



2020 ANNUAL CONFERENCE

IMPACT

DELAWARE

Moving from Crisis to Opportunity

AUGUST 17-21, 2020

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CONFERENCE SCHEDULE

Conference underwritten by JPMORGAN CHASE & CO.

Monday, August 17

- 9:30 am Networking Rooms Open
- 10:00 am Welcome Remarks
Sheila Bravo, President & CEO of DANA
- 10:15 am JPMorgan Chase Remarks
- 10:20 am Discover Bank Remarks
- 10:25 am Keynote: Forces for Good in Times of Crisis
Leslie Crutchfield, Co-Author of *Forces for Good* and
Executive Director of Business for Impact at Georgetown University's
McDonough School of Business
Keynote brought to you by DISCOVER BANK
- 11:15 am Closing Remarks – Sheila Bravo

Tuesday, August 18

- 9:30 am Networking Showcase
- 10:00 am Two Concurrent Sessions:
Framing Forward for Positive Impact
Julie Sweetland, Senior Advisor of Frameworks Institute
Brought to you by M&T Bank
- Policy & Advocacy Impact in a COVID-19 Landscape**
Joel Gutierrez, Senior Consultant of ORS Impact
Brought to you by DANA

Wednesday, August 19

- 1:30 pm Networking Showcase
- 2:00 pm Two Concurrent Sessions:
Building "Leader-full" Movements
Leslie Crutchfield, Co-Author of *Forces for Good* and
Executive Director of Business for Impact at Georgetown University's
McDonough School of Business
Brought to you by DCF Delaware
Community
Foundation™
Engaging Communities. Empowering Giving™
- Policy & Advocacy Impact in a COVID-19 Landscape**
Joel Gutierrez, Senior Consultant of ORS Impact
Brought to you by DANA

Thursday, August 20

- 9:30 am | **Networking Showcase**
- 10:00 am | Two Concurrent Sessions:
- Building “Leader-full” Movements**
Leslie Crutchfield, Co-Author of *Forces for Good* and Executive Director of Business for Impact at Georgetown University's McDonough School of Business
- Brought to you by **DCF** Delaware Community Foundation™
Engaging Communities, Empowering Giving™
- Framing Forward for Positive Impact**
Julie Sweetland, Senior Advisor of Frameworks Institute
- Brought to you by **M&T Bank**

Friday, August 21

- 9:30 am | **Networking Rooms Open**
- 10:00 am | **Welcome Remarks**
Sheila Bravo, President & CEO of DANA
- 10:15 am | **Barclays Remarks**
- 10:20 am | **Keynote: Looking at Crisis as Opportunity for Social Change**
Tom Sheridan, President of The Sheridan Group
- 11:20 am | **Philanthropic Perspectives Panel:**
Collective Funding for Post-Crisis Sustainability
Moderated by **Maggie Gunther Osborn**, Senior Vice-President & Chief Strategy Officer of United Philanthropy Forum
Featuring perspectives from:
Stuart Comstock-Gay, President & CEO of Delaware Community Foundation
Thère I. du Pont, President of Longwood Foundation
R. Daniel Okonkwo, Vice President of JPMorgan Chase
- Keynote & Panel brought to you by **BARCLAYS**
- 12:00 pm | **Closing Remarks – Sheila Bravo**

DANA Invites You to the Featured September Webinar

From Unconscious to Conscious...Through Cultural Humility

Presented by Dr. Juliana Mosley | September 17, 2020

Underwritten by JPMorgan Chase

Join us and challenge yourself to think about your own personal biases and learn to embrace, appreciate, and live communally with those who are different than yourself. **Register:** <https://alliance.delawarenonprofit.org/events>

KEYNOTE SESSIONS

Forces for Good in Times of Crisis

Leslie Crutchfield, Co-Author of *Forces for Good* and Executive Director of Business for Impact at Georgetown University's McDonough School of Business

Leading a successful nonprofit is challenging in good times. But, it is even tougher when a perfect storm of health, economic, and social injustice crises roil the nation. Strategists have a phrase for this type of situation: VUCA - Volatile, Uncertain, Complex and Ambiguous. In the VUCA climate, nonprofits face double jeopardy. Many charities provide essential services to feed, heal, shelter, care, and advocate for vulnerable communities and the number of individuals who need nonprofits' help is skyrocketing with unemployment exceeding recession levels. On top of that, charitable donations have fallen off significantly.

Adapting and developing new strategies to cope in these challenging social and economic times is as important as ever now. Crutchfield is uniquely positioned to share insights from her research for *Forces for Good* about the adaptive strategies of high-impact nonprofits and her experiences with nonprofits who not only survived, but thrived in the wake of previous crises such as the 2008 Global Recession. Nonprofit attendees will learn how to seize the crises of today and transform them into opportunities for greater impact within their communities.

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Looking at Crisis as Opportunity for Social Change

Tom Sheridan, President of The Sheridan Group

Tom Sheridan began his social change activities at time when the AIDS crisis was at its worst: a rising death toll of sufferers, while the country allocated limited resources to find a cure or provide access to healthcare. Movements championing equity and social justice for AIDS sufferers ranged from the peaceful to the radical. Sheridan's successful effort brought opposing sides together, creating the path forward for one of the most impactful health policies of the time. For over 30 years, Sheridan has positively influenced transformative policy changes to gain rights and protections for those oppressed.

We have all heard the saying, "it's always darkest before the dawn." In Sheridan's career, he has proven it true time and again. Sheridan has championed social change at our country's most difficult moments; just prior to its most transformative. Referencing his most recent book, "Helping the Good Do Better," Sheridan will unpack the lessons learned in advocating for eight landmark social movements which can inform today's actions. As Sheridan advocates, "Good can win, but it has to get into the fight." Learn how to harness wins and apply them to your nonprofit's social causes.

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BREAKOUT SESSIONS

Building “Leader-full” Movements for Social Change

Leslie Crutchfield, Co-Author of *Forces for Good* and Executive Director of Business for Impact at Georgetown University’s McDonough School of Business

Movements matter—today, more than ever. In this breakout session, Leslie Crutchfield reveals the leadership approaches, campaign strategies, and ground-level tactics used in a range of modern change campaigns. Based on several years of research, she unearthed six key factors that explain why winning movements triumph. Leadership of movements also matters. From leaderless movements to those led by controlling forces, Crutchfield explores how changemakers can build more “leader-full” movements and apply the lessons and best practices from her book *How Change Happens* to advance causes they care about.

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Framing Forward for Positive Impact

Julie Sweetland, Senior Advisor of FrameWorks Institute

Building public will for a better future requires strategy, insight, and coordination. It requires us to tell the right stories—and to tell them often, well, and together. The way we use our communications power will shape not only how our own organizations come through this moment, but the kind of post-pandemic future our communities can imagine and create. In this breakout session, Dr. Julie Sweetland will share guidance pulled from twenty years of research and practice to help advocates and experts lead productive public conversations about inequity, justice, and impacts of the pandemic. Through examples and discussion, participants will explore how small changes in language can make a big difference in our ability to be heard and understood.

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Policy and Advocacy Impact in a COVID-19 Landscape

Joel Gutierrez, Senior Consultant for ORS Impact

Social Change organizations – listen up! Advocacy is only successful if you know what you are trying to achieve, can measure progress toward those goals, and understand if your strategies are working. This is where advocacy evaluation becomes a crucial step in measuring the influence you have on the causes you care about, particularly in a dynamic and evolving landscape. Participants will learn steps advocacy-focused organizations can take to initiate or improve their advocacy evaluation. There will be small group discussions and opportunities to start or refine your evaluation and learning practice.

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Philanthropic Perspectives Panel: Collective Funding for Sustainability Post-Crisis

Panel Moderator: Maggie Gunther Osborn, Senior Vice President & Chief Strategy Officer of United Philanthropy Forum

Panelist: Stuart Comstock-Gay, President & CEO of Delaware Community Foundation

Panelist: Thère I. du Pont, President of Longwood Foundation

Panelist: R. Daniel Okonkwo, Vice President of JPMorgan Chase

Attendees will gain insight into how Delaware philanthropy leaders' perspectives have evolved as they consider grantmaking in a post-crisis landscape. Learn in what ways they hope nonprofits will think about their funding requests and ponder how this might change the way your organization has thought about funding previously. Moderator Maggie Osborn, will dig into Delaware's unique philanthropy landscape, while also offering insights on national philanthropy trends.

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NETWORKING SHOWCASE SESSIONS (CONCURRENT)

What's a virtual conference without some fun and frivolity? While we won't be in-person, we promise this networking will be well worth it!

Tuesday, August 18 - 9:30 am-10:00 am

Expert Corner: Ask a CPA

Visit the Nonprofit Accounting Expert Corner for an opportunity to "Ask a CPA" - **Belfint Lyons & Shuman, P.A.** and **Maillie LLP** will be available to discuss whatever is on your mind. Get answers about audit procedures, PPP forgiveness, how to be prepared for the rest of 2020 and into 2021, and many more.

Miss Jackie Sings for Adults Only

Jackie McCabe, Assistant Children's Librarian at Dover Public Library for the past twenty-five years, will share some of her favorite bawdy story-songs that are slightly over the heads of her regular toddlers.

Wednesday, August 19 - 1:30 pm-2:00 pm

Expert Corner: Ask a CPA (Please see above description.)

Virtual Trivia using Kahoot!

Test your trivia knowledge with Nicole Ballance, Principal Library Assistant, of the New Castle Public Library. Let's see what random facts you can recall on the spot!

Volunteer Delaware - REIMAGINED (Taking place at 1:55 pm)

Join Suzanne Farris, Volunteer Services Administrator, Volunteer Delaware - State Office of Volunteerism to learn what's new at Volunteer Delaware and about their refreshed website.

Thursday, August 20 - 9:30 am-10:00 am

Expert Corner: Ask a CPA (Please see above description.)

KEYNOTE SPEAKERS



Leslie Crutchfield

Co-Author of *Forces for Good* and Executive Director of Business for Impact

Leslie is an author, educator, social change expert, and Executive Director of Business for Impact at Georgetown University's McDonough School of Business. Leslie's latest book, *How Change Happens: Why Some Movements Succeed While Others Don't*, was noted in The New York Review of Books as a blueprint for groups inspired to take action on today's major causes. Leslie also co-authored the bestselling *Forces for Good: The Six Practices of High-Impact Nonprofits* - recognized by *The Economist* on its Best Books of the Year list - and *Do More than Give*. She teaches corporate social responsibility in Georgetown's MBA program and nonprofit leadership on LinkedIn Learning. Leslie has contributed to *Fortune*, *Forbes*, *The Chronicle of Philanthropy*, and *Stanford Social Innovation Review* and has appeared on programs such as ABC, FOX, NPR and PBS. She holds an MBA and BA from Harvard and resides in the Washington, D.C. region.

Leslie Crutchfield will also be presenting the **Breakout Session, Building "Leader-full" Movements for Social Change.**



Tom Sheridan

President of The Sheridan Group

Named a "Top Lobbyist" by The Hill newspaper for 2016, Tom Sheridan is described as a "powerbroker for those without a voice." A social worker by training and an advocate by trade, Tom brings a unique perspective to his work as one of Washington's most senior political and public policy strategists. Tom is known on Capitol Hill and in the West Wing for using his deep understanding of the political process and decades-long relationships with senior Members of Congress and top Administration officials to help organizations achieve scalable, positive, social change. From designing and leading the country's most well-known issue campaigns, including his work for Bono's ONE Campaign to create PEPFAR and his more recent role as lead strategist in Save the Children's effort to form a new 501(c)(4) political arm, Tom is a seasoned operative who brings a unique approach to advocacy.

BREAKOUT SPEAKERS



Joel Gutierrez

Senior Consultant for ORS Impact

As a faculty member for ORS Impact's annual Measurement, Learning, and Evaluation Consulting Lab, Joel supports individual organizations in building their measurement and learning practice. He is also the co-author of *When the Best Offense is a Good Defense: Understanding and Measuring Advocacy on the Defense*. He has over 7 years of experience in policy advocacy evaluation across issue areas including, safety net and racial equity, immigration, food security, and early education, to name a few. His prior experience includes sustainable agricultural work in Colombia and economic development at the City of Seattle.



Julie Sweetland

Senior Advisor of FrameWorks Institute

Dr. Julie Sweetland is a sociolinguist and senior advisor at the FrameWorks Institute, where she leads efforts to diffuse the organization's reframing recommendations throughout the mission-driven sector. Since joining FrameWorks in 2012, she has provided strategic communications guidance for advocates, policymakers, and scientists nationwide and internationally. Before joining FrameWorks, she worked in progressive education reform and published research on the intersection of language and race. She is a graduate of Georgetown University and completed her MA and PhD in linguistics at Stanford University.

PHILANTHROPIC PERSPECTIVES PANEL MODERATOR



Maggie Osborn

Sr. Vice President & Chief Strategy Officer of United Philanthropy Forum

Maggie Gunther Osborn is a seasoned social sector practitioner with more than twenty-five years of experience holding positions from across the entire continuum of philanthropy and leadership. She is known for her presentation skills, direct and sharp thinking, generosity and sense of humor. Ms. Osborn currently serves as Chief Strategy Officer and Sr. Vice President of United Philanthropy Forum. She joined the Forum in July 2016 after serving as President of the Connecticut Council for Philanthropy. Before joining the Council, Osborn served as Vice President of the Florida Philanthropic Network, Grant Director for the Conn Memorial Foundation, Vice President of the Community Foundation of Tampa Bay, and Chief Development Officer for The Florida Aquarium, among other posts following an early career in the designer fashion industry.

PHILANTHROPIC PERSPECTIVES PANELISTS



Stuart Comstock-Gay

President & CEO of Delaware Community Foundation

Stuart Comstock-Gay is president and CEO of the Delaware Community Foundation, where he leads the team's work to improve quality of life in Delaware by empowering and growing philanthropy through knowledge and relationships. Stuart has spent his entire career addressing issues of community, democracy, and civil rights, both in philanthropy and civil rights work. Before joining the DCF in 2016, he served as president and CEO of the Vermont Community Foundation and spent seven years in various leadership positions at the New Hampshire Charitable Foundation. He previously led the Democracy Program at Demos in New York, the National Voting Rights Institute in Boston, and the Maryland affiliate of the ACLU. He currently serves as chair of the board of the Mission Investors Exchange, and serves on the national boards of PACE: Philanthropy Active for Civic Engagement and CFLeads. Stuart holds a master's degree in public administration from Harvard's Kennedy School of Government and a bachelor's degree in political science from Bucknell University.



Thère du Pont

President of Longwood Foundation

Thère du Pont has served as President of the Longwood Foundation since 2008. As part of this role, he completes half of the grant proposal evaluations and runs the Information Sessions for prospective applicants. He is a member of the Board of Directors of the DuPont Company, WSFS Bank, and Burris Logistics. Previously, du Pont served in several key positions at Wawa Inc., including President and Chief Financial Officer, as well as Senior Vice President for Operations and Chief Financial Officer for drugstore.com.



R. Daniel Okonkwo

Vice President of JPMorgan Chase

Prior to Ballast Research, Daniel was a founding member and the Executive Director of D.C. Lawyers for Youth (DCLY), a policy and advocacy organization that worked to reform the District's youth justice system. While working to start DCLY, Daniel was a Senior Consultant in the Regulatory Practice Group at the EOP Group, Inc., a lobbying and political consulting firm. He started his career as a trial attorney in the Office of the Public Defender in Miami, FL, where he represented clients in the County Court Division and Felony Drug Court. Prior to entering law school, Daniel had an accomplished career as a professional basketball player.

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JPMorgan Chase is working to bring the full force of our core business and expertise to support our communities, employees, clients and customers affected by this unprecedented global crisis. These are challenging times – and we’re here to help.

We proudly support IMPACT Delaware and applaud DANA’s commitment to developing and strengthening nonprofits throughout the state.

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