP** can help you gain access to revenue sources that will secure your organization's financial stability today and in the years to come through:

- capitalized endowment funds
- planned giving via will bequests, annuities or life insurance policies

**BNP** can assure your success in times of economic uncertainty



At a turning point in its 150-year history, Collège de Lévis had an urgent need for support to help it maintain its tradition and reputation of excellence. With the tremendous success of its major fund-raising campaign, which amassed \$3.4 million instead of its original target of \$1.5 million, the Collège's Foundation is now in a position to enable the institution to continue to offer the young people of today and tomorrow an outstanding education.



**Michel Gervais, O.C., O.Q., PhD**  
Chairman of the Board,  
Collège de Lévis



## *... meeting your ongoing challenges*

### **Annual Campaigns:**

Support in the development and implementation of your periodic fund-raising initiatives.

### **Major Gift Programs:**

Targeted solicitation of select groups of major donors.

### **Cultivation and Consolidation of Ties:**

A systematic operation targeted at major donors and volunteers to familiarize them with your organization, its challenges, and particularly, with the important projects you are striving to realize.

### **Personnel Recruitment:**

Support in the selection of talented personnel able to meet the development needs of your organization.

## ... meeting your specific needs

### **Alumni and Graduate Network Programs:**

Counsel and support for the establishment of alumni and graduate associations and the development of networks and databases.

### **Legal Services:**

Counsel on legislation and the creation of charitable organizations.

### **Continuing Training and Development:**

Management and employee skills development.

### **Communications:**

Design and development of communications materials in support of fund-raising initiatives.

## **BNP: Unparalleled fund-raising expertise at your service!**

Custom-tailored services to meet your every fund-raising need in both the short- and long-term.



The Old Brewery Mission and Constance-Lethbridge Rehabilitation Centre both offer specialized and personalized services focused on the individual. The Old Brewery Mission is devoted to helping homeless men and women get off the streets and live a more meaningful and gratifying life. For its part, the Constance-Lethbridge Centre is dedicated to rehabilitating its clients and promoting the development of their autonomy. Over the past seven years, these two organizations have called upon the expertise of **BNP** to help plan and organize their respective major fund-raising campaigns. **BNP** has contributed immeasurably to the financial and organizational health of both institutions.



### **Philip E. Johnston,**

President, Constance-Lethbridge Foundation  
Chairman, Old Brewery Mission Governance and Recruitment Committee and member of the Board of Directors





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## The **BNP** Commitment

We at **BNP** are dedicated to being your ally for the achievement of your objectives. The active presence of our consultants and our focused mutual efforts are the keys to the success of your fund-raising endeavours.

More specifically, our continuing commitment to you is to:

- put all of our efforts and energies into play in working to achieve and exceed your objectives
- act in accordance with a strict code of ethics governing our profession and charitable organizations, consistently demonstrating rigour, transparency and discipline
- work hand-in-hand with campaign personnel and volunteers
- provide realistic counsel
- offer effective support
- respect all timetables
- maintain a spirit of trust and confidence
- establish solid ties
- share our expertise through knowledge transfer
- participate actively in the promotion of philanthropy
- assure you receive the utmost in service

Leaders in the field of philanthropic management, we are always in tune with the latest fund-raising tendencies and innovations. Moreover, we are devoted to contributing to the field's evolution through the use of highly structured methods combining art and science.

**BNP Philanthropic Management Strategies —  
committed to partnering in your progress!**