

Danielle S. Russell, BA, CAE, C. Dir

Not-For-Profit Consulting Services

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Danielle S. Russell, CAE is a Not-for-Profit Industry leader, Consultant and Speaker. With over a decade of experience working for two of Canada's Leading Association Management Companies (AMCs), as well as past-Executive Director and COO of a Mid-Sized Ontario-based Charity; Ms. Russell has worked with Associations and Charities across a wide range of industries at every stage of the corporate life cycle.

Danielle started her career as a Political Policy Advisor to Ontario's Minister of Municipal Affairs and Housing, she combines her deep Government and Governance knowledge, with the best practices learned through her paid and volunteer work – including as a member of the Board of Directors of the Canadian Society of Association Executives (CSAE) – to bring tried and true best practices, tools and templates to client organizations.

As a former College Professor and frequent Mentor to early-stage Not-for-Profit Industry professionals, Ms. Russell knows how to make information accessible and relevant. She is a well-respected voice in the industry, contributing to Newsletters, Webshows, Magazines and as a Conference presenter and speaker. Danielle believes in diversity and inclusivity, and was proud to be appointed in 2021 by Markham City Council to the City's Race Relations Committee, and to have been named as Chair in 2023; she also serves on the Board of Directors of Spinal Cord Injury Ontario.

Danielle is interested in working with likeminded organizations on projects that contribute to better governance, leadership and the overall growth and health of Canada's Association and Not-for-Profit Industries.

Consulting Services

Governance and Operations Projects

- Customized Governance Manual (includes templates)
- Operations Plans and Budgets (based on existing Strategic Plans, includes dashboard)
- Board Handbook Development and Orientation Presentation Delivery
- Interim Executive Director

Before You Call A Lawyer (not intended to replace legal advice)

Its always important to seek legal advice to ensure proper compliance, to manage risks, and to avoid legal and financial penalties. However, legal advice is about compliance, not always practicality; reviewing documents and filings before you call your lawyer with an eye to ensuring they reflect how your organization actually operates can save you time, money and headaches.

- Bylaw Review and Proposed Amendments
- ONCA and CNCA Compliance
- New Organization Incorporation Documents and Charitable Registration Applications

Small Projects (bundle options available)

- Templates: Agendas, Minutes, Meeting Materials/Reports (AGMs, Board and Committee Meetings)
- Dashboards (based on existing Operational or Strategic Plans)
- CSO (Chief Staff Officer – ED, CEO, President) Coaching: targeted strategies to solve one or more specific Board/CSO relations and/or governance issues
- RFP Development and Consultant Selection (Professional Services, Event Management, IT, etc)