



Leah Eustace, MPhil, ACFRE

As a Principal and Chief Idea Goddess at Good Works, Leah is an idea-generator and strategic thinker with a wide and varied background in charitable fund development. At Good Works, Leah works with clients to help tell powerful stories through direct marketing, cases for support, legacy giving and social media. She has a particular interest in strategic planning and 'looking under the hood' of fundraising programs to help tune up revenue-generation activities. Leah's volunteer work is extensive. She is Chair of the AFP Foundation for Philanthropy – Canada, and a former President of the AFP Ottawa Chapter. Leah is also heavily involved in AFP's efforts in the area of diversity and inclusion in philanthropy, and was instrumental in securing over \$700,000 in grants to support diversity initiatives in Ontario. In 2014, Leah earned both her ACFRE accreditation, and was honoured with the AFP Ottawa Chapter Outstanding Fundraising Executive Award.