

FROM MIND TO HEART:

*Diversity and Corporate
Community Investment in
the Global Black Community*

The Giving Black Conference 2022
A celebration Black Philanthropy Month

Program Guide

Thursday August 11, 2022

9:00am to 12:30pm (EST)



“Life’s most persistent and urgent question is, ‘What are you doing for others?’”

Martin Luther King Jr.

A Warm Welcome From AgentsC

In honour of Black Philanthropy Month, we’d like to formally welcome you to this year’s Giving Black Conference, where we celebrate the gathering of Africans and Africa’s global diaspora.

This year, our second annual conference builds community among Black thought leaders and social change experts with the focus on equity, diversity, and corporate community investment. Our aim is to demonstrate best practices and showcase people of African origin who are actively building philanthropic solutions for social change.

We are especially excited about this year’s conference because it continues our tradition from 2021, by introducing new seminal research focused on philanthropy and Black perspectives. In 2021 we launched *The Duality of Giving*, AgentsC’s research into philanthropic practices and attitudes among continental Africans and Africa’s diaspora around the world.

Continuing a theme of research, this year, the Giving Black conference coincides with an important research project between AgentsC, Imagine Canada and RBC Foundation, where we explore the intersection of Corporate Community Investment (CCI) with principles of justice, access, inclusion, diversity, and equity (JAIDE). This research will be formally launched in the Fall of 2022. Giving Black 2022 puts a spotlight on emerging findings from our research. Particularly, the viewpoints of Black, Indigenous and people of diverse races, along

with perspectives from LGBTQ2S+ people and students currently undertaking a field of study in Corporate Social Responsibility.

To amplify our CCI Conversation, we have brought together leading CCI experts from Canada, South Africa, the UK and the USA to tell us how they live JAIDE principles through the grant-making and community building policies they lead.

Central to this conversation is an understanding of the multi-generational history of African Canadians. This history includes the colonization of Canada by Europeans and the Africans they brought with them into servitude. Today, the Africville Heritage Trust is preserving this history against some of the most adverse forms of racism and persecution. Any story of CCI, Black generosity and Black philanthropy must begin with how Black people arrived in Canada and their fight to thrive despite the barriers in place.

Interspersed between these important discussions are musical and poetic interludes and traditional storytelling of African oral traditions. In closing, we’ve included time for some self-care, guided through instructions on ways for us to achieve *Isimi* (the Yoruba word for rest, relaxation, and wellness).

We’re pleased to have you join us today and the AgentsC team wishes you a warm, loving and fruitful conference experience. Thank you for celebrating Black Philanthropy Month with us.

About AgentsC Inc.

AgentsC is an international, B-Corp Certified consulting company based in Toronto, Canada. We offer smart solutions to socially and environmentally conscious organizations around the world.

Our comprehensive, transformational change services support clients wanting to achieve sustainable, revenue growth, as well as rigorous program evaluation and impact measurement.

Drawing on the African tradition of **Ubuntu** (I am because we are), AgentsC is guided by our trademark principle, Equity Philanthropy™ – the belief that love of community and social justice form an essential alchemy for tackling the world's biggest problems. We start with your mission and vision, tap into your strengths, design tailored approaches - and empower your team to achieve the best social returns.

Your Conference Schedule

9:00am - 9:15am:	Opening Greeting - Olumide Akerewusi, Tracy Deans, Lianne Hannaway
9:15am - 9:25am:	Poetic Interlude I - Randell Adjei
9:25am - 10:15am:	Research Spotlight - From Mind to Heart: A Conversation About Diversity and Corporate Community Investment - Nasra Ayub, Mark Beckles, Simo-Sihle Mvinjelwa, Jason Teeters
10:15am - 10:20am:	Break
10:20am - 11:10am:	The Spirit of <i>Ubuntu</i> : Honouring The Black Canadian Community at Africville - Bernice Arsenault, Percy Paris, Juanita Peters, Beatrice Wilkins
11:10am - 11:20am:	Poetic Interlude II - Nicole Salmon
11:20am - 11:50am:	The Griot Hour : Sharing Stories of Love, Hope and Generosity - Lianne Hannaway
11:50am - 12:05pm:	<i>Isimi</i> (Restoration and Wellness) - Kimmel Alcide
12:05pm - 12:20pm:	Closing Remarks - Olumide Akerewusi, Tracy Deans, Lianne Hannaway
12:20pm - 12:30pm:	Post Conference Networking

Your Conference Sessions

Opening Greeting

Music, AgentsC's Equity Statement and prayers will help prepare your mind, body and soul for the important conversation ahead. Olumide Akerewusi, Tracy Deans, and Lianne Hannaway (our hosts) will welcome you to Giving Black 2022, featuring an introduction to our conference theme From Mind to Heart.

From Mind to Heart: A Conversation About Diversity and Corporate Community Investment

Nasra Ayub, Mark Beckles, Simo-Sihle Mvinjelwa, and Jason Teeters, will share thoughts, insights and observations on how Corporate Community Investment should impact Black communities globally. Key insights from the collaborative research conducted by AgentsC, Imagine Canada and RBC Foundation will be shared.

Poetry and Storytelling

Gifted, Black, Canadian poets Randell Adjei and Nicole Salmon have unique ways of speaking from the heart and teaching us new ways of viewing the world through poetic expression. We welcome Nicole back from our 2021 conference where she shared a stirring allegory about love, philanthropy, and Black identity. We proudly welcome Randell, Ontario's celebrated Poet Laureate to Giving Black this year.

The Spirit of Ubuntu: Honouring The Black Canadian Community at Africville

Beatrice, Bernice, Juanita, and Percy will walk us through the time in Canadian history when Africans arrived on the shores of Canada as the possessions of colonizers. Some escaped to America, while others paid for their freedom and that of their families, all the while being denied basic civil and human rights afforded to most Canadians. This central conversation will firstly feature historic storytelling steeped in tragedy, resilience, resistance, joy, and hope.

Griot Hour

Every African tradition from Tunisia to South Africa, and from Western Sahara to Somalia, has a Griot. The same applies to Africa's diaspora in the Caribbean, Europe, and North, Central, and South America. It is our way of sharing our stories and our history, and acknowledging that so few stories about Black philanthropy are ever told.

Isimi (Restoration and Wellness)

In our busy lives, wellness sometimes alludes us. Here's where we steep ourselves in the same place at the same time in mindful techniques that smooth out the edges of our week. Kimmel Alcide will lead a gentile session connecting our thoughts and bodies as we learn techniques to help us release and let go.

Closing Remarks

Olumide Akerewusi, Tracy Deans, and Lianne Hannaway (our hosts) return to close out Giving Black 2022, with a series of surprise announcements, gifts and details about Giving Black 2023. This isn't goodbye, it's until next time!

Post Conference Networking

Stick around, engage in conversation, and reflect on the conference. There's no agenda, just an invitation to stay online and network with each other.

Conference Guests and Speakers

Hosts and Conversation Starters



Olumide Akerewusi
Founder and CEO,
AgentsC Inc.

Mide is Founder and CEO of AgentsC Inc., an international company delivering philanthropy solutions to the non-profit and private

sector. Mide has extensive experience of working with major philanthropists, corporations, and grant-making foundations as well as charities and NGOs in Australia, Canada, South Africa, UK, and the USA. As a British born African living in Canada, Mide's perspectives are uniquely diverse and frequently thought provoking.

He is an advocate for equity philanthropy, implementing unique philanthropic opportunities to the social determinants of health, UN Sustainable Development Goals, and social impact investments.

With almost 30 years' of experience as a philanthropy expert, Mide has also founded and chaired the Black Fundraisers Network - a voluntary organization supporting fundraisers to learn about philanthropy within Europe's African and Caribbean diaspora. He currently serves on the Board of 100 Strong.

Prior to establishing AgentsC, Mide served as Director of Leadership Philanthropy at Pathways to Education Canada, where he launched and successfully completed the organization's \$185 million Graduation Nation Campaign. Before Pathways, Mide served as Chief Development Officer at the YMCA of Greater Toronto. He has also led major gift fundraising teams and campaigns at Scope UK, The British Red Cross, and The Children's Society in England and Wales.



Tracy Deans
Manager of Business
Development, AgentsC Inc.

Tracy is a motivated, passionate and innovative fundraiser with over 12 years of multi-channel and omni-channel, non-profit experience. Making connections,

building strong, meaningful relationships and providing solutions to complex problems are at the core of Tracy's passion. Family and deep love for the Black community are her key motivators.

She specializes in long-term strategic planning and combines implementation applications with her exceptional communication and management skills. She has worked with numerous national and international clients, ranging from hospitals, animal welfare, community shelters and disease organizations.

Tracy is an experienced and dedicated team leader, with a strong knowledge of complex, integrated campaigns. She strives to maximize results and provide unique strategic solutions for clients.

Conference Guests and Speakers

Corporate Community Investment Panel



Nasra Ayub
Programs and Partnerships Associate, Global Fund for Children

Nasra Ayub is a multi-award winning women's rights campaigner, TEDx speaker and writer from Bristol, UK. Nasra

works across Global Fund for Children's programs and development teams supporting the implementation of the Spark Fund, a global, youth-led participatory fund. She has recently delivered a TEDx talk called 'What If Young People Ran the World?', exploring the power shift of philanthropy decision making away from traditional donors to young people. Nasra also works as an outreach worker and freelance journalist raising awareness on topics such as ending violence against women and girls and racial and social inequalities. She has been featured on The Guardian, ITV, BBC Three and BBC 1 speaking on race and other social justice issues and was a recipient of the Diana Award for her efforts to end female genital mutilation since the age of 15.



Mark Beckles
Vice President, Social Impact & Innovation, RBC Corporate Citizenship

Mark has over 25 years' experience in financial services, Mark has executive leadership experiences in banking, insurance, risk

management and non-profit leadership. Mark leads the strategic execution of RBC's Social Impact portfolios including RBC Future Launch, RBC Tech for Nature and RBC Emerging Artists. Mark also leads stakeholder relations to cultivate and maintain key relationships across Canada including policy makers, partners and stakeholders to advance RBC's community investment priorities. Mark previously served as Head, RBC Insurance Advice Centre, responsible for over 500 licensed insurance advisors who provide insurance advice and solutions to 750,000 RBC Insurance clients across Canada and served as Regional Vice President, Retail Banking at RBC.

He is a vice-chair of the Board of Directors of William Osler Health System. He is also a board member of the Metro Toronto Convention Centre and sits on the audit and finance committee. He also serves on the advisory committee of the Lincoln M. Alexander Award.

In 2011, Mark received the City of Toronto Bob Marley Award for his commitment to diversity and City Building. He was also recognized for his work in support of the Canadian Sickle Cell Network. In 2012 he received the Queen Elizabeth II Diamond Jubilee medal for community volunteerism. In 2015, Mark received the Harry Jerome Award for Professional Excellence. In 2016 Mark received the Barbados 50 Independence honors for community service and in 2017, Mark was awarded the African Canadian Achievement Award for Leadership and Management.

Mark holds an MBA in International Business from the University of Bradford and has completed executive programs with Richard Ivey School of Business and holds the Institute of Corporate Directors designation (ICD.D).

Conference Guests and Speakers



Simo-Sihle Mvinjelwa
Regional Leader Diversity Equity and Inclusion, Baker Hughes

Simo-Sihle Mvinjelwa is a seasoned Learning & Development; Transformation and Diversity, Equity & Inclusion

specialist with over 10 years of corporate and consulting experience. Having worked in the automobile industry at Imperial, as the Group Transformation Manager, petrochemical industry at Sasol Oil as Group Skills Development Facilitator and Momentum Metropolitan Insurance Holdings as Group Head Skills Development.

Simo-Sihle is currently the Regional Leader Diversity Equity and Inclusion for Baker Hughes which he joined as the Country Transformation Leader where he was instrumental in driving the Broad-based Black Economic Empowerment (BBBEE) strategy which culminated in Baker Hughes, SA improving its BBBEE contributor status from Level 8 to Level 5.

He is a qualified Skills Development Facilitator and holds a Post-graduate Diploma in Business Administration from the Gordon Institute of Business Science (GIBS). He is also currently pursuing his Master's in Business Administration from the University of Cape Town (UCT).



Jason Teeters
Nurturing Lead, Collaboratory

Jason Teeters is an Industrial Organizational Psychologist and Nurturer who believes economic and social systems can be built inclusively and not at the

expense of human dignity and the health of the planet.

As Nurturing Lead at Collaboratory, Jason helps people overcome the emotional, psychological, and technical challenges to successful collaboration, so together we can create new possibilities for ourselves, our community, and the world.

Jason has designed and delivered programs focused on building stronger and more inclusive communities. Communities where relational wealth and social currencies help people move from transactional to transformational impact. His work includes partners such as the Rockefeller Foundation, United Nations, Center for Disease Control and Prevention Global Health Fellowship, SecondMuse, W.K. Kellogg Foundation and the NGO Movember, where he delivered the first ever mental health and wellness program for Black men.

Outside of work, Jason enjoys traveling the world with his wife, who is a fine art International Wedding Designer. In 2015, they were married in Marrakech Morocco, which serves as their inspiration for the names of their two children, daughter Marra (5), and son Kesh (3).

Conference Guests and Speakers

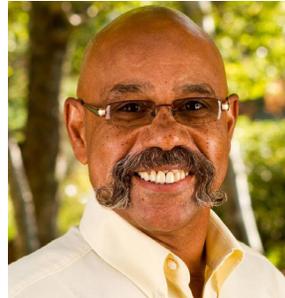
The Spirit of Ubuntu: Honouring The Black Canadian Community at Africville



Bernice Arsenault
Co-founding Director,
Africville Genealogy Society

Bernice is a proud former resident of Africville. She comes from Alfie (Fee) and Artel (Eddie) Byers and has five siblings. Bernice has lived and worked

around Halifax her entire life and once worked at a Touch of Gold and at the Nile, a leather store owned by Rocky Jones. For 35 years she was employed with Bell Aliant in many capacities. She is a co-founder of the Africville Genealogy Society and has served on the board of the Africville Heritage Society since 2014. Bernice is also pictured on Canada Post's Africville stamp. She enjoys working on the board.



Percy Paris
Chair, Africville Genealogy Society

Percy Paris is the former NDP MLA of the district of Waverley-Fall River-Beaver Bank. Originally from Windsor, Percy is a former city employee and held the positions

of Black Student Advisor and Director of the Diversity Initiative at Dalhousie University. He is an active community volunteer and a recipient of the human rights award from the Human Rights Commission of Nova Scotia. Other organizations he has been involved in include the Riverlake Residents' Association, the Black Business Initiative, the Halifax Black Community Workshop, the Dartmouth East Black Learning Centre, and the Metro Committee for Persons with Disabilities.



Juanita Peters
Director, Africville Heritage Museum

Juanita Peters is the Director of the Africville Heritage Museum and is also an award-winning writer and director of multiple documentaries including;

Hannah's Story, I Made A Vow and Africville Can't Stop Now. She is also one of the directors of the television series DIGGSTOWN and STUDIO BLACK on CBC Television and is the director/co-writer of the multi-award winning feature film 8:37 REBIRTH. Ms. Peters' career also includes more than 15 years as a journalist and news anchor in the Maritimes and she has hosted four seasons of CBC's documentary series Doc Side. Juanita has worked for the Council on African Canadian Education, and The Nova Scotia Restorative Inquiry for The Home For Colored Children.



Beatrice J. Wilkins
Co-founding Director,
Africville Genealogy Society

I am a former resident of the former community of Africville. I am a co-founding director of the Africville Genealogy Society (AGS) and I am presently serving on the

Africville Heritage Trust-Museum (AHT) board of directors representing the AGS Board. My two sisters and I, known as the "West Sisters", grew up singing in the Seaview Baptist Church in Africville until its demise in the 60's. My sisters were Shirley Allen, and Mary Gangoo, who are both now deceased. I carry on the singing tradition, very reluctantly at times.

On the AHT I've served on the Scholarship Jury for 2020, and presently I am a member of the Finance Committee bringing 42 years of compensation and training experience from the Federal Government

Conference Guests and Speakers

Poets and Storytellers



Randell Adjei
Ontario's Poet Laureate

Randell Adjei is an entrepreneur, speaker and spoken word practitioner who uses his gifts to empower the message of Alchemy. He was recently appointed Ontario's first Poet

Laureate. Randell, is the founder of one of Toronto's largest youth led initiatives; Reaching Intelligent Souls Everywhere (R.I.S.E Edutainment). In 2018, R.I.S.E received the Toronto Arts Foundation's, Mayor's Youth Arts Award. Randell is the author of "I am Not my struggles," a powerful Anthology released in 2018. Randell was also named CBC's Metro Morning's Torontonians of the Year in 2015 and NOW Magazines Local Hero in May 2017. In 2020 Randell opened up for President Barack Obama at the Economic Club of Canada.



Nicole Salmon
**Founder and Principal,
Consultant Boundless
Philanthropy**

Spending over twenty-five years working in the non-profit sector managing a variety of fundraising portfolios, Nicole

is a former Director of Fund Development for a Canadian international development organization (INGO). In 2014, Nicole founded Boundless Philanthropy, a fundraising consultancy providing a range of fund development services, including interim senior leadership, strategy development and leadership development.

Joining The Charity Report in 2021 as a contributing editor, she is also the co-editor and contributing author of the book *Collecting Courage: Joy, Pain, Freedom, Love* an anthology featuring 15 contributors and 14 first-person narratives from Black fundraisers from Canada and the United States.

Nicole serves on the Board of Realize, an organization working to improve the lives of people living with HIV and other episodic conditions, and is Board Chair at WellFort Community Health Services. She is also a Book Review Panelist with The Charity Report Literary Hub, an inspired and founding member of the Black Canadian Fundraisers' Collective.

Shaped by her Jamaican identity and deeply influenced by spending two-thirds of her life in Canada, Nicole is entranced by the power of words and language, anchored by family, committed to service, building connections and deepening personal relationships.

Conference Guests and Speakers

The Griot Hour: Sharing Stories of Love, Hope and Generosity



Lianne Hannaway
Founder and CEO,
Wealthnuvo

Lianne Hannaway is a Chartered Professional Accountant (CPA), an experienced financial executive and an investor.

Lianne is passionate about

financial empowerment for all Canadians, especially for its underserved and underestimated populations. She is the founder of Wealthnuvo, a financial literacy platform designed to help entrepreneurs and investors build wealth. She is a Board Member and Treasurer at The Equality Fund, a groundbreaking collaboration that supports women's rights organizations and feminist movements globally with a backing of \$300 million from the Canadian government. She is also a board member of Kids Help Phone, Canada's only 24/7, national support service providing professional online and telephone counseling and volunteer-led, text-based support to youth across Canada in both English and French. She recently joined the board of Meridian Credit Union, the second largest credit union in Canada, helping to grow the lives of 370,000 members and customers. Previously, Lianne was an advisory partner at KPMG and held various senior finance roles at TMX Group.

Isimi (Restoration and Wellness)



Kimmel Alcide
Founder, The Everyday Yogi

Kimmel is the founder of The Everyday Yogi, a platform that connects people and communities through yoga and meditation both in person and online. She uses this space to

curate meaningful and unique experiences that inspire and bring peace to many.

She has worked with several companies including Team Canada, Canada Goose and Uber Canada to bring mindfulness and wellness to their work environment. She has also presented at conferences for both Ryerson and McMaster University.

Kimmel's core values are centred around personal responsibility, connection, collaboration, inclusivity and contribution. Her favourite quote is,

"When one of us is liberated, we are all liberated."

The Giving Black Conference, 2022 is Proudly Sponsored By:



Giving Black Podcast and Conference Sponsor

The Avast Foundation works in partnership with people and communities to knock down barriers to digital freedom and equity. Their programs deliver meaningful change and help shape a world where technology plays a positive role in building and sustaining communities. Ultimately, Avast aims to create empowered digital citizens across the globe.

Poetry and Storytelling Sponsor

Neon One is on a mission to help social good organizations change the world by creating sustainable, long-term growth. They envision a world where social good organizations have powerful, connected tools and systems designed to help them scale their impact, enabling them to make real, lasting change in the world.

Giving Black Merchandise Sponsor

(TCI) is the wholly owned principal subsidiary of Telus Corporation, a Canadian national telecommunications company that provides a wide range of telecommunications products and services including internet access, voice, entertainment, healthcare, video, and IPTV television. Their mission is to unleash the power of the internet to deliver the best solutions to Canadians at home, in the workplace and on the move.

We are able to provide Giving Black as a global free event due to the collaboration with our sponsors, and we thank them immensely for their partnership.

Check out our Giving Black Conference 2022 Playlist.

1. Ready or Not - Fugees, Ms. Lauryn Hill, Wyclef Jean, Pras
2. We are - Jon Batiste
3. Giving You the Best that I Got - Anita Baker
4. What's Happening Brother - Marvin Gaye
5. Walk 2000 Miles - Barrington Levy
6. Family Affair - Mary J. Blige
7. Set your Mind and Souls Free - Femi Kuti
8. Dare to Dream - Viola Wills
9. Man in the Mirror - Michael Jackson
10. Forever - Sithelo, Skyewanda
11. Starlight - Dave
12. I'm Every Woman - Chaka Khan
13. Don't Rock My Boat - Bob Marley and the Wailers
14. Wholy Holy - Aretha Franklin

[Click here to listen](#)

To learn more about Giving Black visit:
www.givingblack.ca

Thank You!

We Look Forward to Seeing
You on August 11th, 2022.

“ *I may never be known
as a philanthropist, but
I certainly am a lover of
mankind, and I will give
freely of my resources.* ”

Maya Angelou, Letter to My Daughter

