ANNUAL NATIONAL CONFERENCE
FOR GROWING COMMUNITY FOUNDATIONS

Hosted by the Kansas Association of Community Foundations
In partnership with Kansas Health Foundation, Council on Foundations, Fondant Technologies, Powered by The National Advisory Group, Over 80 Speakers and many caring supporters

www.growingCFs-national-conference.com

“Sustainable Community for All”

OCTOBER 26-27, 2020
ONLINE
“We weren’t going to let Covid-19 deter us when the needs of our communities have become so much greater and community foundations have relied on us to provide the national platform for exchange of ideas, quality education, and networking, designed specifically for community foundations, especially in rural, small urban, and suburban America.” - Svetlana Pushkareva Hutfles, Executive Director, Kansas Association of Community Foundations, Conference Host.

The Conference is designed to meet the needs of both new and seasoned staff and board members in practical training to enhance skills in all major areas of community foundation management. We welcome all board members and other volunteers, executive directors and other staff of community foundations from the USA and beyond.

This year’s theme is “Sustainable Community for All”. 2020 is a seminal year for communities across the United States. National elections, changing economic and environmental issues, Covid-19 realities, the peak phase of the transfer of wealth, equity and social justice concerns are just a few of the national headlines. At the heart of urban and rural communities, regardless of size or location, is the desire to have a thriving way of life with access to quality health care and schools, a strong and growing local economy, along with a vibrant culture and recreation scene. Across the country we are adapting and growing to meet this ever-changing world. For community foundations, how do we manage our time and resources to maintain and nurture a place to call home?

From local to national, and back again, this year’s theme will frame two days of 33 concurrent sessions, 3 plenaries, 6 retreats, 6 deeper dives and special networking events to give every attendee a blend of ideas, programs, tools and connections to better position community foundation staff and volunteers to do this important work, particularly, in rural, small urban, and suburban communities.

The Conference developed a rich menu of basic, intermediate/advanced, and rural tracks to fit the diverse learning needs of attendees and provide a powerful platform for the exchange of knowledge and practical solutions. 2020 continues offering a session by assets size bringing topics pertinent to each group and providing an opportunity to learn and network with those who are “in the same boat”. 

Join your community foundation colleagues online for the 2020 Annual National Conference for Growing Community Foundations, explore what new technology has to offer to help you meet with old friends and make new connections. Dive into the expanded content live or listen to the recordings at your convenience later during the year. From “blind-dates” matched by your interests to group discussions, interactive sessions, special events, and virtual “bar hopping” — there are plenty of fun ways to connect, learn, and grow! The West and the East, the North and the South come together to network and share experiences with others just as passionate about community foundations.
OPENING PLENARY
Sustainable Community for All
Tony Pipa, Sarah Owen, Sandi Vidal, Andrea Dick, Tracey Vavrek

Sustainable Development Goals (SDGs) are a readily available framework for rebuilding and growing our communities in sustainable ways: a tool for community engagement and donor development; measuring progress and impact; and as a communications vehicle to inform the public about foundation operations such as grant programs, donor development, community leadership, impact investing or economic development to serve community foundations’ missions. Our panel of experts will introduce SDGs as a local matter and solution. Along with practical examples from US and Canadian community foundations, the panel will show how the SDGs align with what community foundations are already working on and speak about diverse, and often simple, ways community foundations can apply the SDGs as a framework for building a sustainable community for all.

TUESDAY MORNING PLENARY
Reading: Essential to Untangling the Achievement Gap
Ralph Smith, Nancy Van Milligen

It has been said that education is the great equalizer …opening doors of opportunity for all. A sustainable just nation provides education equity and resources for all students. An alarming number of children—about 67 percent nationwide and more than 80 percent of those from low-income families—are not proficient readers by the end of third grade. This has significant and long-term consequences not only for each of those children but for their communities, and for our nation as a whole. If left unchecked, this problem will undermine efforts to end intergenerational poverty, close the achievement gap, and reduce high school dropout rates. The Campaign for Grade-Level Reading was launched to reverse this potentially catastrophic trend. These include rebuilding what is now a chaotic system of early care and early grade education by using grade-level reading proficiency as a unifying goal; promoting quality teaching for every child in every setting every day; supporting community solutions to address lack of school readiness, chronic absence, and summer learning loss; and helping parents succeed in their critical roles as first teachers and best advocates. About one-quarter of all US community foundations have signed onto the program and are seeing positive results in their communities.

CF Basics
Rosemary Dorsa, Terri Johnson

Community foundations are unique and complex organizations and the task of orienting and training new staff and board members is a constant challenge. “Community Foundation Basics” is a fast-paced overview of the major functions of a community foundation. Topics include: History; Purpose; Governance; Fund Management; Asset Development; Grantmaking and Community Leadership; Finance and Investments; and Legal Issues.

Building Relationships With Professional Advisors: Why It Matters And How To Do It
Joe Sorenson

Charitable giving is a team activity, and professional advisors are an important part of that team. As in every team, it takes practice and a great playbook to work well together. In this practical session, attendees will have the opportunity to better understand the perspective different disciplines of advisors (attorneys, wealth managers, accountants, etc.) bring to the charitable giving conversation. We will discuss effective strategies to build relationships with advisors, and how to empower them to become a consistent source of donor referrals to your community foundation. By building better relationships with advisors, we can grow our charitable giving teams and better serve our donors!

Safeguarding Against Funding Hate Groups
Mark Hurtubise, Robin Feroby, Shelly O’Quinn

In today’s challenging climate of social unrest, community foundations will come under increased public scrutiny as to whether they are funding nonprofits whose programming conflicts with the foundation’s values or those of its donors. Do you have policies and practices in place that safeguard your mission and support those you are entrusted to serve? This session will provide you with a real-life example of a community foundation’s board response to a donor advisor recommending a grant to a white nationalist charity, how it unfolded and what were the results. The legal and practical considerations of developing your own policies will also be discussed.

Map of My Kingdom, Theatre on Farmland Transition and Discussion with the Playwright
Cora Vander Broek, Mary Swander

Mary Swander tackles the critical issue of land transition in this one-person play. In a post-show talkback the playwright will tell the story of her own farmland transition, the interview and writing process for the play, and some suggestions for audience members dealing with these challenges. The talkback will allow audience members to reflect on the performance, respond with questions and comments.

Legal Compendium - “As the World Turns”
Bryan Del Assano, Robin Feroby

The world is not simply made up of cash and marketable securities. Wealth is found in private business, real estate, cryptocurrency and other unique assets. We will look at the legal considerations of accepting gifts of non-marketable assets so that your foundation can tap into these sources to further your mission.

Local Investing in a Time of Crisis - Strategies that Support Sustainable, Equitable Development in Our Communities
Deb Markley

Faced with unprecedented community challenges in 2020, place-focused philanthropy is called to respond. Helping your communities rebuild and re-imagine an economy that works for all will require your foundation to embrace new roles and adopt new tools. Local impact investing - the intentional focus on keeping locally-generated wealth invested locally for community benefit - is an important tool for mobilizing more foundation assets to help your communities achieve broadly-defined prosperity in a post-COVID world. This session will dig into the process for designing and building a local investing strategy, share models for local investing by foundations, explore the pros and cons of these designs including how donors are engaged, and address some of the key questions raised by foundation staff, boards, and investment committees throughout this journey.

Made, Lessons Learned in Growing a Community Foundation
Eric Hozempa

During this retreat, Eric Hozempa, Executive Director of the Longmont Community Foundation, will share in vivid detail some of the mistakes and accomplishments the Foundation has made in his 11 years at the Foundation. From locating new office space, separating from a larger foundation, to switching databases three times, Eric will discuss the 11 lessons learned along the way that have helped grow the Foundation. This is an opportunity to ask any questions about structuring a development plan (no matter what your CF size is) and how to get the board, volunteers and community leaders to help. Eric is very forthcoming in the accomplishments of the Longmont Community Foundation and how you avoid some of the mistakes he has made in his career so far away.
What Is Risk Assessment?
Steve Bisher, Jason Wade

Auditors often ask, what are your risk assessment policies? Auditees often respond, what do you mean by risk assessment? Our discussion will unveil the mystery of risk assessment. We will define risk assessment in the context of community foundation operations, its impact on policy, and how to identify and analyze risk. Methodology types will be defined and the impact of distinct levels of risk will be addressed. Our discussion will highlight examples of risk assessment activities that you are currently practicing and offer additional practical examples to incorporate in your organization.

Flex Time! The Changing Landscape of Disaster Philanthropy
Don Hickman, Nancy Beers, Maureen Lawless, Regine Webster

The twin realities of weather-related disasters and the COVID-19 pandemic in the Midwest and across the nation have thrust into clear focus the inequitable impacts on and recoveries of vulnerable populations, including communities of color and indigenous groups. This deeper dive will demonstrate and discuss the ways in which philanthropic organizations have adapted and altered internal practices and grantmaking to embody and support vulnerable residents in the region.

Cybersecurity: Three Things You Can Do Right Now
Dan Callahan, Gary Wise

Many decision-makers put off building their cybersecurity defenses. Some think their organizations have nothing to offer cyber criminals. Others are overwhelmed by all the security options and don’t know where to start. In this session, we will provide attendees with a framework for thinking about cybersecurity. We will show you how one community foundation has applied that framework with relatively simple steps to strengthen their cybersecurity posture. You’ll come away from this session with knowledge of where to get started in cybersecurity at your organization. You’ll also take away some actionable recommendations that you can implement now to benefit your organization.

IT’S NOT ALL WORK
If we were holding an in-person conference, the bar would be packed with people talking over drinks. Grab your beverage of choice and join others in the bar during this Night Life time. Also, do not miss Lunch/Brunch Together, “Blind Dates”, and Selfcare Breaks: Mind/Body Stretch.

A SPECIAL THANKS TO:
Fiduciary Training For Board Members
Reducing Risk And Growing Assets Through A
Communities
Times Of Crisis In Our
The Challenge Upon Us:
Diverging
When Cultures Are
The Common Good
Community: Serving
Endowments
Through Planned Giving
Creating And Sustaining
Asset Development/Sustainability
Supported by
Allan Henriques, Vanessa Bechtel, Kate McBride

Intermediate/Advanced
Storytelling As An Evaluation Tools
— Matthew Shepard
Public Policy/Advocacy
Safeguarding Against Funding Hate Groups
— Mark Hummels, Robin Ferby, Shelly O’Quinn
Supportedly

Accelerating Housing Solutions In A Rural Region
— Stacy Caldwell
Intermediate/Advanced
Funding Indigenous Communities: What We Believe, What We Think
We Know, And What We Have To Learn
— Mary Rutherford, Casey
Obendorf Obendorf, Erik Stegman
Supportedly

We Have To Learn
We Know, And What
Believe, What We Think
Funding Indigenous
Community Foundation
Learned In Growing A
Mistakes Made, Lessons
With A Good Marketing Plan
— realtime, Gary Wise
Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by

Supported by
## 2020 SUPPORTERS, THANK YOU!

### Conference Partners

<table>
<thead>
<tr>
<th>Opening Plenary Supporters</th>
<th>Closing Plenary Supporters</th>
<th>Monday Special Event Host</th>
<th>Tuesday Morning Plenary Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charles Stewart Mott Foundation</td>
<td>Kittleman</td>
<td>CPExpress Training.com</td>
<td>Waterford UPSTART</td>
</tr>
<tr>
<td>Canyon Path</td>
<td>Three Pillars Initiative</td>
<td>The Campaign for Grade-Level Reading</td>
<td></td>
</tr>
</tbody>
</table>

### Rural Track Supporter

- Dane G. Hansen Foundation

### Premium Exhibitors

- AkoyaGo
- Ekkstrom
- Fiduciary Path

### Standard Exhibitors

- Blackbaud
- Breckinridge Capital Advisors
- Spokane, WA

### Retreat Supporter

- Fourth Economy
- Fiduciary Path
- Indiana Philanthropy Alliance

### Session Supporter

- Fund Evaluation Group
- Spokane, WA
- Entrepreneurial Ecosystems

### Deeper Dive Supporter

- Locus
- Breckinridge Capital Advisors
- Clark Hill PLC

### Self-Care Break Supporter

- Mason Investment Advisory Services, Inc.
- Commerce Trust Company

### Online Supporter

- Blackbaud

### Solidarity Supporter

- Derby Community Foundation
- Initiative Foundation
- Practical Farmers of Iowa
- South Central Community Foundation
- The Community Foundation of Minnesotans
- Community Foundation of the Ozarks
- Conny Bogaard
- Southwest Initiative Foundation
- Kansas Appleseed
- League of California Community Foundations
- Greater Salina Community Foundation
- Judy Sjostedt Ritchie
Last year, nearly 500 participants from 183 community foundations representing 36 states, DC, Canada, and Bermuda attended the Conference. With the online platform, the Conference has the capacity to welcome more attendees! Don’t keep this conference a secret. Please share it with others who might benefit from this opportunity designed by the National Advisory Group comprised of community foundation practitioners in the USA.

The format of the Conference had to be changed for 2020 from in-person to online but the DNA of this rich offering remains: deep practical learning, concrete ideas to walk away with, valuable connections, and know-how from those who do the community foundation work day-to-day.

NO NEED TO SPEND ON TRAVEL, HOTEL, AND PER DIEM! MORE CONTENT AND MORE FLEXIBILITY FOR A DISCOUNTED ONLINE RATE:

$399
(includes all conference activities: retreats, sessions, plenaries, deeper dive, special networking events; and access to recordings for a full year)

For details and to REGISTER go to the Conference website: www.growingCFs-national-conference.com

CONFERENCE BUZZ:
“This is the most comprehensive conference for CFs that I am aware of.”

“This is, full stop, one of the most important events of the year.”
The Annual National Conference for Growing Community Foundations’ National Advisory Group carefully selects speakers for a broad base of knowledge and experience. Opinions expressed are those of the speakers and do not purport to reflect the policy or position of the Kansas Association of Community Foundations or its members, hosting the Conference.