



About Karen

Karen led marketing and communications for Canadian AIDS Treatment Information Exchange, The Micronutrient Initiative, Canadian Women’s Foundation, and Family Service Association of Toronto before launching her own communications service for nonprofits in June 2010. She has since served clients working in health, literacy, equality, and poverty reduction. She holds an Honours BA in Linguistics. Karen is a member of the Association of Fundraising Professionals and the International Association of Business Communicators and she serves on the Executive Board for PWAC (Professional Writers Association of Canada), Toronto Chapter.

Writing Services and Rates

Annual Reports	\$2,500 - \$4,000
Fundraising Letters	\$600 - \$1,200
Newsletters	\$1,000 - \$2,200
News Releases	\$450 - \$700
Success Stories, based on interviews: stories of people helped, profiles of volunteers, donors, members and staff, testimonial write-ups	5/\$2,000 10/\$3,700 15/\$5,500
Development of communications plans and social marketing plans <i>*Flat rate based on deliverables may be available after discussing project scope</i>	\$85/hour \$535/day

Testimonials

“Karen is detail oriented with a flair for creative words that bring her written copy to life on the pages. She added excitement and punch to promotional material she wrote for the Friends of the Library and was pleasantly calm in all situations. I would like Karen to work for me anytime. She gets things done. Thanks Karen.” - **Lori Nash, Past President, Friends of the Ottawa Public Library Association**

“Karen helped me define the brand behind TurnAround Couriers. She helped with the strategic thinking behind our choice of imagery, messaging, and stories to tell. She helped me manage the execution over a series of newsletters that she wrote for us. TurnAround Couriers is a growing social enterprise and Karen has definitely helped me to bring about this growth.” - **Richard Derham, Founder and CEO, TurnAround Couriers**

Please call 647-287-4344 for more information or to schedule your writing project.

Writing samples available on request.