**Élaine Lalonde**

**Senior Consultant (Montreal-based)**

Elaine Lalonde began her fundraising career in 1990 by joining the firm Navion, and then Ketchum Canada, as director of market research and major fundraising campaigns, including the 3,5M$ capital campaign for the Musée d’art contemporain de Montréal.

The campaign goal having been reached, Elaine is recruited by the Fondation du Musée d’art contemporain de Montréal, where she held the position of Executive Director until 1996. During that time, she ensured the stewardship of the 3,5M$ campaign, organized the Annual Ball that raised on average $100,000 in net profits, initiated several events geared to a younger audience, increased the membership of the Friends of the MACM and created a first annual fundraising campaign.

Elaine Lalonde later held the position of Director of Development for the Montreal Children's Hospital Foundation before launching her career, two years later, as an independent consultant in fundraising.

As such, she was the architect of the major fundraising campaign of the **Queen Elizabeth Health Complex** whose goal of $ 3.4 million was surpassed. She also counts amongst her former clients the following organizations: Nature Conservancy Canada, Mackay Center Foundation, PROMIS, Fondation Villa Sainte-Marcelline, Fondation Collège de Montréal, NF Canada Foundation, and Collège Stanislas.

In September 2011, Elaine Lalonde joined **ENABLIS**, an organization co-founded by Quebec businessman Charles Sirois and ACCENTURE to promote entrepreneurship in developing countries. During the course of her mandate, she raised over 3M$ through benefit galas held in major cities across Canada. As well, Elaine developed the *Enablis International Mentoring Program* that paired an Enablis member from Africa or Argentina, with a Canadian entrepreneur.

In November 2013, Elaine Lalonde acted as principal fundraising counsel to the **Giant Steps Foundation,** which supports the Giant Steps School for autistic children, and increased its annual income from an average of 550K to over 1M$.

In April 2015, Elaine joined the international fundraising company ***Global Philanthropic*** as a Senior Associate for Quebec and two years later became Senior Consultant. Among her mandates at Global, a 2M$ feasibility study for Le Centre d’art d’Haïti in Port-au-Prince and the fundraising gala for the **McGill Goodman Cancer Research Center** have been extremely successful. Current and recent clients include the Montreal Sacré-Coeur Hospital Foundation, Centennial Academy, OXFAM Québec, Canadian Cancer Society, The Queen Elizabeth Health Complex Foundation and CIJA (Canadian-Israël Jewish Affairs).

The experience of Ms. Lalonde in philanthropy has also been put to good use on a voluntary basis. In addition of having been President of the Maison Chance Foundation and member of the Board of the Fondation des sans-abri (a subsidiary of the Jules and Paul-Émile Léger), she was President of the Fondation Villa Sainte-Marcelline (2009-2012) during which time she led a successful major campaign of $650,000 in 2011. Ms. Lalonde was also Vice-President of the Giant Steps Foundation from 2001-2011. She also served on the Board of Directors of AFP – the Association of Fundraising Professionals, Quebec Chapter - from 2011-2018 and headed the nomination committee of the Annual Awards in Excellence in Philanthropy.

In the fall of 2020, she joined the Board of Directors of the Dawson College Foundation.

Elaine Lalonde has given several seminars and conferences on fundraising (AFP Vancouver Congress 2014 and AFP Quebec Chapter 2016: *Sweat Equity and successful crowdfunding: a case study*, *The Changing Face of Philanthropy* Conference in Ireland, October 2018) and has taught several courses at AFP’s *L’ABC de la collecte de fonds*.

She obtained her CFRE (Certified Fund-Raising Executive credential, the first globally-recognised credential for fundraising professionals) in April 2015.

Ms. Lalonde holds a Bachelor of Arts from Queen's University (Kingston, Ontario), a BA in Communications Studies from Concordia University (Montreal, Quebec) and a MA in Communication Management from the Annenberg School for Communication at the University of Southern California (USC) (Los Angeles, California).