



Gordon Holley, CPA, CA, CPB

Gordon Holley is the President and CEO of Humanity Financial Management Inc. As a CPA, CA for almost 25 years now, Gordon loves helping individuals and organizations that are trying to make the world a better place.

In his role at Humanity Financial, Gordon sees the stress and anxiety produced by finances and financial reporting for many not-for-profit-organizations (NFPOs), charity board members, and senior staff. He excels at providing financial oversight to small to mid-size NFPOs and charities to help them better manage their internal finances and financial budgeting and reporting. Ultimately, his company hopes to instil confidence and credibility in organizations by streamlining their internal financial management so that they can focus their energies on their programs.

Gordon has chosen to work in the NFP sector because he believes that it has not only the biggest opportunities for improvement, but includes the added bonus of being filled with the people he enjoys working with the most. He says, "Life is too short not to feel like you are making a meaningful contribution and working with people that you really enjoy." He is happy to leverage his company's financial expertise to make a meaningful contribution to people and organizations that are trying to make the world a better place and finds inspiration from the individuals who work tirelessly for their causes. "Many people think that working with numbers is dry and boring," he says, "but I ultimately work with people – and I love it when I can make their lives easier and less stressful. Working with numbers allows me to do that and I love it."

Gordon has accumulated significant board experience over the last 25 years and currently serves on the following boards:

- West Vancouver Community Foundation – Vice-chair
- Vantage Point Strategies Society – Director
- Non-profit CPAs – Director

He also facilitates financial governance workshops for charities and not-for-profit organizations through Vantage Point and leads the Certified Non-profit Accounting Professional program in Canada.