



ELAINE M. FORBES, M.A.

Elaine holds a Bachelor of Arts in Political Science and a Masters of Arts in Canadian Politics and Public Policy, both from McMaster University. In 1997, after 20 years of working in the not-for-profit and

business sectors, Elaine established Brand Management, offering an array of consulting services to non-profit organizations, businesses and government. Elaine has designed strategic plans, feasibility studies, board assessments and evaluation plans for agencies at all levels. In the most current area of services, Elaine has assisted agencies in planning various forms of program devolutions, acquisitions and mergers.

The idea for the reference book grew out of a feasibility study and an amalgamation project that Elaine and Cindy completed jointly for a not-for-profit organization. They went on to co-author a “how-to” manual on the topic, a column for Canadian Fundraiser and delivered a workshop on behalf of the Ontario Trillium Foundation.



CYNTHIA J. MANSON

After completing studies at McMaster University, Cindy moved to Ottawa where, over a 20-year period, she held positions in the public, private and voluntary sectors. Moving

back to Hamilton in 1995, Cindy established herself as a private consultant offering a range of services to assist organizations in delivering programs that were effective and efficient. In 1997, Cindy along with two other partners, established the private consulting firm, Partners Through Philanthropy, assisting their clients to develop their own capacity for strategic thinking and leadership.

“Innovate, Collaborate or Die: How to Create an Alliance or Merger for a Stronger, More Effective Non-Profit is an invaluable resource tool for charities. **Innovate, Collaborate or Die: How to Create an Alliance or Merger for a Stronger, More Effective Non-Profit** is well organized, concisely written and easy to understand. It covers virtually every aspect of any type of re-organization and leaves no stone unturned. It will undoubtedly become the definitive resource guide for charities.”

E.C. Carla Zabek, Barrister & Solicitor, Mediator, past President and Legal Chair of Big Sisters of Canada.

“A wealth of information that addresses every piece of the merger and acquisition puzzle!”

Linda Langston, Executive Director, Niagara Child and Youth Services