

# Building Organizational Resilience Through Sustainable Funding

September 21-22

Crowne Plaza Fredericton-Lord Beaverbrook  
Fredericton, NB

## Agenda

Times shown are Atlantic Standard Time (AST).

### Day 1 Monday, September 21

- |                  |                               |
|------------------|-------------------------------|
| 12:00 – 1:00p.m. | Registration (Lunch included) |
| 1:00 – 1:15 p.m. | Welcome & Opening Remarks     |
| 1:15 – 2:15 p.m. | Opening Keynote               |

Traditional Wolastoqewi **Grand Chief Ron Tremblay** will share perspectives on resilience, leadership, and the strength of community in the face of profound change. Drawing on Wolastoqey history and oral tradition, Ron will reflect on how Indigenous governance, culture, and identity have endured despite the lasting impacts of colonization.

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|------------------|------------------------|
| 2:15 – 2:45 p.m. | Regional Sector Update |
| 2:45 – 3:00 p.m. | Break                  |



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## Day 1 Monday, September 21

3:00 – 4:15 p.m. Keynote Session 1. Culture and Funding Mindset

**Pierre Wijdeness** introduces the core cultural and psychological shifts required for revenue diversification. This session helps participants understand why traditional grant dependency limits organizational resilience and prepares them mentally and strategically for exploring alternative revenue streams. Participants gain clarity on the foundational beliefs and practices that need to evolve.

4:15 – 4:30p.m. Break

4:30-5:30 p.m. ARAISA Annual General Meeting (AGM)

5:30 p.m. Reception

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## Day 2 Tuesday, September 22

*Please note that lunch is not included day two*

8:00 – 8:30 a.m. Breakfast

8:30 – 9:30 a.m. Panel Discussion  
**Kathryn Melvin, Yao Mensah, and Cecilia Que**

Community-Led Solutions: Building Resilient Organizations  
What does organizational sustainability look like in practice?  
This panel brings together leaders from across Atlantic Canada to share how they're leveraging partnerships, community collaboration, social enterprise, and innovative approaches to strengthen their organizations and create lasting impact.

9:30 – 10:30 a.m. Keynote Session 2. Fee-for-Service and Social Enterprise

This session, led by **Pierre Wijdeness**, explores practical earned revenue models that settlement and immigration organizations can design and pilot. This session covers fee-for-service structures, social enterprise frameworks, and community-based revenue approaches. Participants learn how to identify opportunities within their existing services and test new revenue initiatives that strengthen organizational independence.

10:30 – 10:45 a.m. Break

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## Day 2 Tuesday, September 22

*Please note that lunch is not included day two*

10:45 - 12 p.m.      Session 3. Assets, Partnerships, Leverage and Strategic Selection

This comprehensive final session synthesizes learning and moves participants toward implementation. Pierre Wijdeness covers how to identify and mobilize organizational assets, build strategic partnerships that generate revenue, and leverage existing capacity. Participants can think through frameworks for evaluating which strategies align with their organizational context and capacity and understand how to prioritize an action plan.

12:00 p.m.      Closing Remarks