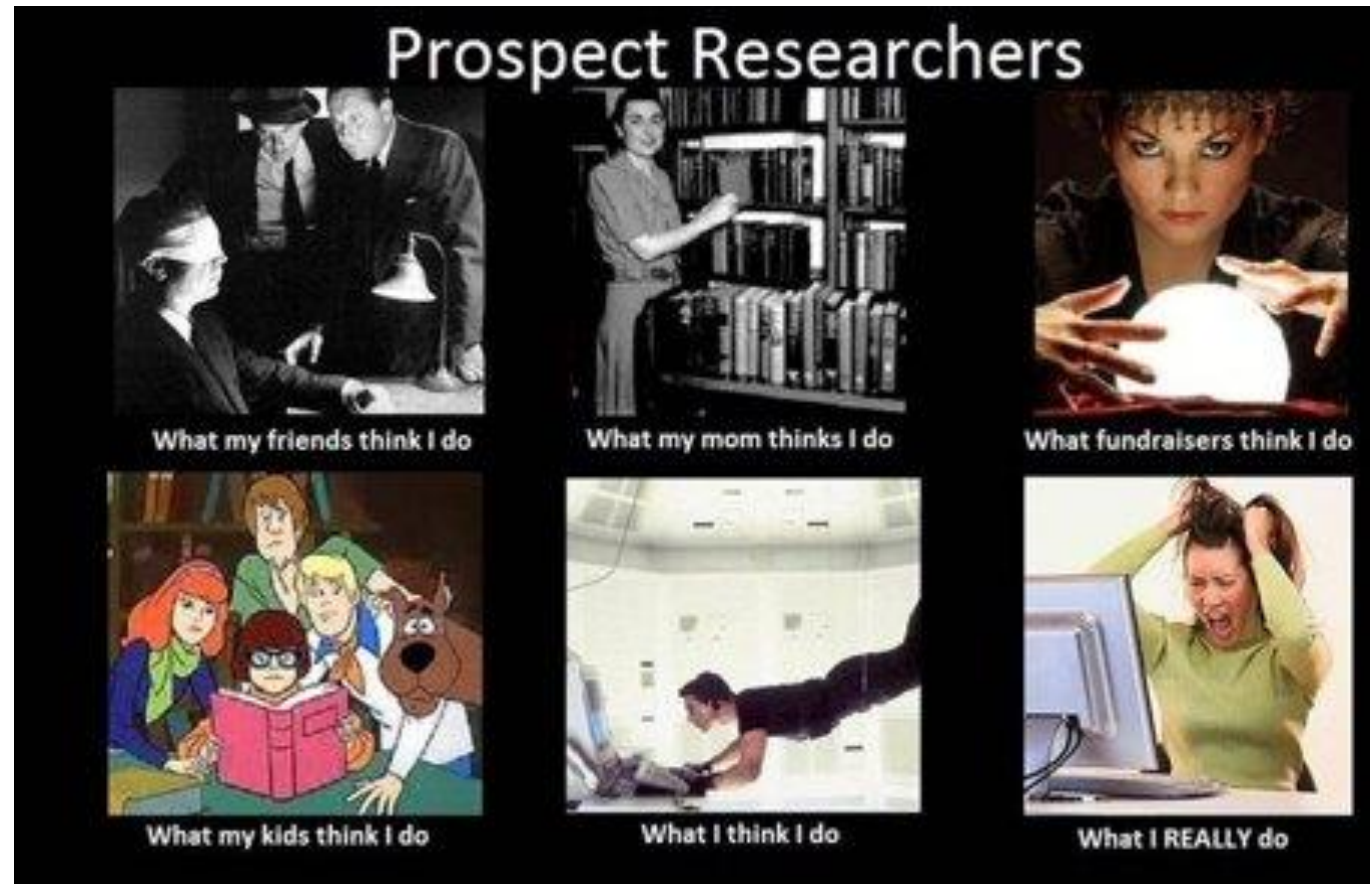


Prospect Research & Management: tips, tricks & resources ...

Shannon Byers, MLIS
Prospect Researcher & Analyst, Trent University

- What is prospect research
- Ethics - importance of an Ethical Framework
- Day to day work mix – what do I do
- Prospecting approaches
- Resources
 - Corporations
 - Foundations
 - Individuals
- Prospect Management
- Questions



What is Prospect Research?

- "Prospect Research isn't creepy"
- Main purpose
- Grey areas

Determine the best possible prospects for an organization to solicit: those that have the capacity to give generously, have an interest and affinity in the cause and are connected in some way to the organization.

It is about helping to ensure that **front line fundraisers are maximizing their time and resources to inspire transformational gifts from prospects that have the greatest likelihood of doing so.**

In order to do that, researchers engage in the collection, analysis and interpretation of disparate pieces of data to form competitive intelligence about potential donors. They are the development officers on the front line of information management.

Prospect Research and “Grey Ethical Areas”

Researchers and fundraisers are good, honest people who are in the business of making a positive impact through their charities in serving their communities. But there are many “grey area” situations that can trip up the best and brightest professionals. How do we ensure that our methods aren’t perceived as “creepy”? How do we navigate the grey areas with confidence? With an ethical framework, the line between acceptable and questionable methods of data collection is clear, and ensures the methods don’t slide into questionable territory.

Source: Research Ethics - Prospect Research in Canada: An Essential Guide for Researchers & Fundraisers

Importance of an Ethical Framework

Apra Code of Ethics: <http://www.aprahome.org/page/statement-of-ethics>

Integrity - Members shall be truthful with respect to their identities and purpose and the identity of their institutions during the course of their work

Accountability - Members shall respect the privacy of donors and prospects and conduct their work with the highest level of discretion

Practice - Members shall take the necessary care to ensure that their work is as accurate as possible. They shall only record data that is appropriate to the fundraising process and protect the confidentiality of all personal information at all times

Conflicts of Interest - Members shall avoid competing professional or personal interests and shall disclose such interests to their institutions at the first instance.

Key takeaways:

- Obtain information legally
- Protect data vigorously (databases, papers, personnel)
- Use it for its intended purpose
- Use it wisely and with discretion

Key Components of Prospect Research

- **Affinity.** It's a measure of how dedicated a prospect is to your organization and philanthropy. If person doesn't have a strong affinity for your cause, you'll have a hard time convincing them to make a donation.
- **Capacity.** Once you have someone with the interest, you'll need to qualify them and figure out where they fall in the donor pyramid. Knowledge of their capacity to make a donation can help you evaluate how to handle cultivation and solicitation.
- The bottom line: These two facets are unequivocally important in your search. Major gifts are the cream of the crop, and as such, these donors are hard to come by. Prospect research will point you in the right direction

Prospect Research Work Mix

Reactive Research

- Research requests - profiles
- List generation & review
- Relationship mapping
- Prospect follow-up
- Media monitoring

Proactive Research

- Find NEW prospects for pipeline
- PUSH out generated leads to solicitors
- **Moves management of prospects through cultivation cycle - tracking & future solicitation strategies**
- Analytics
- Media monitoring

Profile – what’s included

CONFIDENTIAL
Individual Research Profile
ER&A Prospect Research Office
Month 2018



NAME
Title, Company
Year, Degree
Const. ID: #

Preferred address:
Preferred telephone:
Preferred email:

RESEARCH RECOMMENDATION

TRENT CONNECTIONS

GIVING HISTORY TO TRENT

ASSIGNED KEY RELATIONSHIP MANAGER/RATING/CATEGORY

PROPOSAL DETAILS IN RAISER’S EDGE

RECENT CONTACTS WITH TRENT AND THE DEVELOPMENT OFFICE

CAREER INFORMATION

EDUCATION/DESIGNATIONS

NOTE: If a Trent alum – the heading should say “ADDITIONAL EDUCATION/DESIGNATIONS”

PERSONAL INFORMATION¶

COMMUNITY INVOLVEMENT¶

AWARDS¶

WEALTH INDICATORS¶

CHARITABLE GIVING - PERSONAL¶

COMPANY INFORMATION¶

- Trent Connections:¶
 - Giving History¶
 - Assigned KRM/Rating/Category¶
 - Proposal Details in Raiser's Edge¶
 - Trent Alum employed¶
 - Trent Alum who are Senior Executives¶
 - Co-op information¶
 - Career Services information¶
 - Matching Gift information¶
- Summary of Company ¶
- Board of Directors¶
- Executive Team¶
- Key News¶

CHARITABLE GIVING – CORPORATE¶

- Foundation Information¶
¶
- Funding Details:¶
 - Funding Interests¶
 - Funding Restrictions¶
 - Funding Procedures¶
 - Application Deadline¶
- Past Giving¶

ADDITIONAL INFORMATION – NEWS RELEASES OF INTEREST¶

This profile contains confidential information and was prepared for use by Trent University staff (and volunteers). All information in this profile was obtained from the Raiser's Edge & Colleague databases, Development files and public sources. This document was prepared with due diligence; however, errors and omissions may exist. Any corrections and additions should be sent to Prospect Research. The information contained in this profile is date sensitive. Please request an updated profile from Prospect Research if more than one month has elapsed. ¶

Media Monitoring

RSS Feeds / Google Alerts







Which keywords should you track?
ex) "canada" "most powerful"

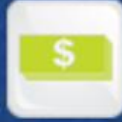
Suggestions:

- - your organization's name
- - current major prospects
- - local organizations with similar missions

Favorite Feed:

- [Feedly](#)

 Your publications Whether it's the <i>New York Times</i> , <i>Business Week</i> , industry journals or more - don't miss a beat from any of the publications you trust.	 Your blogs Dive deeper by following blogs from the latest movers, shakers, and thinkers. Follow any one on the web.	 Your YouTube channels See new videos from the YouTube channels you follow - in the same place you read the rest of your news.
 Your keyword alerts Monitor news about your company, your product, your craft, and your competitors by plugging in Google Alerts.	 Your collections Crunch through more content in less time by organizing your feeds into easy-to-read collections.	 Your private business content Secure access to private content from your company's internal portals, content management systems, and SaaS applications.



I'M THINKING ABOUT...
THE LATEST NEWS AND TRENDS

KCI MAJOR GIFT NEWS

HAVE NEWS TO SHARE? [Click here to submit it to us](#)

[previous](#) : [next](#)

[subscribe to KCI's news feed](#) 

Kent and Essex Mutual Insurance

Gift: \$100,000

Recipient: Children's Treatment Centre Foundation of Chatham-Kent

[more »](#)

Posted February 2018

BMO

Gift: \$250,000

Recipient: PotashCorp Children's Discovery Museum

[more »](#)

Posted February 2018

Fortis Inc. and Employees

Gift: \$1,000,000

Recipient: Salvation Army

[more »](#)

Posted February 2018

Cavendish Farms

Gift: \$2,000,000

Recipient: University of Prince Edward Island

[more »](#)

Posted February 2018

Lions Club of Leduc

Gift: \$200,000

Recipient: Black Gold Health Foundation

[more »](#)

Posted February 2018

Jane Butler and Family

Gift: \$200,000

Recipient: Royal Island Hospital Foundation

Posted February 2018

Prospecting: Where to start – prospects you should screen

1. What data is already in your database?
2. Are you looking to round out your profiles on existing donors or to discover new prospects? Both?
3. Is the research going to be supporting a specific fundraising type?



Data Mining

Querying on indicators

Affinity and Inclination

- Recency, frequency & longevity
- First gift is a big one or a pledge
- Giving increases
- Attendance at events and/or volunteering
- Benefited from services
- Giving history – private foundation

Wealth

- Securities
- Occupation/company ownership
- Real estate
- Family tree
- Luxury items
- Age
- Giving history – private foundation

Finding links - prospecting

Research that focuses on LINKAGES to :

- *Staff Members*
- *Board Members (key volunteers) - Peer Screening*
- *Committee Members*
- *Event Volunteers*
- *Event Attendees*
- *Sponsors*
- *Vendors*
- *Current Major Donors*
- *Advisory Groups*
- *Professional Groups*
- *And your database: RFM* – *recency, frequency, monetary*

Identifying with Screenings

- Vendor wealth screenings
 - Blackbaud (Target Analytics)
 - PRO iWave
 - Wealth Engine

Source	Date	Category	Description ▲	Notes
Blackbaud Analytics' ...	7/27/2017	CMS Target Gift Dollar Range	\$51-\$100	
Advancement Services	8/17/2017	Loyalty Consecutive	0	
Advancement Services	8/17/2017	Loyalty NOY	1	
Blackbaud Analytics' ...	7/27/2017	CMS Annual Gift Likelihood	501	
Blackbaud Analytics' ...	7/27/2017	CMS Major Gift Likelihood	542	
Blackbaud Analytics' ...	7/27/2017	CMS Planned Gift Likelihood	545	

Sources for Individuals - Free!

- Data mining your own database: RFM – recency, frequency, monetary
- [KCI \(Ketchum Canada\) Research Update](#) – Web & RSS
- LinkedIn
- **Top 100 lists** ex) 100 most powerful women (next announcement will be end of March!); Canada's Highest Paid CEOs ([Jan 2018](#))
- **Reference Group** – Comprehensive directory of Canadian Companies (public and Private) – available for FREE through Peterborough Public Library – included EXECUTIVE lookup
- [Realtor.ca](#) - for real estate information (home listing prices)
- [SEDAR](#) for holdings/info for each public company – included executive compensation, bios – look for "Management of Information Circular"
- [SEDI](#) for shareholdings in other public companies
- [EDGAR](#) - US Securities- "PROXY DEF 14A"
- [Charity Village News](#)

Welcome to SEDI

SEDI Bulletin:

In order to improve the usability of the current SEDI system, as of June 12th 2015, an online password reset function will be available to all SEDI users.

Should you forget your password, you will be able to select the "Forgot Your Password" link from the SEDI homepage. An email will be sent with a link to reset your password upon successfully answering your confidential question provided on your user profile.

To take advantage of this new online password reset feature, users are encouraged to update their information and provide a **personal email address**. Select "Your user information" in the top navigation bar once you have logged in. You can then select "Amend your user information" in the left navigation bar to add or change your email address.

Users should avoid generic email addresses (e.g. "info@abc.ca") as the password reset link would be accessible to multiple parties.

To access historical SEDI news bulletin items, [click here](#).

Welcome to SEDI:

The System for Electronic Disclosure by Insiders (SEDI) is Canada's on-line, browser-based service for the filing and viewing of insider reports as required by various provincial securities rules and regulations. SEDI replaces paper-based reporting and provides for an efficient disclosure process.

Registration:

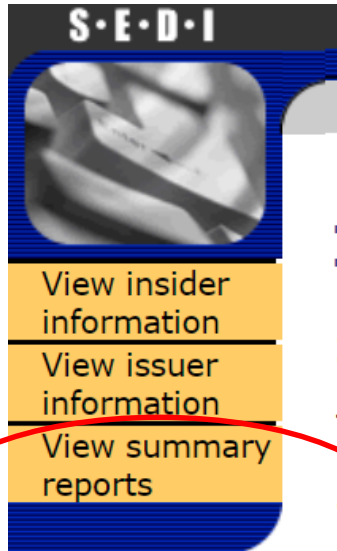
Insiders, issuers or agents wishing to file insider reports or make other filings in SEDI for the first time must complete the SEDI User Registration Form (Form 55-102F5). To access this Form, click [Register as a SEDI user](#). Fax your completed and signed registration form to the CSA Service Desk at 1 866 729-8011 within North America (905-826-4937 outside of North America) or by email to sedi@csa-acvm.ca.

Login and Filing:

If you have already registered as a SEDI user and wish to make SEDI filings, click [Login](#).

Reports:

Under [Access public filings](#), insider reports, public SEDI filings and certain related information filed in SEDI can be viewed, such as :



Report titles

- ☒ Insider transaction detail
- ☐ Issuer report history
- ☐ Insider information by issuer
- ☐ Weekly summary

Description

Active insider transactions special filters available to narrow results as desired.

The system will provide a list and description of issuer events and issuer grant reports matching the search criteria.

The system will provide a list of all insiders related to a specified issuer, results presented may include just a listing of the insiders name or may also include a summary of the insider's holding by class of security.

Generated weekly summary of transactions

Next

Transactions sorted by : insider

Insider family name : schulich (Starts with)

The following insider(s) met your search criteria. Select an insider from the list below.

Legend: ^ - Previous Insider name

	Insider Number	Insider Name	Municipality	Issuers
View	SSCHULI001	Schulich, Seymour	Toronto	Birchcliff Energy Ltd. BlackRock Ventures Inc. KGIC Inc. New Gold Inc. Newmont Canada FN Holdings Limited Pengrowth Energy Corporation Starfield Resources Inc. Swisher Hygiene Inc.

To search again or select another name, click on the appropriate button

Refine Search Criteria

Insider transaction detail - View details for insider

Transactions sorted by : Insider

Insider family name : schulich (Starts with)

Insider name: Schulich, Seymour

Legend: O - Original transaction, A - First amendment to transaction, A' - Second amendment to transaction, AP - Amendment to paper filing, etc.

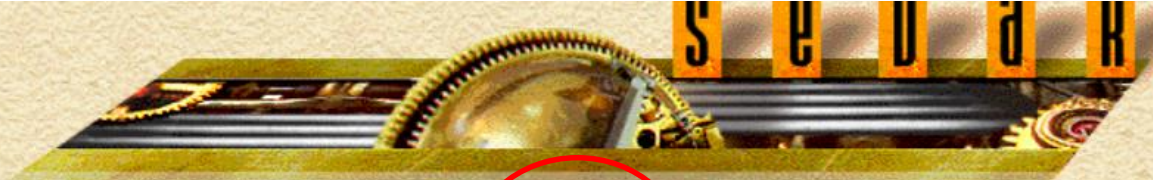
Insider's Relationship to Issuer: 1 - Issuer, 2 - Subsidiary of Issuer, 3 - 10% Security Holder of Issuer, 4 - Director of Issuer, 5 - Senior Officer of Issuer, 6 - Director or Senior Officer of 10% Security Holder, 7 - Direct Insider.

Warning: The closing balance of the " equivalent number or value of underlying securities" reflects the" total number or value of underlying securities" to which the derivative contracts held by the insider relate. This disclosure of by the insider.

Do you want to view transactions with remarks?

Yes

Transaction ID	Date of transaction YYYY-MM-DD	Date of filing YYYY-MM-DD	Ownership type (and registered holder, if applicable)	Nature of transaction	Number or value acquired or disposed of	Unit price or exercise price	Closing balance	Insider's calculated balance	C o p
Issuer name: Birchcliff Energy Ltd.									
Insider's Relationship to Issuer: 3 - 10% Security Holder of Issuer									
Ceased to be Insider: 2017-10-03									
Security designation: Common Shares									
O 1166588	2007-09-28	2008-03-17	Direct Ownership :	00 - Opening Balance-Initial SEDI Report					
A 1166588	2007-09-28	2008-05-07	Direct Ownership :	00 - Opening Balance-Initial SEDI Report					
1050355	2007-09-28	2007-09-28	Indirect Ownership : Nevada Capital Corporation Ltd.	00 - Opening Balance-Initial SEDI Report			10,000,000		
1061117	2007-10-15	2007-10-15	Indirect Ownership : Nevada Capital Corporation Ltd.	10 - Acquisition or disposition in the public market	+2,000,000	4.7100	12,000,000		
1062970	2007-10-18	2007-10-18	Indirect Ownership : Nevada Capital Corporation Ltd.	10 - Acquisition or disposition in the public market	+2,000,000	5.0000	14,000,000		
1074066	2007-11-08	2007-11-08	Indirect Ownership : Nevada Capital Corporation Ltd.	10 - Acquisition or disposition in the public market	+1,000,000	5.2500	15,000,000		
1095775	2007-12-11	2007-12-11	Indirect Ownership : Nevada Capital Corporation Ltd.	10 - Acquisition or disposition in the public market	+1,000,000	5.2500	16,000,000		
1166645	2008-03-14	2008-03-17	Indirect Ownership : Nevada Capital Corporation Ltd.	10 - Acquisition or disposition in the public market	+1,200,000	8.0000	17,200,000		
1293453	2008-10-06	2008-10-07	Indirect Ownership : Nevada Capital Corporation Ltd.	10 - Acquisition or disposition in the public market	+800,000	6.8000	18,000,000		



NEW FILINGS **SEARCH DATABASE** **ISSUER PROFILES** **WEB LINKS** **ABOUT SEDAR** **SITE HELP** **SEDAR RELEASE**

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XBRL Voluntary Filing Program Click to add text

Visit the [CSA's XBRL website](#) for information about XBRL and the voluntary program.
[Click here](#) for information about XBRL software and viewing XBRL financial statements.

COMPANIES

A **B** **C** **D** **E** **F** **G** **H**
 I **J** **K** **L** **M** **N**

O **P** **Q** **R** **S**
T **U** **V** **W** **X** **Y**

Z

Click on a letter of the alphabet to view the list of Company names beginning with that letter.

Click here for Company names beginning with non-alpha characters.

[Click here for Shareholder Meeting Dates](#)

Company Name	Date of Filing	Time of Filing	Document Type	File Format	File Size
Fairfax Financial Holdings Limited	Feb 15 2018	18:55:48 ET	News release - English	PDF	685 K
	Feb 9 2018	11:45:40 ET	Notice of the meeting and record date - English	PDF	106 K
	Feb 5 2018	11:40:12 ET	News release - English	PDF	210 K
	Feb 1 2018	18:01:51 ET	News release - English	PDF	91 K
	Jan 10 2018	11:05:31 ET	Alternative monthly report	PDF	18 K
	Jan 3 2018	15:10:13 ET	News release - English	PDF	79 K
	Dec 28 2017	11:36:28 ET	News release - English	PDF	232 K
	Dec 13 2017	12:32:24 ET	News release - English	PDF	256 K
	Dec 4 2017	09:36:04 ET	News release - English	PDF	162 K
	Dec 1 2017	17:09:02 ET	News release - English	PDF	83 K
	Nov 29 2017	21:46:29 ET	Consent letter of issuer's legal counsel	PDF	101 K
	Nov 29 2017	21:46:29 ET	Consent letter of underwriters' legal counsel	PDF	436 K
	Nov 29 2017	21:46:29 ET	Marketing materials - French	PDF	320 K
	Nov 29 2017	21:46:29 ET	Marketing materials - French	PDF	320 K
	Nov 29 2017	21:46:29 ET	Prospectus (non pricing) supplement - English	PDF	836 K
	Nov 29 2017	21:46:29 ET	Prospectus (non pricing) supplement - French	PDF	1362 K
	Nov 29 2017	21:46:29 ET	Underwriting or agency	PDF	131 K

SEDAR: Mergent & Information Circular – Fairfax Financial

Mar 10 2017

17:22:52 ET

[Management information circular - English](#) PDF

106 K

Name and principal position with Fairfax	Year	Salary	Option-Based Awards ⁽¹⁾	Incentive Plan Compensation		All Other Compensation ⁽²⁾	Total Compensation
				Annual Incentive Plans ^(1A)	Long-Term Incentive Plans		
V. Prem Watsa Chairman and Chief Executive Officer	2016	\$600,000	—	—	—	\$25,370	\$625,370
	2015	600,000	—	—	—	24,930	624,930
	2014	600,000	—	—	—	24,270	624,270
David J. Bonham Vice President and Chief Financial Officer	2016	600,000	\$147,445 ⁽³⁾	\$450,000	—	111,216	1,308,661
	2015	500,000	402,166 ⁽⁵⁾⁽⁶⁾	375,000	—	96,165	1,373,331
	2014	400,000	216,318 ⁽⁸⁾⁽⁹⁾	500,000	—	67,492	1,183,810
Paul C. Rivett President	2016	1,000,000	1,152,873 ⁽³⁾⁽⁴⁾	750,000	—	387,466	3,290,339
	2015	1,000,000	777,462 ⁽⁵⁾⁽⁷⁾	750,000	—	334,982	2,862,444
	2014	1,000,000	227,765 ⁽¹⁰⁾	1,250,000	—	207,269	2,685,034
Jean Cloutier Vice President, International Operations	2016	650,000	159,767 ⁽³⁾	487,500	—	206,778	1,504,045
	2015	600,000	142,798 ⁽⁵⁾	450,000	—	178,583	1,371,381
	2014	500,000	282,517 ⁽⁸⁾⁽⁹⁾	500,000	—	119,237	1,401,754
Peter S. Clarke Vice President and Chief Risk Officer	2016	650,000	159,767 ⁽³⁾	487,500	—	192,978	1,490,245
	2015	600,000	426,037 ⁽⁵⁾⁽⁶⁾	450,000	—	168,121	1,644,158
	2014	500,000	357,676 ⁽⁸⁾⁽⁹⁾	625,000	—	97,548	1,580,224

Anthony F. Griffiths, 86, is a member of our Board of Directors and our Lead Director. Mr. Griffiths is an independent business consultant and corporate director. He is a director of our publicly traded subsidiary Fairfax India Holdings Corporation and is also the Chairman of Novadaq Technologies Inc. and a director of Corporate Catalyst Acquisition Inc. Mr. Griffiths was the Chairman of Mitel Corporation from 1987 to 1993, and from 1991 to 1993 assumed the positions of President and Chief Executive Officer in addition to that of Chairman. Mr. Griffiths is a member of our Audit Committee and the Chair of our Compensation and Governance and Nominating Committees, and is a resident of Toronto, Ontario, Canada.

Meetings Attended in 2016

7 of 7 BD

6 of 6 AC

1 of 1 CC

1 of 1 G&NC

Robert J. Gunn, 71, is a member of our Board of Directors. Mr. Gunn is an independent business consultant and corporate director. Mr. Gunn is the Chairman of the Board of Directors of our Northbridge subsidiary ("Northbridge") and served as the Vice Chairman of the Board of Directors of Northbridge from 2004 to 2014. Mr. Gunn previously served as the Chief Executive Officer and Chief Operating Officer of Royal & SunAlliance plc of London, England from 2002 to 2003 and 2001 to 2002, respectively. He also served as Group Director, Americas, of Royal & SunAlliance from 1998 to 2001. From 1990 to 2001, Mr. Gunn held the positions of President and Chief Executive Officer at Royal & SunAlliance Canada. Mr. Gunn is a member of our Audit and Compensation Committees, and is a resident of Toronto, Ontario, Canada.

Meetings Attended in 2016

7 of 7 BD

6 of 6 AC

1 of 1 CC

Alan D. Horn, 65, is a member of our Board of Directors. Mr. Horn is the Interim President and Chief Executive Officer of Rogers Communications Inc., the President and Chief Executive Officer of Rogers Telecommunications Limited and has been Chairman of Rogers Communications Inc. since March 2006. Mr. Horn served as Acting President and Chief Executive Officer of Rogers Communications Inc. from October 2008 to March 2009. Mr. Horn was Vice-President, Finance and Chief Financial Officer of Rogers Communications Inc. from 1996 to 2006 and was President and Chief Operating Officer of Rogers Telecommunications Limited from 1990 to 1996. He is also a director of our publicly traded subsidiary Fairfax India Holdings Corporation, and is the Chair of our Audit Committee. Mr. Horn is a Chartered Accountant and a director and a member of the Audit Committee of CCL Industries Inc. Mr. Horn is a resident of Toronto, Ontario, Canada.

Meetings Attended in 2016

7 of 7 BD

6 of 6 AC



DEF14A Filing (USA) for Coca Cola Bottling Company

2016 COMPENSATION

Set forth below is the 2016 compensation for each Named Executive Officer as determined under Securities and Exchange Commission ("SEC") rules. See the 2016 Summary Compensation Table and the accompanying notes to the table beginning on [page 61](#) for more information.

In order to show the effect that the year-over-year change in pension value had on total compensation, as determined under applicable SEC rules, we have included an additional column to show total compensation minus the change in pension value. The amounts reported in the Total Without Change in Pension Value column may differ substantially from the amounts reported in the Total column required under SEC rules and are not a substitute for total compensation.

Name and Principal Position	Salary (\$)	Stock Awards (\$)	Option Awards (\$)	Non-Equity Incentive Plan Compensation (\$)	Change in Pension Value and Nonqualified Deferred Compensation Earnings ¹ (\$)	All Other Compensation (\$)	Total (\$)	Total Without Change in Pension Value ² (\$)
Muhtar Kent Chairman of the Board and Chief Executive Officer	\$ 1,600,000	\$ 7,552,779	\$ 1,983,748	\$ 4,100,000	\$ 1,523,003	\$ 792,414	\$ 17,551,944	\$ 16,028,941
Kathy N. Waller Executive Vice President and Chief Financial Officer	749,365	2,794,510	733,987	1,056,805	1,601,929	82,826	7,019,422	5,417,493
James Quincey President and Chief Operating Officer	923,625	4,229,542	1,110,901	2,021,355	321,839	96,448	8,703,710	8,381,871
Marcos de Quinto Executive Vice President and Chief Marketing Officer	778,379	3,143,858	825,735	1,156,530	459,734	1,270,819	7,635,055	7,175,321
Irial Finan Executive Vice President and President, Bottling Investments and Supply Chain	908,108	3,146,995	826,561	1,358,432	368,701	170,489	6,779,286	6,410,585

Special "hack" - home address info

Google: "last name" plus "federal corporation information"

If the prospect is/was on a board, it will likely be listed.

Federal Corporation Information - 777636-5 - Online Filing Centre ...

<https://www.ic.gc.ca/app/scr/cc/CorporationsCanada/fdrlCrpDtls.html?corpId...> ▼

JAMES **BALSILLIE** 7992 MILL ROAD R R # 4. GUELPH ON N1B 6J1 Canada; BRIAN TIMOTHY MCGEE 156 WILLOWFARM LANE AURORA ON L4G 6K5 Canada; TIMOTHY EART MACDONALD 11 HAMILTON STREET STRATFORD ON N5A 4Y9 Canada ...

Federal Corporation Information - 451834-9 - Online Filing Centre ...

<https://www.ic.gc.ca/app/scr/cc/CorporationsCanada/fdrlCrpDtls.html?corpId...> ▼

This information is available to the public in accordance with legislation (see Public disclosure of corporate information). Corporation Number. 451834-9. Business Number (BN). 804212421RC0001. Corporate Name. The **Balsillie** Family Foundation. Status. Active. Governing Legislation. Canada Not-for-profit Corporations ...

Directors

Minimum 1

TIM MCDONALD
11 HAMILTON STREET
STRATFORD ON N5A 4Y9
Canada

JAMES BALSILLIE
7992 MILL ROAD
R.R.#4
GUELPH ON N1R 6J1
Canada

Maximum 20

BRIAN MCGEE
156 WILLOW FARM LANE
AURORA ON L4G 6K5
Canada

Don't forget about Matching Gifts!

- Identifying where donors are employed, and if their company is a matching gift company – easy opportunity to double a donation
- <https://secureca.imodules.com/s/1681/15/index.aspx?sid=1681&gid=2&pgid=613>

WOULD YOU LIKE TO MAKE YOUR GIFT IN HONOUR OF SOMEONE SPECIAL? ▼

DOUBLE OR TRIPLE YOUR GIFT WITH EMPLOYER GIFT MATCHING ▲

Many companies sponsor matching gift programs and will match any charitable contributions made by their employees. To find out if you (or your partner) work for a matching gift company, please search the employers name below.

Search:

[Find Your Company's Matching Gift Program](#)

I WOULD LIKE MORE INFORMATION ABOUT LAURIER'S LEGACY GIVING PROGRAM? ▼

SAVE AND CONTINUE

Sources for Individuals - Fee Based

- [CharityCan](#) (Canadian Who's Who, CRA, NOZA & Political Contributions, *NEW* relationship mapping tool) - fee based; for smaller organizations \$999/year
- [LinkedIn](#) - premium versions give you access to more content, more profiles, better search mechanisms, ability to save profiles
- [Financial Post Directory of Directors](#) - fee based - *hard copies often in University libraries and/or public libraries*
- [Canadian Business Resource](#) (by executive) - some parts are free, extended version is free based, also known as "Canadian Blue Book of Business" - online access is \$494.95, print version; \$234.95
- [ZOOM](#) – non subscription site
- [PRO – Prospect Research Online](#) – Power ZOOM, Gifts to Other Orgs, Political Contributions, Wealth Ratings, & Real Estate

Search

Clear

Name:

e.g. John Smith

all

Country:

Not a required field

State/Province:

Not a required field

Data Source ?

Multinational

- ☒ ZoomInfo
- ☒ RelSci
- ☒ Dun and Bradstreet
- ☒ Thomson Reuters
- ☐ Insider Filings

United States

- ☐ Donations
- ☐ Real Estate
- ☐ Prospects of Wealth
- ☐ Political Giving
- ☐ Foundations/Charities

Canada

- ☒ Donations
- ☒ Political Giving
- ☒ Foundations/Charities

360 SEARCH

View Video Tutorial

Search All Databases Simultaneously With 360search

PRO's integrated 360search allows you to search across all of PRO's databases simultaneously with a single click. It instantly brings together leading philanthropic, wealth, and biographical information on your prospects and donors.

Search Tips:

- Less is best – we recommend starting with a name and then adding a State/Province next
- Customize default data sources in 'Preferences'
- Build a prospect PROfile of your search results by selecting records and clicking 'Add to PROfile'



Wealth Profiles



Philanthropic History



Real Estate Data



Biographical Data



Board Affiliations



Political Donations



PRO

Prospecting for Corporations

- Does the company have a history of making philanthropic donations?
- Are they on the [Imagine Canada Caring](#) list?
- Has the company demonstrated an interest in giving to your cause/organization?
- Is the company a current stakeholder or potential stakeholder in your community?
- Does your nonprofit organization have any links to the corporation beyond a shared interest?
- Who is the best person for a fundraiser to approach at the company? Who are the connectors?
- Are they a matching gift company?

Types of Information

	Public	Private	Subsidiary
Corporate Website	✓	✓	✓
Annual Information Form	✓		
Annual Report	✓		
Financial Statements	✓		
Newsires	✓	✓	✓
Imagine	✓	✓	✓
Rankings	✓	✓	✓
Internet Search	✓	✓	✓

Sources for Corporations - Free

- Your own database: **RFM** – recency, frequency, monetary
- [Canadian Business Resource](#) (CBR)
- [Canadian Newswire](#)
- [Charity Village](#) - has a listing of companies with giving guidelines
- [EDGAR](#) (US version of SEDI) – DEF 14A filing is American equivalent of Management Information Circular – instructions [here](#)
- Reference Group – Comprehensive directory of Canadian Companies (public and private) – available for FREE through Peterborough Public Library – includes EXECUTIVE lookup
- [Findthecompany.com](#)
- [FP Directory of Directors](#) – corporate listings, limited free information – 30 day free trial
- [Google Finance](#) or Globe Investor
- [Industry Canada](#)
- Scott's Ontario Manufacturers – good for smaller businesses – available for free through [Ontario Colleges Library Service](#); often available through public library (not PTBO or Kawartha Lakes)
- [SEDAR](#) – **management information circular** - board earnings, bio, great for finding connections
- [SEDI](#) – calculate shareholdings – also great starting point to see if a prospect is an insider at a public company
- PUBLIC or university libraries

Other list to monitor:

- | | |
|----------------------|-------------------------------------|
| - Financial Post 500 | - Deloitte's Best Managed Companies |
| - Profit Magazine | - Canada's Top 100 Employers |
| | - Report on Business |

Select a Database to Search



Business Databases



Consumer Databases

Canadian Businesses
[\(More Info\)](#)

1.9 Million Businesses



START SEARCH

U.S. Jobs / Internships
[\(More Info\)](#)

2.5 Million Job Postings



START SEARCH

Canadian Businesses

Find accurate phone-verified information on every company in Canada in this database of 1.9 million businesses. Additionally our files are processed monthly against the National Change of Address Program.

Selection criteria include:

- Employee size
- Sales volume
- Primary SIC & Secondary SIC Codes
- Executive title
- Ticker symbol
- Yellow page classification/Ad size
- Location type (Headquarters/Branch)

A Mcwilliams Moving Group Peterborough, ON

[← Back](#)[🔍 New Search](#)[📁 Download](#)[🖨️ Print](#)

Quick Links

[EXPAND ALL](#)[MINIMIZE ALL](#)[Location Information](#)[Industry Profile](#)[Photo, Map, & Directions](#)[Business Demographics](#)[Management Directory](#)[Business Expenditures](#)[Nearby Businesses](#)[Competitors Report](#)[⬆️ Back to top](#)

Location Information

[Collapse](#) ⌵

A Mcwilliams Moving Group

712 The Kingsway
Peterborough, ON K9J6W6

Phone (905) 372-9572

District Peterborough County

Fax (705) 743-6871

CMA Peterborough

mcwilliamsmoving.com

Industry Profile


[Collapse](#) ⌵

SIC Code	Descriptions	Primary	Ad Size	Year First Appeared
4214-01	Movers	✓		2011
4214-01	Movers			2011
4214-02	Piano & Organ Moving		Regular	2009

Photo, Map, & Directions


Expand 

Business Demographics

Collapse 

Location Employees	100	Location Sales Volume	\$15,300,000
Corporate Employees	<i>Not Available</i>	Corporate Sales Volume	<i>Not Available</i>
Location Type	Single Loc	Credit Rating Score	B
Stock Ticker Symbol		Latitude / Longitude	44.278330 / -78.340920
IUSA Number	05-601-6645		

Management Directory

Collapse 

Name	Executive Title	Gender
Dan Mc Williams	President	Male

Sources for Corporations – *Fee based*

- [CharityCAN](#) - (Canadian Who's Who, CRA, NOZA & Political Contributions, ***NEW* relationship tool**) - fee based; for smaller organizations \$999/year
- [Imagine Canada – Grant Connect](#)
- [PRO – Prospect Research Online](#) – Power ZOOM, Gifts to Other Orgs, Political Contributions, Wealth Ratings, & Real Estate
- [Canadian Business Resource](#) (by executive) - some parts are free, extended version is free based, also known as “Canadian Blue Book of Business” - online access is \$494.95, print version; \$234.95



Search the CBR Database

To locate a company, either:

Choose from alphabetical listing

[A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [Q](#) | [R](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) | [X](#) | [Y](#) | [Z](#)

or

To perform a detailed company search, enter one or more search criteria in the form below.

Company Name

Executive

Executive Title

Board Member

Top 500 Rank

[FP500 List](#)

NAICS Industry Class

Nature of Business

Websites

Stock Symbol

Search

Clear

Telephone Area Code

Postal Code

City

Search

Clear

Sources for Foundations - Free!

- Charity Village – Foundation news
- [Canadian Charities Listings \(CRA\)](#) – T3010s
- Mining similar organizations' annual reports

T3010 – CRA Charity Listing

2016 Registered charity information return for THE J W MCCONNELL FAMILY FOUNDATION - LA FONDATION DE LA FAMILLE J W MCCONNELL

► Basic information sheet

► Section A: Identification

▼ Section B: Directors/trustees and like officials

B1

All charities must complete Form T1235, Directors/Trustees and Like Officials Worksheet. Only the public information section of the worksheet is available to the public. Charities subject to the *Ontario Corporations Act* must also complete Form RC232-WS, *Director/Officer Worksheet and Ontario Corporations Information Act Annual Return*.

▼ Section C: Programs and general information

C1

Was the charity active during the fiscal period? 1800 Yes

If no, explain why in the "Ongoing programs" space below at C2.

C2


In the space below, describe all ongoing and new charitable programs the charity carried on this fiscal period to further its purpose(s) (as defined in its governing documents). "Programs" includes all of the charitable activities that the charity carries out on its own through employees or volunteers as well as through qualified donees and intermediaries. The charity may also use this space to describe the contributions of its volunteers in carrying out its activities, for example, number of volunteers and/or hours. Do not include the names of employees or volunteers. Grant-making charities should describe the types of organizations they support. Do not describe fundraising activities in this space. Do not attach additional sheets of paper or annual reports.

Ongoing programs:

Comprehensive initiatives to reduce poverty in communities across Canada A program to link university faculty students with communities to foster Social entrepreneurship A partnership to strengthen & encourage social innovation in Canada A program to strengthen the capacity of community organization A national initiative to build resilient cities A national program supporting sustainable food systems in Canada A national program fostering increased understanding & collective action on issues affecting indigenous communities A program to support innovative approaches to children's mental health Energy & the Economy: A national program to support the transition to a greater economy

New programs:

n/a

 Registered charities may make gifts to qualified donees. Qualified donees are other registered Canadian charities, as well as certain other organizations described in the Income Tax Act.

C3

Did the charity make gifts or transfer funds to qualified donees or other organizations? 2000 Yes

If yes, you must complete Form T1236, Qualified Donees Worksheet/Amounts Provided to Other Organizations.

▼ Section D: Financial information

Complete Section D only if you do not have to complete Schedule 6, Detailed Financial Information.

i Complete Schedule 6 if any of the following applies to the charity:


- a) The charity's revenue exceeds \$100,000.
- b) The amount of all property (for example, investments, rental properties) not used in charitable activities is more than \$25,000.
- c) The charity has permission to accumulate funds during this fiscal period.

Do not complete Section D if you must complete Schedule 6.

i Show all amounts to the nearest single Canadian dollar. Do not enter "See attached financial statements". All relevant fields must be filled out.

See Schedule 6, Detailed Financial Information

Statement of financial position

 Show all amounts to the nearest single Canadian dollar. Do not enter "see attached financial statements". All relevant fields must be filled out.

► Assets

► Liabilities

Statement of operations

► Revenue

► Expenditures

Sources for Foundations – Fee Based

- [Ajah Fundtracker](#)
- [BIG Online](#) (Foundation Search)
- [CharityCan](#) (Canadian Who's Who, CRA, NOZA & Political Contributions, *NEW* relationship tool) - fee based; for smaller organizations \$999/year
- Imagine Canada - [Grant Connect](#) - (formerly Canadian Directory of Foundations & Corporations)
- NOZA (also available through CharityCAN & iWave PRO)
- [PRO – Prospect Research Online](#) – Power ZOOM, Gifts to Other Orgs, Political Contributions, Wealth Ratings, & Real Estate
- [Foundation Centre](#) - US foundations

Grant Connect

[Dashboard](#)[Funder Search](#)[My Pipeline](#)[Gift Explorer](#)[People Seeker](#)[About Grant Connect](#)[User Support](#)

Funder Search



Field of Activity / Population Served

[Social Services](#)[Health](#)[International](#)[Religion](#)[Environment](#)[Sciences / Social Sciences](#)[Arts and Culture](#)[Education](#)[Sports and Recreation](#)[Charitable and Voluntary-Sector
Development](#)

Your selection(s):

[Environment](#) ✖[Conservation](#) ✖

■ Prospect Management

- Standard & synergistic processes for gathering, storing, retrieving, managing & analyzing prospect/donor information
- Identify & track key donors, “under-performers” & excellent prospects
- Willingness & Readiness Issues (Cultivation & Solicitation Cycle)

Once you have your list of prospects in your database, how do you prioritize which prospects to visit first?

What programs best suit a prospect: annual, planned, and/or major giving? Prospect rating varies from in-house rating systems to custom rating tools from external companies.

For **capacity**, researchers & solicitors can set up potential gift ranges, such as:

- Under \$1,000
- \$1,000 – 4,999
- \$5,000 – 9,999
- \$10,000 – 24,999
- \$25,000 – 49,999
- \$50,000 – 99,999
- \$100,000 – 499,999
- \$500,000 – 999,999
- \$1 million or more

Similarly, **affinity** ratings can be created, such as:

- 0 – Unknown
- 1 – Low
- 2 – Moderate
- 3 – Excellent

www.traceychurchresearch.com

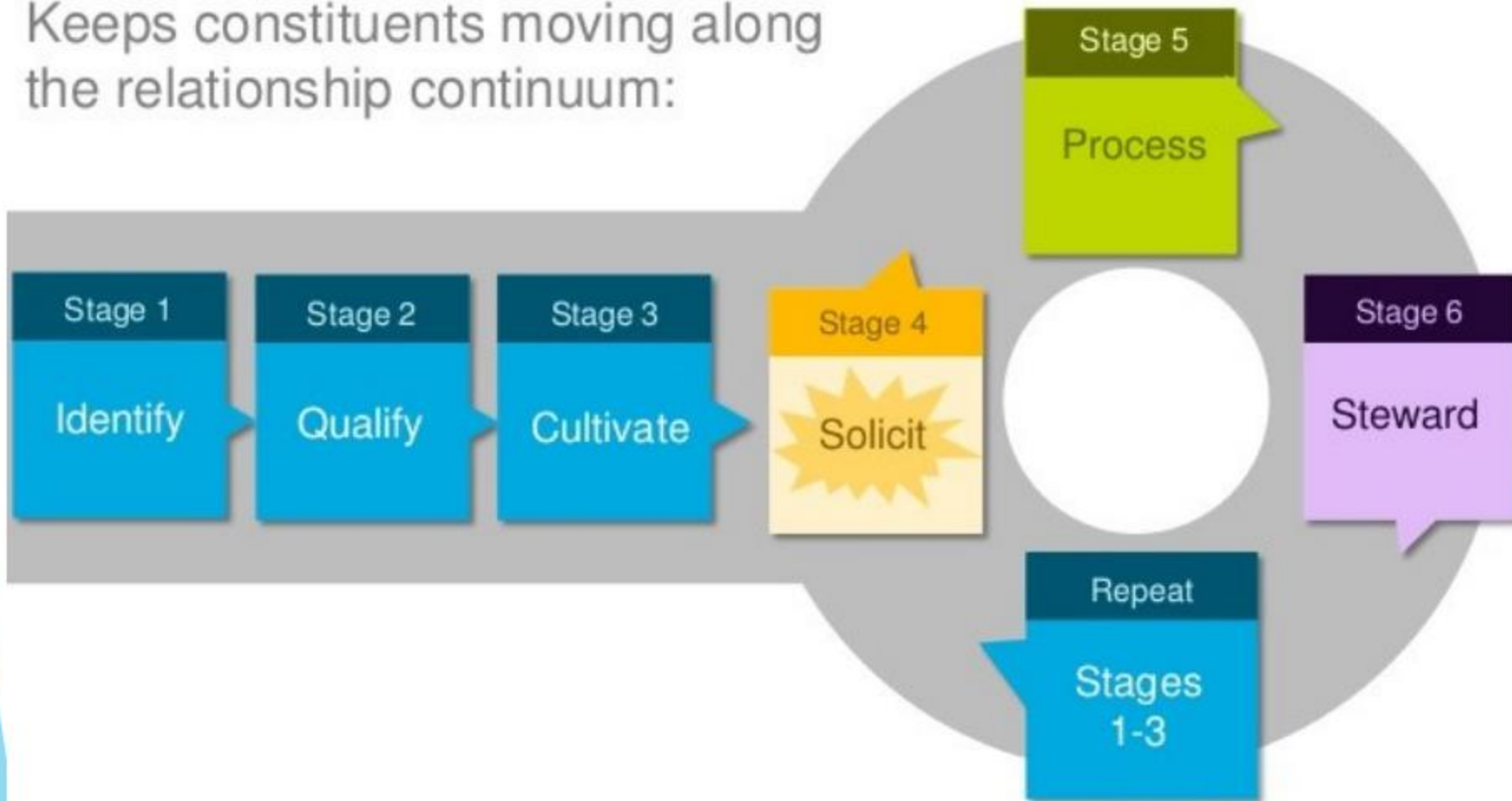


Moves Management

The system of policies, procedures, and practices that directs the actions a nonprofit takes to bring in donors, forge relationships, and generate major gifts

Good Moves Management...

Keeps constituents moving along the relationship continuum:



The Cultivation Cycle

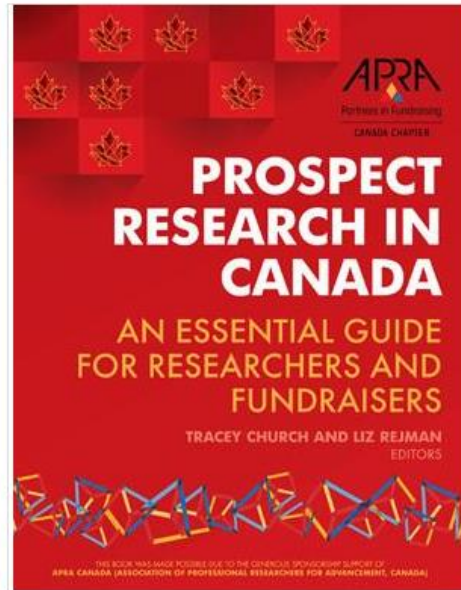
Cultivation Stage	Prospect Research	Prospect Management
Identification	Identify prospects through various sources	Add/update prospects in database
Qualification	Collect information regarding new prospect	Rate prospects (internal and/or external tool) for capacity & affinity
Cultivation	Collect news alerts, update development officers on any new activity. Which cultivation activities might interest the prospect?	Prospects are assigned to development officers for cultivation. Make sure "right" prospects are invited to the "right" cultivation & stewardship events (at the "right" time)
Solicitation	Compile profile information for development officer's (& volunteer's) first meeting with prospect	Track prospects along cultivation cycle (moves management with team)
Ask & Stewardship	Identify probable ask amount based on past giving, capacity, and development officer's added knowledge through cultivation regarding affinity	Team: Update database after gift, new rating, stewardship activity, and beginning date for next cycle of cultivation

Prospect Management Systems

- Essential parts and Steps
 1. Research and Inclination
 - a. Identify and qualify Prospect and Ratings
 2. Strategy
 - a. Assignment of prospect managers and relationships
 - b. Proposal or Planned Gift (pipeline) tracking
 3. Cultivation
 - a. Moves management (actions/tasks)
 4. Solicitation
 5. Recognition and Acknowledgement
 6. Stewardship

Recommended Resources!

<https://hilborn-civilsectorpress.com/products/prospect-research-in-canada>



Prospect Research in Canada: an essential guide for researchers and fundraisers

\$85.00

Prospect Research in Canada ▾

Quantity

1

Add to cart

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Edited by Tracey Church and Liz Rejman

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THANK YOU FOR LISTENING



Feel free to contact me with any questions – also happy to meet up for a coffee to talk Prospect Research!

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References

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- <https://www.slideshare.net/tvanpatten/mx-prospect-management-and-millennium-process>
- Prospect Research in Canada : <https://hilborn-civilsectorpress.com/products/prospect-research-in-canada>
- <https://www.slideshare.net/AlisonRiith/prospect-research-presentation>