The Art of Doing Good: Where Passion Meets Action

Join us for “A Conversation with Charles Bronfman” to discuss his new book, The Art of Doing Good, a how-to guide on succeeding as a social entrepreneur. This event is part of the Social Economy Initiative’s Speaker Series.

Wednesday, September 4th | 11-12:30pm | Nabisco Room, 6th Floor
Register online at www.mcgill.ca/sei-charles-bronfman | Capacity: 60 students

About Charles Bronfman
Mr. Bronfman is the former Co-Chairman of the Seagram Company Ltd. Currently, he is Chairman of The Andrea and Charles Bronfman Philanthropies (ACBP), a family of charitable foundations. The foundations associated with ACBP focus their philanthropic vision on making a difference in Canada, Israel, and the United States. ACBP seeks to nourish the deep and fundamental human desire to belong to a community and to help individuals forge connections between their identity and community. He is also responsible for the Charles Bronfman Prize, which honors individuals for their humanitarian contributions.

Mr. Bronfman is also Co-Chairman of the McGill Institute for the Study of Canada and founding Co-Chairman of Historica (producers of the Heritage Minutes series of television shorts). He has been named an Officer of the Order of Canada and of the Queen’s Privy Council for Canada and holds honorary doctorates from McGill, Concordia, Brandeis University, the University of Waterloo and the University of Toronto.

About The Art of Doing Good
The Art of Doing Good is an essential companion for anyone looking to start an organization committed to making a difference. Drawing from their own leadership roles in the non-profit world, as well as interviews with 18 celebrated social innovators, Charles Bronfman and co-author Jeffrey Solomon offer budding social entrepreneurs guidance and real-world advice for sustaining the spirit, ambition, and ingenuity to keep their vision alive and thriving.

“A nuanced and thorough portrait of the phenomenon of American generosity in action, by visionary practitioners not only of the art of doing good, but of the art of transforming society.”
- Frederick Lawrence, President, Brandeis University.

Mr. Bronfman’s first book, The Art of Giving (2009), focused on how to be an effective philanthropist.

Launched in January 2012 by the Marcel Desautels Institute for Integrated Management (MDIIM), the Social Economy Initiative (SEI) is an important vehicle through which McGill’s Desautels Faculty of Management integrates social entrepreneurship & social innovation into its teaching, research and outreach activities. Please visit www.mcgill.ca/sei or contact Anita Nowak, Integrating Director (anita.nowak@mcgill.ca) for more information.

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