12th Annual
Foundation, Endowment & Not For Profit
INVESTMENT Summit

Tuesday, January 20th & Wednesday, January 21st 2015 | Sheraton Centre Toronto

Weather Volatility | Mitigate Risks | Maximize ROI | Strategize Allocation | Exploit Alternatives | Create Impact | Fortify Governance | Optimize Spending | Enhance Funding | Meet Compliance

Hear from These Thought Leaders:

AVERY SHENFELD,
Managing Director and Chief Economist,
CIBC

EVA FRIESEN,
President & CEO,
The Calgary Foundation

GERALD CHEN-YOUNG,
VP & Chief Investment Officer,
United Negro College Fund

ALAYNE METRICK,
President,
St. Michael’s Foundation

ADELE GORRILLA,
Chief Investment Officer,
Denison University

CHRISTA VELASQUEZ,
Former Director of Social Investments,
Annie E. Casey Foundation; Interim PRI Director,
The California Endowment

ATTAIN crucial insights from 14 F&E innovators:

1. The Calgary Foundation
2. J.W. McConnell Family Foundation
3. United Negro College Fund
4. The California Endowment
5. Toronto Foundation
6. Denison University
7. St. Michael’s Foundation
8. NC State University
9. Pepperdine University
10. Asper Foundation
11. Canadian Medical Association
12. Technion Canada
13. OneFoundation for Niagara Health System
14. RBC Social Finance Initiative

GAIN 10 solutions to maximize ROI and deliver on mission:

1. Portfolio Yield: Target inadequate returns and preserve capital
2. Downside Protection: Monitor risks, build diversification and buffer volatility
3. Balanced Budget: Align spending and investment to meet obligations
4. Impact Investing: Activate mission driven initiatives and social finance
5. Governance: Improve due diligence, meet compliance and earn donor trust
6. Asset Allocation: Enhance results with strategic and tactical execution
7. DIY Manager Search: Avoid pitfalls, minimize fees and drive accountability
8. Angel Investor: Unlock new revenues and fortify your triple bottom line
9. Exploit Alternatives: Access real assets and illiquid alternatives
10. Drive Performance: Emulate larger endowments and outperform the market

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www.FoundationEndowment.ca
Forge a strong foundation to fiscal stability and fulfill your mandate. Effect lasting change with a holistic roadmap to mitigate risks and maximize returns.

Preserve capital and build your assets with expert advice. Gather practical wisdom from investment veterans to drive performance and strengthen governance. Adeptly manage risks, increase yield, and exploit growth. Adapt your investments and spending to market realities.

At this specialized forum, engage top foundation executives on progressive tools to further mission. Cultivate your capacity to create impact and secure long-term viability. Generate operational revenues and enhance development for your organization.

Don’t falter in your duty to serve the common good. At the precipice of change, how will your organization evolve to benefit generations to come?

Your first step: This conference!

Gain 10 solutions to maximize ROI and deliver on mission:

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10. Drive Performance: Emulate larger endowments and outperform the market

Don’t take our word for it
Hear what your peers have to say...

“Conference is a crucial “must attend event” for all who wish to stay at the leading forefront of innovation and information, to best benefit their foundations.”
- Melanie Hall-Szyszkiewicz, Vice Chair, Central Okanagan Foundation

“Great. A good spectrum of presentations – all relevant and important for endowments/investments of varying size.”
- Kamal Rajani, CFO, Nature Conservancy of Canada

“Very diverse speakers with excellent knowledge – you have brought engaging and knowledgeable speakers. I have learned a great deal – most relevant.”
- Don Dart, SVP, Funding and Corporate Services, Alberta College of Arts and Design

“Stimulated new thinking on endowment investment.”
- A. Aquin, VP, Finance and Administration, Hamilton Community Foundation

Register Today – Space is Limited and Sure to Sell Out

Don’t miss your chance to participate in crucial discussions with leaders in foundation and endowment management. Register for our limited spaces by calling 1-866-298-9343 or emailing registrations@strategyinstitute.com today.
Specifically Designed for Foundation and Endowment Executives:

Foundations, Endowments, Not For Profits

Chief Investment Officer | CEO & President | Executive Director
VP & Director, Finance / Investment | CFO | Investment Committees
Board of Directors | Trustees | Treasurer

• Protect your capital and increase asset worth
• Balance investment and disbursement to deliver on mission
• Contribute to your mandate with impact and responsible investing
• Earn donor trust with better governance and compliance
• Learn from the experiences of peer foundations and endowments

Asset and Portfolio Managers

Chief Investment Officer | Managing Director | Principal
VP & Director, Strategy | VP, Product Development
VP, Sales/Marketing | VP, Business Development | Portfolio Manager

• Deepen insight into challenges facing foundations & endowments
• Connect with CIOs and decision-makers with billions of dollars in assets
• Build relationships and be shortlist by preferred clients
• Drive advancements and benefit from growth

Consultants

Managing Director | Principal | Partner | VP & Director, Strategy

• Rethink how you select investment managers
• Meet with existing and prospective clients
• Enhance value to clients and deliver on their expectations
• Prepare your clients for the economic challenges that lay ahead

Our Conference Differentiators:

1. Hear lessons learned from 14 Foundation and Endowment leaders
2. Access exclusive case studies and industry-vetted speakers
3. Participate in interactive Peer-to-Peer sessions
4. Dive into dedicated workshops to tackle your top challenges
5. Network with distinguished delegates across North America

Benefit from practical insights. With unparalleled opportunity to connect with F&E peers and investment experts, this is your most valuable networking opportunity.

WORKSHOPS

Pre-conference Workshop
January 19th, 1:00 PM – 4:30 PM

Overcome Operational and Legal Challenges to Endowment Management

This interactive workshop will cover how to develop and execute best practices in managing an endowment. From legal requirements to funding agreements, understand the end-to-end process involved to overcome your implementation barriers.

1. Defining endowments – legal and practical definitions
2. The strategic decision to build or grow endowments
3. The regulatory framework for endowments and investments
4. Operational issues – governance and policy
5. Fundraising for endowments and donor engagement
6. Structuring donor and funding agreements
7. Applying new rules on existing endowment funds
8. Differentiating endowments and gift structures – the notion of perpetuity

Better manage your endowment to meet mandate, achieve compliance, and protect reputation.

BRAD OFFMAN,Founder and Principal,Spire Philanthropy

MARK BLUMBERG,Partner,Blumberg Segal LLP

Post-conference Workshop
January 22nd, 9:00 AM – 12:00 PM

A F&E Survival Guide for Dealing with the Rising Interest Environment

The threat of interest rate increase looms on the horizon. This comprehensive workshop will walk through different scenarios to help foundations and endowments succeed in higher interests. Develop preparedness and avoid damaging implications to your fixed income portfolio. Source key answers to:

1. How is bond management evolving?
2. Why adhere to bond universe index when your managers don't?
3. Do you really need bonds?
4. What happens if rates stay low?
5. What do you do if rates start rising?
6. How do you manage foreign exchange risks?
7. Do you want to use leverage?
8. Can equity help to augment income?

Implement processes to protect your investment against rising interest rates.

TOM BALL,Outsourced CIO,Asper Foundation

Customized Sponsorship and Exhibitor Packages

Be involved in the most comprehensive foundation and endowment forum in Canada. Showcase your firm’s expertise to an aware and receptive executive audience. For more information, contact Simon Wright at 1-866-298-9343 x 275 or email Wright@strategyinstitute.com

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DAY ONE  Tuesday  January 20th 2015

7:30 AM  Registration and Continental Breakfast

8:15 AM  Opening Comments from the Chair

HOWARD ATKINSON,  
President,  
Horizons ETFs Management (Canada) Inc.

8:30 AM  Keynote Address

Thriving in Uncertainty – Financial Outlook on the Global Economic Landscape
How will the global and North American economic backdrop impact financial markets in the years ahead? This session will analyze:
• Prospects for growth and inflation in major regions globally, with a focus on US and Canada
• Implications for monetary policy, bond yields, currencies, and commodities
• The long term – how the coming cycle will be different
• Investment strategy implications

Gather intelligence to respond to future market conditions.

AVERY SHENFIELD,  
Managing Director & Chief Economist,  
CIBC

9:15 AM  Investment Power Panel

Striking New Equilibrium – Optimize Asset Allocation to Manage Risks and Achieve Superior Performance
Sound asset allocation and enhanced risk management are critical for endowments to combat diminishing returns. Hear how you can manage volatility, meet investment objectives, and pursue stronger ROI. Acquire insights from investment veterans to:
• Establish distinct allocation, liquidity, risk tolerance for different funds
• Strengthen absolute returns and avoid over-diversification
• Hedge deflation and buffer interest rate sensitivity
• Deploy global tactical strategies and alternative investments

Profit from a better understanding of asset allocation in a recovering economy.

GERALD CHEN-YOUNG,  
VP & Chief Investment Officer,  
United Negro College Fund

MICHAEL NICKS,  
Director of Investments,  
Pepperdine University

LIBBY GEORGE,  
Director of Investments,  
NC State University

JACK BENSIMON  
Chair, Endowment Fund  
Technion Canada / Technion - Israel Institute of Technology

10:15 AM  Mid-morning Break
Interact with conference speakers and fellow attendees.

10:45 AM  Best Practices

Apply Asset Liability Management Modeling to Align Investment and Spending Policies
Through ALM modeling techniques, examine what tools F&Es can use to better plan for long term sustainability. Recognize the interaction between investment and spending policies. Minimize volatility between your policies to enhance predictability and optimize disbursements.
• Simulate spending and inflation expectations
• Evaluate asset mixes to maximize performance
• Adjust spending against market variability
• Benchmark your policies against peer F&Es

Balance your liabilities and assets to dependably meet distributions.

STEVE MAHONEY,  
Partner, Asset & Risk Management,  
Morneau Shepell

11:15 AM  Keynote Address

The Catalyst to Reap Financial Rewards by Putting Impact First
In 8 years, The Calgary Foundation has more than doubled its endowment to over $700 million and increased its discretionary fund from 17% to 30%. Provide the catalyst to transform your foundation and bring about positive change. Learn how The Calgary Foundation maximizes community impact while achieving substantial fiscal growth. Establish a roadmap to:
• Focus on the mission rather than money
• Increase endowment size without fundraising
• Alter investment philosophy to respect conservatism and enhance returns
• Build capacity through strategy and governance

Foster financial growth by focusing your foundation on impact first.

EVA FRIESEN,  
President & CEO,  
The Calgary Foundation

12:00 PM  Spotlight

Back to Basics – A Straightforward Approach to Equity Investing via Dividend Growth
Investment committees face increasingly complex options as F&Es stretch for incremental returns while avoiding unnecessary risks. Employ proven strategies in long-only equity investing and dividend growth. Attain your targets and income needs, and at the same time, benefit from downside protection, built-in risk management, and low volatility.

PIERRE BOUCHARD,  
Partner and Portfolio Manager,  
Toron AMI

12:15 PM  Networking Luncheon
Join conference speakers and peers for a relaxing luncheon.

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1:30 PM Interactive Peer to Peer

Conference Tangibles – Collaborate on Common Challenges to Build the Path Ahead
Share your ideas and experience with other foundations and endowments with similar goals and interests. Get a chance to meet your peers and industry experts. The audience will divide into groups to discuss major themes. Pool your collective knowledge as a think-tank and take away concrete recommendations to improve your organization.

2:00 PM Case Study: Denison University

Breaking the Mold – Build a Long Term Investment Strategy for Consistent Outperformance
With 75% invested in alternative assets, Denison’s $785 million endowment earned a 4.1% annualized 5-year return – surpassing Yale (1.83%) and Harvard (1.24%). Hear how a dynamic investment strategy coupled with strong governance can be the key to your success. Form an agile approach to:
• Facilitate active management and oversight
• Provide upside capture while mitigating down market risks
• Build concentration with top performing managers over time
• Allocate to hedge funds, private equity, futures and real assets

Source strategies from an award-winning CIO to outperform the market.

ADELE GORRILLA,
Chief Investment Officer,
Denison University

2:45 PM Global Diversification

Look Beyond Traditional Asset Classes to Enhance Returns and Lower Volatility
With an increase in performance correlation across the developed global equity markets, investors have found it challenging to generate alpha. What asset classes can investors consider to better portfolio diversification and dampen volatility? Explore:
• Emerging and frontier equities
• Global bonds
• Emerging market debt

Leverage alternative exposure to enhance total return and risk diversification.

IAN RIACH,
SVP, Director of Balanced Portfolio Management,
Franklin Templeton Institutional

3:15 PM Mid-afternoon Networking Break
Interact with conference speakers and fellow attendees.

3:45 PM Impact Investing

Value Creation – Implement Responsible and Impact Investment to Further Your Mandate
Hear how leading foundations approach impact investment to achieve social, financial, and moral returns. Activate your full portfolio to support mission without sacrificing investment ROI. Develop models and methodologies to integrate mission-driven mandates and social finance.
• Build an impact investing portfolio across asset classes, including PRIs and MRIs
• Strategically integrate grants with investments
• Channel private sector capital for social good
• Ensure due diligence and measure impact

Tap into impact and responsible investing to improve your triple bottom-line.

ERICA BARBOSA VARGAS,
Director, Social Finance,
J.W. McConnell Family Foundation

CHRISTA VELASQUEZ,
Former Director of Social Investments,
Annie E. Casey Foundation;
Interim PRI Director,
The California Endowment

SANDRA OENDAHL,
Director, Corporate Sustainability; Head, Social Finance Initiative,
Royal Bank of Canada

4:45 PM High Yield Bonds

Deploy Global High Yield Strategies to Reach Return Objectives and Preserve Capital
Endowments have relied on fixed income as a low risk vehicle for income generation. Realize implications of the end of secular bull bond market and impending depreciation for your investments. Analyze opportunities in leveraged finance (US High Yield, Global High Yield and Leveraged Loans), including:
• The real risk in high yield bonds
• Is high yield liquidity getting worse or better?
• Opportunities within high yield

Overcome inadequate returns through global high yield strategies.

GREG HOPPER,
Head of Global High Yield,
Aberdeen Asset Management

5:20 PM Conference Adjourns to Day Two

5:30 PM Evening Social Activities

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DAY TWO  Wednesday  January 21st 2015

7:30 AM  Registration and Continental Breakfast

8:15 AM  Opening Comments from the Chair

HOWARD ATKINSON,  
President,  
Horizons ETFs Management (Canada) Inc.

8:30 AM  Opening Address

How to Access Illiquid Alternatives – Options for Smaller Institutional Investors
Recognize how F&Es can access private equity, mortgage funds, infrastructure, and farmland. Emulate success of large pension funds and US endowments by capitalizing on diversification and risk-adjusted performance of less liquid alternative investments. Improve your understanding on:
- Strategic allocation in “smart money” portfolios (CPP, OTPP, Yale, Harvard)
- Challenges and opportunities of less liquid investments
- Benefits of commingled investment funds for illiquid opportunities
- Special considerations for allocating to illiquid alternatives

Strengthen your ROI by allocating like the world’s best investors.

8:45 AM  Modern Sustainability Investing

Integrate Sustainability Analysis with a Positive Screening Investment Approach
Modern sustainability investing goes further than SRI and ESG. Utilize sustainability data to help you determine intrinsic value, outperform markets, and manage risks. Establish a rigorous analytical approach to:
- Evolve from negative screening to positive screening
- Seek companies pursuing shared value
- Evaluate material and non-financial ESG data
- Integrate sustainability to manage risk and generate alpha

Drive responsible investment by incorporating sustainability within your investment framework.

SHARI GILFILLAN,  
Director,  
UBS Global Asset Management (Americas)

9:15 AM  Real Assets Panel

Exploit Real Estate and Infrastructure to Enhance ROI and Diversification
Despite promise of alpha and income cushioning, most Canadian foundations and endowments are cautious toward alternative assets. Unlock real estate and infrastructure to meet your investment objectives. Join a panel of experts to evaluate:
- How these assets evolved over the last decade
- Investment classes and vehicles – objectives, return expectations, risks, & liquidity
- Common portfolio allocation targets and implementation strategies
- Opportunities within global VS domestic/Canadian markets

Complement your portfolio and improve returns with infrastructure and real estate.

9:45 AM  Common Portfolio Allocation Targets and Implementation Strategies

10:00 AM  Mid-morning Networking Break

11:00 AM  Foundations Roundtable

Evolving Foundation and Endowment Management – Opportunities and Challenges
Growing philanthropic needs combined with persistent economic pressure challenge today’s foundations to achieve more with less. Gather practical wisdom from foundation leaders to fulfill fiduciary duties, improve efficiency, and deliver on mission. Amplify your efforts to:
- Fortify governance through a holistic management framework
- Collaborate effectively with investment and finance committees
- Cultivate donor relationships and development capacity
- Explore partnerships and resource pooling to reduce demand

Overcome organizational and fiscal challenges for your foundation.

RAHUL BHARDWAJ,  
President & CEO,  
Toronto Foundation

PAULANNE JUSHKEVICH,  
President & CEO,  
OneFoundation for Niagara Health System

ALAYNE METRICK,  
President,  
St. Michael’s Foundation

MODERATOR  
GARY CHATERAM,  
VP, Institutional Sales,  
Pyramis Global Advisors

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Determine how you can best direct efforts given existing resources and decision factors including implications, risks and rewards of OCIO.

Effectively anticipate and capitalize on earnings acceleration to boost your portfolio.

BERNARD CHUA,
VP, Client Portfolio Manager, American Century Investments

Investment or Mission? The Next Frontier in Balancing the Spending Equation
Is Tobin’s “equity among generations” paradigm still valid? As F&Es debate preserving endowments in perpetuity or granting more during good return periods, where does your organization stand? Engage your peers and scrutinize the hard questions to optimize spending.

TOM BALL,
Outsourced CIO, Asper Foundation

Addressing the “Bond Problem” – How to Retool Fixed Income Allocation
Post-crisis environment defined by sluggish global growth will last for the foreseeable future. Adapt your fixed income strategy to generate material excess and risk-adjusted returns. Get the full picture on:
• Pros and cons of alternatives to long-bond exposure
• New tactics taking hold with institutional investors
• Practical approaches to play the credit risk spectrum
• How to hedge credit risks for the next 10 years

Reposition fixed income to gain reliable yield and capital protection.

JACK BENSIMON,
Chair, Endowment Fund, Technion Canada/Technion – Israel Institute of Technology

Why Earnings Acceleration Works? Decoding Investor Psychology to Generate Stronger Returns
Markets have been notoriously poor at spotting inflection points in a company’s earnings cycle - when is it about to climb? What is the full extent of appreciation? Research demonstrates these market inefficiencies are based on deeply ingrained biases in human psychology, from anchoring, availability, to risk aversion. Realize how to capture market opportunities by:
• Examining market inefficiencies that result from these biases
• Correctly forecasting inflection points and growth potential
• Recognizing signs and structural factors that precede earnings acceleration

For more information on the conference, please visit the official website or contact the organizers for exclusive rates and accommodations.

Maximize your networking opportunities by staying at the same hotel as the conference!

Book your accommodations at the Sheraton Center Toronto by January 7th, staying at the same hotel as the conference!
ATTENTION MAILROOM: If undeliverable to addressee, please forward to:
Chief Investment Officer, CFO, VP/ Director, Finance/Investment, CEO/President, Executive Director

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Please register this person for: 12th Annual Foundation, Endowment & Not for Profit Investment Summit

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