



VIGILANCE, HOPE AND SUSTAINABILITY

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OUR FIRST 50 YEARS

By George Stanois

The Goldie Company celebrates half a century of supporting non-profits

A lot can happen in 50 years.

Since Gordon Goldie founded his consulting firm in 1965, Canada's fundraising sector has grown and changed immensely. The era of rarely launched capital campaigns is long gone; today our country's non-profit community has bloomed to include more than 170,000 charitable and non-profit organizations. More than 85,000 of these are registered charities. These organizations compete for increasingly limited time and funds using new and innovative channels and tools.



The Goldie Company has not only survived these changes, we've flourished.

By living and breathing our founder's legacy ([see Page 2](#)), we are doing what's best for our clients and their volunteers, bringing new ideas to the table, and investing in the next generation of professionals. In this way, our vigilant team has played a significant role in shaping the growth of Canada's fundraising sector.

Going forward, we plan to keep pushing the envelope and leading the change for our clients. But Gordon Goldie's core principle, people give to people, remains the same. With that mandate in mind, The Goldie Company's team looks forward to the next 50 years of service, sustainability, and friendship.

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PAYING IT FORWARD: CELEBRATING GORDON GOLDIE

Gordon Goldie influenced a generation of Canadian fundraisers. We spoke to Ken Wyman and Ingrid Perry about what they learned from working with The Goldie Company's groundbreaking founder.

Ken Wyman

Ken Wyman met Gordon Goldie in the early 1970s while working at Oxfam Canada. "I had some questions about how campaigns should work, so I connected with Gordon, who was a well-known consultant," Ken says. "He was very generous with his time and really helped our organization."

Beyond "paying it forward" with Ken and Oxfam, Gordon found a way for fundraisers to form a community that shared ideas and knowledge. "In the 1970s he invited many of us to meet for an event called the Beggar's Banquet," he says. "At that event we formed the Canadian Association of Fundraisers, which was linked to the National Society of Fundraising Executives." (The NSFRE later became the Association of Fundraising Professionals.)

"Gordon emphasized that the sector would become stronger when we worked together, not in competition," says Ken, who after 14 years as program coordinator for Humber College's Fundraising and Volunteer Management program is now a full-time professor. "It was in part due to his work that we had such a solid Toronto chapter."

Ingrid Perry

Fresh from university, Ingrid Perry was keen to make a difference in her community and took her first job as a public relations officer for a hospital campaign. After a year at the hospital, the campaign director—Gordon Goldie—hired her to work for his company in 1981.

Now president and CEO of the Mackenzie Health Foundation, Ingrid remembers her seven years with The Goldie Company as some of the best "on-the-job" training she's experienced in her career.

"Gordon taught his employees everything from the ground up, from the principles of building relationships to supporting your volunteer network and recruiting campaign leadership," she says. "He served as a mentor, trainer and educator, and when you became part of his team, you

became part of his family. His staff were exceptionally loyal."

Ingrid says Gordon shared a career's worth of advice during her time at The Goldie Company, and she gained confidence as she put that knowledge into practice. "I was very fortunate to be able to grow with the firm," she says.

Through their work, both Ingrid and Ken—as well as countless others who met and worked with Gordon—share his principles with new fundraisers. What Gordon developed and built during his career has become best practice, and his legacy lives through Canada's fundraising community.

After a long and fruitful career supporting non-profit organizations, Gordon Goldie retired to Kelowna, British Columbia, where he died in November 2009 at the age of 84.



Gordon Goldie (left) during his days as co-owner of the Times-Star in Geraldton, Ontario. Brother Doug Goldie is seated next to him.

SUPPORTING FUTURE FUNDRAISERS

Two scholarships benefit Humber College students and honour past professionals.



Andrew Colvin (second from right) received the Kevin Allen Scholarship in 2014.

Over the past five years, The Goldie Company has proudly celebrated recipients of the Kevin Allen Scholarship for Student Excellence in Fundraising. The scholarship, established by The Goldie Company in memory of passionate fundraiser Kevin Allen, awards one Humber College Fundraising and Volunteer Management student who embodies his generous spirit and shows great promise in the field. This year, the company is proud to initiate a second scholarship in honour of its founder, Gordon Goldie.

Ken Wyman, one of the program's professors, has seen the difference these scholarships can make. "We run an intensive program that requires great focus," he says. "Some students have to work part-time to make ends meet and it's exhausting for them. These scholarships mean recipients can focus on their studies and become better fundraisers. They validate their hard work."

Humber College alumna Georgia Clarke received the first Kevin Allen Scholarship in 2010. Back then, she had left a full-time job, a steady salary, and an apartment in London, Ontario to go back to school. Receiving the scholarship, she says, helped keep her head above water during the program. Since

completing the program, Georgia's fundraising career has flourished. "When people ask me what I do, I'm always proud to say I'm a fundraiser," she says.

Humber College plans to announce this year's recipients of the Kevin Allen and Gordon L. Goldie scholarships in June 2015. Both awards promise to support future fundraisers as they work toward making their mark in the non-profit and charity sectors.

“ These scholarships mean recipients can focus on their studies and become better fundraisers. ”

— Ken Wyman

Stay tuned to thegoldiecompany.com/parley/ to read about the selected students. To learn more about supporting these scholarships, [click here](#).

Read more about recent Kevin Allen scholarship recipient Andrew Colvin [here](#), and the award's first-ever recipient, Georgia Clarke, [here](#).

THE ACCIDENTAL FUNDRAISER: GORD DURNAN

*The Accidental Fundraiser series celebrates Canada's first wave of fundraisers—the trailblazers who defined the country's non-profit sector and inspired many professionals along the way. First up: **Gord Durnan**, one of Canada's very first health care fundraisers.*

From an early age, Gord Durnan had a predisposition for philanthropy, but going into university, he hadn't considered it a career option.

“Philanthropy is what gets me up in the morning.”
— Gord Durnan

Born in Kitchener-Waterloo, Gord grew up in a family with a passion for community service. When Gord announced that he wanted to join a program in community recreation leadership at Toronto's Centennial College, his parents weren't surprised. “I wanted to work with people,” he says. “My parents thought it was a fabulous idea and were very supportive of my choice.”

After school, Gord spent a few years with the Canadian Red Cross in the Ontario and British Columbia-Yukon regions, and in 1977 he became the managing director of the York Central Hospital Foundation in Richmond Hill.

“At the time hospitals raised money once every 15 or 20 years, whenever they needed to do a large project, such as building a new wing,” he says. “There was no notion of health care fundraising that happened on an ongoing basis.”

Fundraiser and pioneer

While it was exciting to be at the forefront of this new approach, it was also kind of lonely, Gord says. Not only were there few charities (when Gord began fundraising, Canada had around 3,500 charities), health care was not a major philanthropic focus in Canada.

He wasn't alone for long. As charity activity expanded in Canada and more people began to join the ranks, a professional community began to develop. Gord and a handful of his colleagues—such as Gordon Goldie, Dan King and Ross McGregor—set to work creating the first AFP chapter for Toronto. Largely due to their efforts, a network was born.

After a full career in health care philanthropy, Gord retired and now enjoys a healthy “volunteer” career. Many organizations still invite him to share his expertise, and he gladly obliges.

“It's so rewarding to visit groups, share some knowledge, and see what they accomplish,” he says. “People won't let me stop, but I'm having a blast. Philanthropy is what gets me up in the morning.”

This article is excerpted from a longer version. For the full article, [click here](#).



Now retired, Gord Durnan maintains an active “volunteer” career as vice chair of the Muskoka Community Foundation.