

Forecasting Philanthropy's Future

2017 SECF Annual Meeting · November 13-16, 2017 · Orlando, FL

Full Schedule & Session Descriptions

Please note: All session times, titles, activities and meeting rooms are subject to change. Updated as of August 4, 2017

| | Monday · Nov. 13 | Tuesday · Nov. 14 | Wednesday · Nov. 15 | Thursday · Nov. 16 |
|--|------------------|---------------------------------------|---------------------|--------------------|
| Registration & Information: | 2:00pm – 5:00pm | 7:30am – 6:00pm | 7:30am – 4:30pm | 7:45am – 11:00am |
| Marketplace: (* Setup only) | 2:00pm – 5:00pm* | 7:30am – 11:00am* 11:00am – 6:00pm | 7:30am – 4:30pm | 7:45am – 11:00am |
| Resource Table & Communications Central: | | 8:00am – 6:00pm | 7:30am – 4:30pm | 7:45am – 11:00am |
| Continue the Conversation Room: | | 8:00am – 6:00pm | 7:30am – 4:30pm | 7:45am – 11:00am |

Monday · November 13

12:45pm – 4:45pm | **Optional Activity: Alligators & Airboat Environmental Adventure** | Cost: \$115

Gather with your fellow explorers to begin a 30-minute guided nature walk through the Tosohatchee Wildlife Refuge along the legendary Florida Trail. The hiking is easy, but the sights are unforgettable as your expert eco-guide leads you through this pristine natural habitat. After the nature walk, you will be transferred deep in the middle of nowhere, where a 100-year-old pioneer fish camp awaits you. Here, you'll enjoy a refreshing soft drink and sample delicious cooked-to-order gator tail before boarding a 15-passenger airboat for a breathtaking 30-minute expedition down the St. Johns River and into the Central Florida Everglades. With a U.S. Coast Guard-licensed swamp boat captain at the helm, you'll explore the freshwater habitat of the Florida alligator as your airboat skims the shallow waters of this legendary "River of Grass."

Note: Departs from the hotel lobby. Please dress appropriately. A minimum of 20 registrants is required by September 1 or this event will be canceled.

1:00pm – 5:00pm | **Hull Fellows Program: Class of 2017-18 Kickoff (Day One)**

The kickoff session to the 2017-18 Hull Fellows program will introduce Fellows to their cohort, the intensive curriculum, the leadership development journey ahead and the challenges and opportunities facing philanthropy in the South and beyond.

5:00pm – 6:00pm | **SECF Board Meeting**

6:00pm – 9:00pm | **SECF Board Reception & Dinner**

Tuesday · November 14

8:00am – 1:00pm | **Hull Fellows Program: Class of 2017-18 Kickoff (Day Two – includes lunch)**

Preconference Sessions

Before the Annual Meeting begins, these focused sessions allow participants to dive deep into a selection of topics that appeal to multiple types of grantmakers. This year's preconference opportunities include:

- [Conference on Investing](#)
- **NEW!** [Education Preconference Summit](#)
- [Community Foundations Day](#)
- **NEW!** [Family Foundations Preconference](#)
- [Corporate Foundations Day](#)

Details on each of these opportunities are provided below.

8:00am – 1:30pm | **Conference on Investing** | Cost: \$150/members · \$250/non-members

Gather with peers and experts to learn about market trends, geopolitical dynamics that are influencing the global economy, new investment strategies and how foundations are maximizing returns and which tools and approaches will help simplify the demands of fiduciary governance.

COI Agenda:

8:00am – 8:30am | **Continental breakfast**

8:30am – 9:45am | **Session 1**

9:45am – 11:00am | **Session 2**

11:00am – 12:15pm | **Session 3**

12:15pm – 1:30pm | **Session 4: Investing with Impact 101** (includes lunch)

This “fundamentals” class will cover the origins of impact investing, the surrounding terminology and include discussion from nonprofits and asset managers involved in the impact movement.

Speakers:

Fuller Callaway, Trustee, Morning Star Foundation, Inc., LaGrange, GA
Alora Clark, Indigo Group Research & Portfolio Analyst, Morgan Stanley, Atlanta, GA

Moderator:

Mark C. Callaway, President/Trustee, Morning Star Foundation, Inc., LaGrange, GA

9:00am – 12:45pm | **NEW! Education Preconference Summit: Interlocking the Pieces of What Works in the Educational Jigsaw Puzzle**

Session: 9:00am – 12:00pm

Optional Luncheon: 12:00pm – 12:45pm | Cost: \$50

The Southern Trends Report showed education has emerged as the largest giving category for Southeastern foundations in recent years. Furthermore, an SECF market survey found that education topped the list of the challenges facing the Southeast, with public K-12 education effectiveness and the availability and quality of early childhood education, in particular, standing out as urgent. Join us to learn what works, the latest successes and how to make your education grantmaking strategy event better.

The summit will include education experts addressing:

- The state of education – issues that remain and solutions that work
- Early learning (0-5) quality and access issues – what works?
- Producing system-wide high-quality K-12 education – practices that work
- Closing the achievement gap – overcoming the effects of poverty

Speakers:

Gregory J. Giornelli, President, Purpose Built Schools, Atlanta, GA
Marjorie Sims, Managing Director, Aspen Ascend, Washington, DC
Mary Anne Schmitt Carey, President, Say Yes to Education, Inc., New York, NY

9:30am – 12:30pm | **Community Foundations Day**

A day of programming focused on the needs of community foundations. This year’s program includes a session on capacity-building and a joint lunch with corporate foundation attendees. Community Foundations Day attendees are also welcome to attend the opening session and keynote, as well as the legal update for community foundations.

Session: 9:30am – 11:30am | **Building Leadership Capacity to Strengthen Communities**

Luncheon: 11:30am – 12:30pm | **Combined luncheon with corporate foundation attendees**

Join Deborah Ellwood to learn more about how community foundations can be more effective community leaders. Using the Framework for Community Leadership, developed by CFLeads in partnership with field leaders, participants will work with colleagues to assess their community leadership capacity in this highly interactive session. Participants will depart with a better sense of their foundation’s strengths and challenges and with concrete examples of community foundations that have adopted effective practices. This session is open to all community foundation attendees and is ideal for senior leaders and trustees.

Moderator:

Deborah Ellwood, President & CEO, CFLeads, Braintree, MA

9:30am – 12:30pm | **Corporate Foundations Day**

A day of programming focused on the needs of corporate foundations and giving programs. This year's program includes a session focused on disaster philanthropy and a joint lunch with community foundation attendees. Corporate Foundations Day attendees are also welcome to attend the opening session and keynote, as well as the legal update for corporate foundations.

Session: 9:30am – 11:30am | **Philanthropy & Disasters: What's the Right Role?**

Luncheon: 11:30am – 12:30pm | **Combined luncheon with community foundation attendees**

Ever wonder what corporate foundations or corporate giving programs could be doing better or differently to support disaster-affected communities? Have you carefully considered how your unique dollars could help get a community back on its feet more quickly after a disaster? Do you find it confusing to know how to respond to domestic flooding events and the global refugee crisis at the same time? If you answered "yes!" to one or more of these questions, then please join Bob Ottenhoff of the Center for Disaster Philanthropy for this roll-up-your-sleeves session. We will focus on best practices in disaster philanthropy as well as practically defining how you and your company can best prepare for and respond to disaster needs.

In this lively session, you will leave with the following:

- Knowledge about four resources that are available to corporate foundations and giving programs to help you best respond to disasters.
- An outline of a plan that you can refine and implement in your own organization
- A refined knowledge of domestic and global disasters, their prevalence and impact.
- Confidence to address both the mission of your organization with the needs of disaster affected communities worldwide.

Speaker:

Bob Ottenhoff, President & CEO, The Center for Disaster Philanthropy, Washington, DC

9:30am – 12:30pm | **NEW! Family Foundations Day: My Gen/Your Gen**

Session: 9:30am – 11:30am

Optional Luncheon: 11:30am – 12:30pm | **Cost:** \$50

This workshop is built around the realities of intergenerational family philanthropy today. Integrating family members into a foundation and developing a succession plan can involve "Next-Gen," "This Gen", "Last Gen" and even "Our Gen." We now see multigenerational family wealth created by younger family members as well as family foundations moving into third and fourth generations with intergenerational governance structures and challenges. And, let's be honest, even those of the "Same Gen" might have radically different views about the family's philanthropy.

This case-based interactive workshop goes beyond the typical approach of simply defining the characteristics of each generation and explores the dynamics between and among them to enhance your family decision-making. You will take away some of the best practices for empowerment and engagement as effectively as possible.

Those who have participated in Richard Marker's sessions in the past already appreciate his energy and style, and all will learn much from this cutting-edge workshop.

Speaker:

Richard Marker, Co-Principal, Wise Philanthropy, Washington, DC

11:30am – 12:30pm | **Trustees-Only Luncheon: How Will Trustees Lead into the Future?** | **Cost:** \$50

Every year, it seems that our world is changing more and more rapidly. Social, economic and technological changes bring both bad and good consequences. They can lead to greater human needs and more creative ways of meeting them. They can foster both broader disconnects in communities and new bridges for overcoming them. Changes in public funding patterns provide both challenge and opportunity for private funders. How will the roles of foundations, and the trustees who guide them, need to adapt to make the most of change? And what aspects of trusteeship should remain stalwart no matter what?

Global philanthropy advisor Kris Putnam-Walkerly will lead a spirited and provocative conversation about the roles of foundation trustees in the face of change. You'll learn:

- How trustees often fall prey to "delusional altruism" in their foundation leadership
- How you can capitalize on change to ensure your giving moves from transactional to transformational

· [How trustees can use change as a catalyst for collaboration and creativity](#)

You will also hear the thoughts of veteran trustees and rising stars, and discuss your own ideas with trustee peers in this trustees-only confidential gathering. You'll leave with new ideas that you can apply immediately in your leadership role.

Speaker:

Kris Putnam-Walkerly, President, Putnam Consulting Group, Cleveland, OH

12:45pm – 1:45pm | [New Member & 1st Time Attendee Orientation](#)

If you're new to SECF or the Annual Meeting, join this orientation session to be introduced to SECF leadership, the chair and vice chair of the Annual Meeting, and the entire SECF staff.

12:45pm – 5:15pm | [Optional Activity: I-Drive 360](#) | **Cost:** \$75

Welcome to I-Drive 360, Orlando's new \$200 million entertainment destination and home to The Coca-Cola Orlando Eye. Located in the heart of Orlando's popular International Drive Resort Area, the Coca-Cola Orlando Eye's 400-foot iconic observation wheel is the centerpiece of this metro-chic themed complex featuring a dynamic blend of attractions, restaurants, clubs and shops. During this activity, you will experience all I-Drive 360 has to offer, including a visit to Madame Tussaud's Wax Museum, Sea Life Orlando Aquarium, and a ride on the Coca-Cola Orlando Eye!

Note: Departs from the hotel lobby. Please dress appropriately. A minimum of 40 registrants is required by September 1 or this event will be canceled.

1:45pm – 2:00pm | [Networking Break](#)

2:00pm – 2:15pm | [Opening Session](#)

The 48th Annual Meeting officially begins with opening remarks from our Annual Meeting chair, SECF leaders and local representatives.

2:15pm – 3:15pm | [Opening Keynote: A Conversation with David Callahan](#)

David Callahan isn't afraid to say what's on his mind! As the founder and editor of Inside Philanthropy, Callahan is a thought leader, media commentator and speaker who provokes ideas and digs deep to investigate conventional thinking. In his new book, "The Givers: Wealth, Power, and Philanthropy in a New Gilded Age," he examines the rising influence of mega-donors and how they are wielding more power to shape the world. After extensive research and personal interviews, Callahan will share what he has learned about this power shift in America, and what implications these findings have as we forecast for the future. This is an opening session that you don't want to miss! The conversation will be facilitated to engage attendees and invite them to submit their own questions throughout the session, using the 2017 SECF Annual Meeting mobile app.

Speaker:

David Callahan, Founder and Editor, Inside Philanthropy, and Author, "The Givers: Wealth, Power, and Philanthropy in a New Gilded Age," Santa Monica, CA

3:15pm – 3:30pm | [Networking Break](#)

[Concurrent Sessions | 3:30pm – 4:45pm](#)

[Legal Update: Community Foundations: Top Ten \(or More\) Legal Issues for Community Foundations](#)

This session will explore some of the most important legal topics for community foundations and their donors. Charitable giving topics will include issues related to donor-advised funds (including pledges, quid pro quo, investment recommendations, generational advising), non-cash assets (grain, S-stock, etc.), donor restrictions, charity gaming, fundraising registration, charitable gift annuities and serving as a trustee of charitable trusts. Current developments concerning the tax benefits for philanthropy will be shared. Governance topics will include the duty of loyalty, conflicts of interest, duty of care, duty of obedience and the use of supporting organizations. Legal issues related to fund management will include an analysis of key topics related to the Uniform Prudent Management of Institutional Funds Act (UPMIFA) concerning investment, spending and making changes to fund restrictions. Legal concerns related to investment strategies (including mission, program, socially responsible and SEG) will be reviewed. Additional fund management legal issues to be discussed include fiscal sponsorships, expenditure responsibility, international grants as well as concerns for specific types of funds such as scholarship, designated, agency, field of interest and donor advised funds.

Speaker:

Philip Purcell, CFRE, MPA/JD, Consultant, Noblesville, IN

Legal Update: Corporate Grantmakers

Tax reform is coming, and various proposals including those dealing with the charitable deduction, private foundation excise tax and corporate integration may affect corporate giving programs as well as corporate foundations. In this session, we will review and discuss any changes in the law, current legislative proposals, and the status of comprehensive tax reform. We will also discuss some of the trending issues for corporate grantmakers, including restrictions on lobbying and political activity, corporate mergers and acquisitions and the implications for corporate foundations, and shared services between the corporation and a corporate foundation.

Speaker:

Suzanne Friday, Senior Legal Counsel and Vice President of Legal Affairs, Council on Foundations, Washington, DC

Legal Update: Family Foundation Staff & Trustees

Family foundations operate in a complex legal and regulatory environment. This session will provide practical guidance on the most common issues facing families and foundation staff, along with techniques to identify, avoid and address these issues under current law and best practice guidelines.

Speaker:

Alan Rothschild, Partner, Page, Scrantom, Sprouse, Tucker & Ford, P.C., Columbus, GA

Legal Update: Independent Foundations

With assurances that the Trump administration is committed to passing a comprehensive tax reform plan this year, this session will review and provide an update on recent changes concerning the rules applicable to private foundations. What impact might repealing the estate tax and/or the gift tax have on independent foundations? What changes specific to private foundations await us? Will tax reform eliminate the Johnson Amendment and how might that impact independent foundations and their grantees?

We will discuss these and other noteworthy developments, including recent news across the following topics:

- net investment income tax
- self-dealing
- excess business holdings
- jeopardy investments
- taxable expenditures

Speaker:

Michael Fine, Partner, Wyatt, Tarrant & Combs, LLP, Louisville, KY

Forecasting the Future: Using Our Values to Embrace Diversity, Equity & Inclusion *(Trustees-only session)*

Diversity, equity and inclusion (DEI) have long been confirmed as critical constructs that shouldn't be ignored, avoided or minimized when the goals are to implement strategies for social change, social justice, civil rights, civil liberties and other factors related to addressing systematic disparities.

Despite considerable investments by philanthropy sector champions on research and tools that are designed to advance DEI in philanthropy, data indicates slow adoption and minimal progress related to diversity and inclusion in the boardroom, among leadership, and with actionable alignment of organizational values with DEI imperatives. This trustees-only session will examine this paradox of awareness and intention versus action. Participants will discuss DEI and governance and examine the case arguments for intentional DEI governance models. Participants will examine their philanthropic values against the most compelling DEI leadership recommendations, resulting in generating specific strategies that embrace DEI. Importantly, participants will be immersed in an interactive deep dive, designed to stimulate meaningful discussion and introspection.

Speaker:

Robin Hindsman Stacia, Principal Consultant, Sage Consulting Network, Atlanta, GA

5:00pm – 6:00pm | **New Member & 1st Time Attendee Reception**

6:00pm – 7:00pm | **Chair's Reception**

7:00pm – 9:30pm | **Chair's Dinner**

Entertainment by the Westcoast Black Theatre Troupe of Florida.

Wednesday · November 15

7:30am – 8:15am | **Breakfast Buffet & SECF Business Meeting**

The business meeting includes an update from the president and CEO, the election of new members of the SECF Board of Trustees, reports on internal finance and governance, and remarks from the outgoing and incoming Board chairs.

8:15am – 9:00am | **Morning Plenary: A Breakfast with Champions of Southern Philanthropy**

Back by popular demand, this session brings four leaders of Southern Philanthropy together for a discussion of grantmaking strategies, approaches to thoughtful leadership, insights on changes in our field and the region and predictions for the future. Throughout, we'll hear stories of success and lessons learned – along with a few laughs. Get ready to be inspired!

Speakers:

Eric M. Kelly, President, Quantum Foundation, West Palm Beach, FL
Justin Maxson, Executive Director, Mary Reynolds Babcock Foundation, Winston-Salem, NC
Alicia Philipp, President, Community Foundation for Greater Atlanta, Atlanta, GA
Jan Young, Executive Director, The Assisi Foundation of Memphis, Memphis, TN

Moderator:

Mark Constantine, President & CEO, Richmond Memorial Health Foundation, Richmond, VA

9:00am – 9:30am | **Networking Break**

Concurrent Sessions | 9:30am – 10:45am

Big Bets for Kids in the South

The Duke Endowment recently joined Blue Meridian Partners, a collaborative of 12 philanthropic institutions and individuals seeking to make a national impact for economically disadvantaged children. Responding to the continuing crisis threatening America's youth, Blue Meridian Partners plans to invest \$1 billion in the most promising evidence-based programs. As a result, programs can “scale impact,” serving greater numbers of children with cost-effective interventions and increasing their influence on the child welfare, education, judicial, and other systems that affect young people. The Duke Endowment is one of two regional foundations contributing to the collaborative, strengthening the infrastructure of select evidence-based programs that serve as centerpieces for broader regional strategies and leveraging partnership funds for direct investment in the Carolinas. Interestingly, the Endowment finds itself balancing a dual role in the collaborative, maintaining its usual status as a funder but also becoming a grantee as one of two regional investments. This session will highlight the intricacies of serving as both funder and grantee in seeking to maximize impact for children.

Speakers:

Rhett Mabry, President, The Duke Endowment, Charlotte, NC
Meka Sales, Director, Special Initiatives, The Duke Endowment, Charlotte, NC

Investing with Impact – Staff Session

At this session geared toward the staff of foundations and endowments, a panel of experts will help steer attendees through the alphabet soup of impact investing – PRI's, MRI's, ESG, etc. – and how they align with work.

Speaker:

Mark C. Callaway, President, Morning Star Foundation, Atlanta, GA
David Sand, Chief Investment Strategist, CCM Investment Advisers, Columbia, SC
Matthew Watkins, Regional Director—Southeast, Miller/Howard Investments, Woodstock, NY

Turning Talk into Action: Equity & Inclusion in Philanthropic Practice *(CEOs & Trustees-only session)*

Conversations about race and equity are often theoretical. For foundations that understand the importance of these issues, but don't know how to act, this session will provide practical applications that turn theory into reality. Join Michael McAfee of PolicyLink through a guided discussion with other leaders about how organizations can take ideas, turn them into actions and get real results.

Moderator:

Michael McAfee, President, PolicyLink, Oakland, CA

Generative Conversations of Foundation Leadership

No matter your size, scope, structure, or situation, every foundation shares common issues. Although we undoubtedly employ some of the same best practices, our approaches also probably differ in important ways. Following the Breakfast with Champions plenary, you will be prepared to dig just a little bit deeper in this session. Hear from foundation leaders as they answer basic, generative questions about the simple things that drive their foundation's success. This session will feature short-format talks designed to stimulate your thinking and provide practical lessons for you to employ at home.

Speakers:

Corey Anderson, Executive Vice President, Winthrop Rockefeller Foundation, Little Rock, AR
Darrin Goss, Sr., President and CEO, Coastal Community Foundation, Charleston, SC
Kristen Keely-Dinger, President and CEO, The Healing Trust, Nashville, TN

Response to Crisis: The Pulse Nightclub Tragedy

The Pulse nightclub shooting in Orlando required a coordinated, immediate response from both government and philanthropy. This session will hear from both city and foundation leaders as they discuss how they responded to the crisis, coordinated their response, and demonstrated their support for the LGBTQ community.

Speaker: TBA

Environmental Philanthropy in the American South

This conversation will provide an overview of the current landscape of philanthropic investment in environmental issues. There will also be a profile of select case studies of projects that various foundations are engaged in across the Southeastern United States.

Speaker: TBA

[NEW! Concurrent Networking Sessions | 10:45am – 11:30am](#)

A new addition to the Annual Meeting, these sessions have a looser structure and are designed to connect attendees with one another by encouraging participation and conversation. We hope you take advantage of this opportunity to meet new colleagues and renew existing relationships!

Other Duties as Assigned: The Weirdest Things My Boss Has Ever Asked Me to Do

Mid-level staff members are dedicated to pursuing their foundations' missions and responding to the needs of their communities. Often, however, real life calls for "other duties as assigned." This session will be an interactive, light-hearted review of what it REALLY takes to do what we do.

Moderator:

Andrew Ford, Senior Associate, Education & Community Change, Winthrop Rockefeller Foundation, Little Rock, AR

SECF's 2017 Southern Trends Report: Using Data to Inform Your Grantmaking

Learn about the latest updates to the Southern Trends Report, SECF's online dashboard that provides an at-a-glance overview of foundations and giving in the Southeast region. Updated data will include new figures on the growth of Southeastern foundations and trends in foundation giving to the region through 2015. This session will also explore how grants data can help funders identify opportunities for collaboration, target areas of potential need, and assess the effectiveness of their grantmaking strategies. Not able to make this session? Stop by the Southern Trends Report exhibit in the Marketplace to learn more.

Speakers:

Stephen Sherman, Research & Data Manager, Southeastern Council of Foundations, Atlanta, GA
David Wolcheck, Research Manager, Foundation Center, Atlanta, GA

"Ask the Professional" Legal Update Follow-Up *(by constituency)*

Still have legal questions following Tuesday's updates? Have no fear – the experts from Tuesday's Legal Updates will be on hand, giving you an opportunity to ask specific questions, get answers, and share your concerns with colleagues.

Speakers:

Community Foundations: Philip Purcell, CFRE, MPA/JD, Indiana University Lilly School of Philanthropy, Noblesville, IN
Corporate Foundations: Suzanne Friday, Senior Legal Counsel and Vice President of Legal Affairs, Council on Foundations, Washington, DC
Family Foundations: Alan Rothschild, Partner, Page, Scrantom, Sprouse, Tucker & Ford, P.C., Columbus, GA

Independent Foundations: Michael Fine, Partner, Wyatt, Tarrant & Combs, LLP, Louisville, KY

11:30am – 12:45pm | **Networking Lunch**

12:45pm – 1:45pm | **Afternoon Plenary: Celebrating Innovative Philanthropy in the South**

Our afternoon plenary takes place on National Philanthropy Day, and we're not going to let the occasion pass without a celebration and a discussion of the great work taking place in our region. John Annis will lead a conversation with the Aspen Institute's Anne Mosle and the Annie E. Casey Foundation's Ralph Smith focused on two innovative approaches – two-generation strategies for fighting poverty and the Campaign for Grade-Level Reading. Each are examples of grantmaking at its best and most powerful. Along the way, we'll honor the giving, volunteering and charitable engagement that has fueled Southern Philanthropy's accomplishments, both large and small, that have transformed and improved the lives of people and their communities.

Speakers:

Ralph Smith, Managing Director, Campaign for Grade-Level Reading, Washington, DC

Anne Mosle, Vice President, Aspen Institute and Executive Director, Ascend at the Aspen Institute, Washington, DC

Moderator:

John Annis, Senior Vice President of Community Investment, Community Foundation of Sarasota County, Sarasota, FL

1:00pm – 3:00pm | **Optional Activity: Painting with a Twist** | Cost: \$60

Painting with a Twist painting sessions are fun for everyone! Enjoy step-by-step instruction with our experienced and enthusiastic local artists. You'll be provided with paint, canvas and brushes, and lots of encouragement. At the end of the session you'll have a one-of-a-kind 16" x 20" acrylic-on-canvas masterpiece to take home or give as a gift. Think it's beyond you? Novices are welcome. Professional instructors will guide you through each step of recreating the featured painting and you'll have painlessly created a piece of art before you know it!

Note: There is a 20-person minimum for this activity. Space within the hotel will be reserved upon reaching the minimum number of registrants.

1:45pm – 2:15pm | **Networking Break**

Concurrent Sessions | 2:15pm – 3:30pm

Peer Performance: How Do We Measure Ourselves and Our Investment Advisor?

Board members, trustees and investment committee members are the fiduciaries of their respective foundations. Accepting this responsibility requires that they set metrics of success to review investment programs. Some fiduciaries hire investment advisors who accept the fiduciary responsibility to make prudent investment decisions to achieve the defined goals and to meet the required payout (~5%). In these cases, the fiduciaries may want to measure the performance of their investment advisors against peer comparisons. If we forecast a change to our investment program, how do we establish metrics so that we know whether the change was worth it in five, 10 or even 25 years? Get answers to these questions and more at this investment-focused session.

Speaker:

Mike Hill, Head of Institutional Consulting, SunTrust Foundations & Endowments Specialty Practice, Atlanta, GA

Where the Rubber Meets the Road: How Direct Engagement Empowers Communities & Builds Relationships

Community engagement is a vital part of a healthy community. Engaging residents on a grassroots level is important, but not always easy. Each neighborhood has unique characteristics and challenges. Come hear about examples occurring in Spartanburg, South Carolina, including listening sessions and residents telling their story through film.

Speakers:

Kathy Dunleavy, President & CEO, Mary Black Foundation, Spartanburg, SC

Samantha Campbell, Neighborhood Engagement Coordinator, Mary Black Foundation, Spartanburg, SC

Robyn Farrell, Founder, White Elephant Enterprises, Spartanburg, SC

Philanthropy and Nonprofit Media: The Ins and Outs of Funding News and Information Sources

In today's changing news environment, more and more nonprofit media organizations are sprouting up to focus on important topics – and they're seeking foundation funding for their work. This session looks at the growing role of philanthropy in

supporting news and information sources, shares examples of what these relationships look like, and examines the pros and cons on both sides.

Speakers:

Lilly Weinberg, Community Foundations Program Director, Knight Foundation, Miami, FL
Rose Hoban, Founder and Editor, North Carolina Health News, Raleigh, NC
Jeri Krentz, Associate Director of Communications, The Duke Endowment, Charlotte, NC
Kathy Im, Director, Journalism & Media, MacArthur Foundation, Chicago, IL

Critical Dialog: Reframing the Relationship between Government and Philanthropy

Over the last 60 years we've seen a profound shift in the relationship between and among government, philanthropy and the public. The explicit social contract between government and her citizens is being rewritten and in the last decade, we have seen ever sharper changes in the way government interacts with philanthropy.

This session will bring together thinkers who will explore critical questions about the state of the social contract in the U.S., the evolving relationships between philanthropy and government and the implications of both for our work going forward.

Speaker:

Tom Ross, President, Volcker Alliance, Inc., New York, NY

Are We Better Together? Measuring the Impact of Collaboration

Collaboration can lead to positive results by leveraging our unique perspectives, strengths and resources. But how do we know when it is going well? What can we measure as success before we get to the final outcome? Come hear about an example of a funding collaborative in process, and gain new tools to assess the impact of your collaborative partnerships.

Speaker:

TBA

The Board of Tomorrow Is... The Board of Yesterday, Today and Tomorrow!

As we attempt to forecast the future of philanthropy, boards play a critical component. Join us in an interactive session to learn why effective boards of tomorrow are rooted in their values, principles and ethics. You'll learn from three foundations: the Gaylord & Dorothy Donnelley Foundation, a family foundation that has held steadfast to its founding values through the generations; The Healing Trust, a health legacy foundation that has evolved its governance as it articulated the essence of its values, ethics and principles; and The Spartanburg County Foundation, a community foundation in the beginning stages of a governance review.

Speakers:

David Farren, Executive Director, Gaylord & Dorothy Donnelley Foundation, Charleston, SC
Kristen Keely-Dinger, President and CEO, The Healing Trust, Nashville, TN
Troy Hanna, President & CEO, The Spartanburg County Foundation, Spartanburg, SC

The Role of a Trustee in Public Policy: Aligning Leadership and Advocacy

Every foundation has its own mission, agenda, and vision for the future. Regardless of the path being taken, advocacy is a powerful lever for real impact. The Stand for Your Mission campaign – an initiative of BoardSource, together with the Alliance for Justice, the Campion Foundation, the Forum of Regional Associations of Grantmakers, the Knight Foundation, and the National Council of Nonprofits – calls on all nonprofit decision-makers to stand for the organizations they believe in by actively representing their missions and values, and creating public will for important policy changes. Strong board leadership requires more than just checks and balances. It requires us to create the circumstances that will allow our missions to be achieved and progress to be made. Whether you're just starting down this path or looking to go deeper, this session will provide you a powerful tool for facilitating ongoing board dialogue on your advocacy role and for helping you cultivate a culture of standing for your mission at every opportunity.

Speaker:

Vernetta Walker, JD, Chief Governance Officer and Vice President of Programs, BoardSource, Washington, DC

3:30pm – 3:45pm | **Networking Break**

Concurrent Sessions | 3:45pm – 5:00pm

Looking Ahead: Tax Reform's Potential Impact on the Charitable Sector

The Trump administration and Congress have set their sights on a major tax overhaul, causing uncertainty about the standard deduction and its impact on the charitable deduction. Join us for an interactive conversation about the implications of comprehensive tax reform on the charitable sector. Our featured presenter, Bill Hoagland, is a trusted budget and tax policy expert with over 33 years of federal government service, including 25 as a U.S. Senate staffer. You will also gain valuable insights from peers about philanthropy's role in advancing policy discussions.

Speaker:

Bill Hoagland, Senior Vice President, Bipartisan Policy Center, Washington, DC

Beyond the Zip Code: Investing in Advocacy & Equity as Drivers for Opportunity

As foundations work to foster opportunity for all people and to address health disparities that can all too often be predicted by zip codes, investing in advocacy and applying an equity lens can be effective strategies for enhancing the impact of investments. This highly interactive session will consider the Cone Health Foundation's work to integrate advocacy as a lever for change and efforts by the Richmond Memorial Health Foundation to introduce an equity lens in its work through investments in equity and health fellowships.

Speakers:

Mark Constantine, President & CEO, Richmond Memorial Health Foundation, Richmond, VA
Susan Shumaker, President, Cone Health Foundation, Greensboro, NC

BETTER Together... or WORSE without: The Do's & Don'ts of Funder Collaboration

How do we work with sister foundations/funders outside of our comfort zones? What does it take to put ego aside, and abandon turf, maybe even if it means people outside our footprint will benefit (GASP!)? This session will get practical about how to collaborate and will get real about doing it. You will briefly hear from 3 successful funder collaboratives and have a chance to explore opportunities to work together with peers in your region.

Speakers:

Regan Gruber Moffitt, Vice President, Winthrop Rockefeller Foundation, Little Rock, AR
Katy Pugh Smith, Executive Director, Piedmont Health Foundation, Greenville, SC

Moderator:

Chris Steed, Executive Director, The Fullerton Foundation, Spartanburg, SC

Investing with Impact – Trustee Session

This session will explore what trustees need to know about the impact investing space in order to fulfill their roles.

Moderator:

Mark C. Callaway, President/Trustee, Morning Star Foundation, Inc., LaGrange, GA
Bobby Thalheimer, Trustee, Richmond Memorial Foundation, Richmond, VA

Stepping into the Gap for Mental Health Funding

Funders are taking new approaches to supporting mental health programs, including collaboratives that address all aspects of this issue, from policy to implementation. This session will explore the new and interesting ways foundations are working with their partners to address disparities in mental health funding and treatment.

Speaker:

Randy Scheid, Vice President of Programs, Quantum Foundation, Miami, FL
Jackie Stradley, Executive Director, Betty and Davis Fitzgerald Foundation, Atlanta, GA

Collaboration Across Sectors: A Conversation Among Leaders from Philanthropy, Government, Business & Community

Critical issues require multi-sector approaches. Leave your hat at the door and roll up your sleeves as we explore how business, government, private and public sectors may have common goals but differ in how they get there. It's not always easy, but it's worth the effort. Panelists will discuss a practical how-to for overcoming these barriers to generate impact.

Speakers:

Sandra Frank, CEO, All Faiths Food Bank, Sarasota, FL
Morgana Freeman, President & CEO, Tallahatchie River Foundation, Charleston, MS
Wendy Spencer, President, Leadership Florida, Tallahassee, FL
Katie B. Morris, President, Milburn Services, Board Member, The Belk Foundation, Charlotte, NC

Moderator:

Joy Thomas Moore, President & CEO, JWS Media Consulting, New York, NY

5:00pm – 6:00pm | **President's Reception (By Invitation Only)**

SECF celebrates the Sustaining Members and sponsors whose commitment to Southern Philanthropy and generous gifts support high-quality programming for members across the region and strengthen learning opportunities for philanthropic leaders at all levels throughout the South.

6:00pm – 7:00pm | **Sponsored Events, Board Meetings & Receptions**

Meeting spaces are available for members and sponsors to host their own meetings, receptions and other events. For questions, availability or more information, please contact Marianne Gordon at marianne@secf.org.

6:00pm – 7:30pm | **Reception for Hull Fellows, Hull Alumni & Advanced Leadership Institute Alumni: A Conversation with Wes & Joy Moore**

This reception offers alumni of SECF's leadership development programs the opportunity to engage in conversation with Wes and Joy Moore. Wes and Joy will share reflections on their life story as described in "The Other Wes Moore," as well as on their relationship as mother and son. Attendees will be especially interested in the ways Wes's life course shifted because of Joy's input and guidance.

Speakers:

Wes Moore, CEO, Robin Hood Foundation, New York, NY

Joy Thomas Moore, President & CEO, JWS Media Consulting, New York, NY

6:00pm – 11:00pm | **Wednesday Evening on Your Own**

A complimentary shuttle will run to and from the Downtown Disney Springs entertainment area for waterside dining, shopping and entertainment at Walt Disney World Resort.

8:00pm – 10:00pm | **Telluride Mountainfilm Festival (Movie Screening)**

View a specially curated selection of films from Telluride Mountainfilm, the documentary film festival dedicated to educating, inspiring and motivating audiences about issues that matter, cultures worth exploring, environments worth preserving, adventures worth pursuing and conversations worth sustaining. Snacks and beverages will be provided.

Thursday · November 16

Concurrent Mini-Plenaries and Breakfast Buffet | 7:45am – 9:00am

This year's Annual Meeting will offer two options for the Thursday morning plenary. Choose one of the following:

Mini-Plenary 1: Philanthropy as the South's 'Passing Gear': Fulfilling the Promise

SECF members will get an exclusive first look at the 2017 State of the South report, including a special section on "passing gear" philanthropy. Coming 10 years after MDC's first report on philanthropy in the region, this new report, produced in partnership with SECF, will serve as an update on ways that Southern philanthropic capital has succeeded as one of the most important strategic tools in the South's forward movement – and the opportunity it has to do much more. This report will highlight examples of Passing Gear investments that have shown results, illustrating how philanthropy is changing the region for the better. It will also serve as a framework for action, demonstrating how Southern Philanthropy is offering leadership during these challenging times.

Speaker:

David Dodson, President, MDC, Durham, NC

Mini-Plenary 2: Impact Investing

The Impact Investing breakfast will be a panel-style presentation with leaders in the Impact movement from both the private and public sectors.

Speakers:

Lisa Renstrom, Chair, Confluence Philanthropy, New York, NY

Steve Westly, Founder & Managing Partner, The Westly Group, Menlo Park, CA

Moderator:

Evan Harvey, Global Head of Sustainability, Nasdaq, Washington, DC

9:00am – 9:15am | **Networking Break**

Concurrent Sessions | 9:15am – 10:30am

More Than Money: Transforming Place Through Impact Investing

While impact investing is not a new concept, it has gained momentum among the philanthropic community in recent years as a viable, strategic approach for tackling various social and environmental problems. Broadly, impact investing refers to investing capital to generate measurable social returns, in addition to financial returns. While this topic has been trending within philanthropy, few organizations have incorporated this funding model into practice. But those foundations who have utilized this model and related tactics within their communities have much to share with foundations less knowledgeable or comfortable with such a strategy. This interactive session focuses on three foundations—the Winthrop Rockefeller Foundation, the Mary Reynolds Babcock Foundation, and the Phillips Foundation – that have each incorporated impact investing into their work to transform their communities.

Speakers:

Andrea Dobson, Chief Operating & Financial Officer, Winthrop Rockefeller Foundation, Little Rock, AR
Elizabeth Carlock Phillips, Executive Director, Phillips Foundation, Greensboro, NC

The Back-of-the-Envelope Guide to Strategic Communications

In this world of instantaneous social media, public policy discussions can turn on an instant, at literally any hour. This session will discuss how philanthropy can respond to public policy concerns in an atmosphere of constantly shifting policy statements and public reaction.

Speaker:

Ann Christiano, Frank and Betsey Karel Endowed Chair in Public Interest Communications, University of Florida College of Journalism and Communications, Gainesville, FL
Annie Neimand, Research Director and Digital Strategist, frank, University of Florida College of Journalism and Communications, Gainesville, FL

Arts as an Economic Engine

This session will explore the role of creative place-making in economic and community development. Case studies will highlight Southern cities that have successfully used ArtPlace America and/or Knight Creative communities funding.

Speaker:

Peter Kageyama, Author, *For the Love of Cities: The Love Affair Between People and Their Places*, Tampa, FL

It's All at Your Fingertips

This structured networking session will offer a brief presentation on various free or low-cost resources available to foundations online for a range of functions, including grants management and research.

Speaker:

Gilbert Miller, Chairman, Bradley-Turner Foundation, Sanford, FL
Stephen Sherman, Research & Data Manager, Southeastern Council of Foundations, Atlanta, GA

Why Community Engagement Matters to Data-Driven Strategy

Data-driven thinking can lead to solutions, but without community engagement, it can easily lead to programs and projects that just don't work. For example, looking at the data of families with children engaged in quality early-childhood programs, one can see that children from neighborhoods with high poverty rates are not enrolled. The data narrative could lead one to surmise that the families don't know the value of early childhood education. But go talk to those families and you'll learn there that while they value preschool and want their kids to benefit from such programs, they also face multiple barriers to access. Data-driven frameworks require community-driven knowledge if effective solutions are to be gained.

Speaker:

Demetrius Summerville, Director, Kaley Square, Inc., Orlando, FL
Ted Haddock, Trustee, Edward E. Haddock Foundation, Orlando, FL

Family Foundations Session: Building a Splendid Legacy Across Generations

Virginia “Ginny” M. Esposito will be sharing highlights from her new book “Splendid Legacy 2: Creating and Re-Creating Your Family Foundation.” Filled with advice and resources from the field’s foremost experts in family philanthropy, Splendid Legacy 2 is a must-own volume for any family that is looking to build a philanthropic legacy, as well as for advisors and others interested in understanding this special philanthropic vehicle.

Speaker:

Virginia M. Esposito, President, National Center for Family Philanthropy, Washington, DC

10:30am – 10:45am | **Networking Break**

10:45am – 11:45am | **Closing Keynote: Liz Murray**

From homeless to Harvard...it is an unlikely turn of events. Liz Murray’s life is a triumph over adversity and a stunning example of the importance of dreaming big. Murray’s life as the child of cocaine-addicted parents in the Bronx was bitterly grim. By age 15, Murray’s mom had died and she was homeless – living on the streets, riding the subway all night and eating from dumpsters. Amidst this pain, Murray always imagined her life could be much better than it was. Determined to take charge of her life, Murray finished high school in just two years and was awarded a full scholarship to Harvard University, all while camping out in New York City parks and subway stations. Murray’s story is exhilarating and inspirational. Her delivery is innocently honest, as she takes audiences on a very personal journey where she achieves the improbable.

Speaker:

Liz Murray, Inspirational Speaker and Best-Selling Author, “Breaking Night: A Memoir of Forgiveness, Survival and My Journey from Homeless to Harvard,” New York, NY

11:45am – 12:00pm | **Adjourn**

Post-Conference Session

12:00pm – 1:30pm | **Luncheon and Discussion of Philanthropy as the South’s “Passing Gear” 2017**

Speaker:

David Dodson, President, MDC, Durham, NC