



Serena Hak, MFA-P

Since 2009, Serena Hak began her career in the philanthropic sector, working with youth to help them better understand the importance of social consciousness. Today, she is the Head of Philanthropic Advisor Services at CI Assante Private Client and the Executive Director & Partner of The Donor Motivation Program® Canada. Serena is committed to helping Canadians integrate their generosity goals with their wealth.

Serena is a frequent national speaker, educator, and author on charitable giving. She has been featured in publications such as the Globe and Mail and the National Post and serves on numerous boards, including her role as the Vice-Chair of The Canadian Association of Gift Planners, the Chair of the Fundraising Committee for The African Medical and Research Foundation and as a Board Member of Benefaction Foundation. Serena attended Western University and holds the Master Financial Adviser – Philanthropy (MFA-P™) designation. She also completed The Toronto Foundation Vision Next Curriculum, working with 100 young philanthropists to focus on Toronto's most vital issues - learning from leading community experts to generate solutions.

Serena is deeply passionate about breaking down the barriers and bridging the gaps between the for-profit and non-profit sectors.