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>>Lauren Du Pree: Welcome everyone. My name is Lauren Du Pree and I am your MC today. I want to thank you for being here for our first ever virtual. We'll get started about 15 minutes. After coffee and tea ready. I hope -- conference you're starting to network and meet new people and make sure you have your bingo cards handy.

Please check out the sponsor banners at the bottom of the page. You can explore the virtual space by clicking on the map and dragging your cursor. We have live close captioning that will be available during all of our sessions today.

We put the link in the chat for anyone who would like to view closed captioning. Thanks for being here and we will get started at 9:30 AM. Please, enjoy networking in the meantime.

>>Lauren Du Pree: Welcome everyone. My name is Lauren Du Pree and I'm an actor, vocalist writer and film maker from Seattle Washington and I'm so excited to be here with you today. Thank you for joining us for our first ever virtual AFP advancement Northwest annual conference. We hope you are enjoying networking in this fun, online space. Now is the time to refill your coffee or put your tea kettle on because we have a full day of inspiring content prepared for you.

But first, we want to offer our gratitude to the conference sponsors. During our networking times visit their sponsor banners at the bottom of the page. Our program sponsors are Columbia Bank and UW Foundation. Thank you for your leadership!

Diversity, Equity, Inclusion and Accessibility, DEIA sponsor is Campbell & Company.

Happy hour sponsor, Little Green Light.

Exhibitor sponsors Breakthrough Fundraising Group and University of Washington Continuum College.

And supporting sponsor's synchronicity events who provided the welcome kits you received in the mail. If you are having any tech troubles today, be sure to visit the synchronicity team down at the tech table on the first floor.

We shared a link in the chat to today's agenda which you also received via email in the last few days. There are breaks built into the day but remember to take breaks whenever you need to. If you need to step away during the networking time, turn off your camera and microphone. They will automatically turn off during the session. You can also join one of the tables marked quiet table, if you need to take a break.

I also want to remind you of the closed captioning stream available throughout all of our sessions today. The link is in the chat for anyone who would like to view the closed captions.

I would like to acknowledge that all of us, wherever we are joining from, are here on the traditional land of the first people of the Pacific Northwest. We here in Seattle are the traditional land of the coast sailors people past and present.

We honor with gratitude the land itself, and its original stewards. I encourage you to take the time to look up who tribally undo occupied by using the tools in your know before you go email.

We also want to acknowledge that the nonprofit sector and mainstream fundraising and philanthropy in particular do not have a great track record of supporting and listening to black, indigenous and people of color by pocket fundraising. Even when we are your coworkers, neighbors, friends and family.

In fact, this sector has systematically ignored input and/or actively retaliated against by BYPOC call attention to racism or try to enact change. Today advancement Northwest would like to recognize the work of our BYPOC. Black leaders have been trying to make a statement for lives. As fundraising professionals, it's imperative to listen to black and indigenous peoples experience and join in the fight for lives.

And now, I get to introduce a special person to kick things off today. She joined the University of Washington school of nursing as assistant dean for advancement in April, 2020. Prior to this role she served at the senior director for philanthropy at UW Madison advancement where she helped to raise more than \$140 million to advance research, patient care, and education priorities. Previously, she had worked in program management and development roles at Southeast effective development.

Campfire central Puget Sound, the Washington state are commission and the Eugene glass school.

She holds a Bachelor's degree, a Masters degree in arts administration and a certificate in nonprofit management from the University of Oregon. Born in Montana and raised in the Pacific Northwest, she loves to be active. Be it sailboat racing, exercising or playing outdoors with the family.

Without further ado I like to turn it over to special remarks from our board president, Abbey Norris.

>> Welcome to our first ever advancement Northwest virtual conference. We are so excited to be here with you today we want to thank you for joining us from wherever you are working. Now, more than ever it's important that we come together as a fundraising community to support one another, to continue to share resources and vexed practices and to nurture a new generation of ethical fundraisers as future leaders.

Before we begin, there were several people I wish to thank. First I'd like to thank her conference committee led by our cochairs Catherine. The members include Austin Kellogg, Michelle, Michelle Johnson, Lillian, Rob Wiseman, Heidi Wong and Libby Singer. Thank you all for planning not one, but two conferences this year.

We had to start over from scratch after canceling our June event. You really pull this off. Thank you.

Next I'd like to thank our board members will also look tirelessly this year. They stepped up under the most challenging of circumstances to run our chapter. These individuals of the behind the scenes force in organizing and managing educational programs creating networking opportunities, conversations about antiracism, serving as mentors and so much more. No one, including myself, could have imagined what this year would have in store for us as an organization.

I am grateful for the resilience, creativity and passion that this group of dedicated volunteers has given. Thank you.

I would also like to thank our sponsors who you see listed at the bottom of the screen. Please take time to explore their websites which are hyperlinked to their logos. It takes real partnership to trust in an organization who is had to pivot every event in these sponsors have truly weathered the storm with us this year. We are so grateful for your commitment and investment in our programs and want to thank you for being a part of our advancement Northwest family.

Now onto the program. There is so much great content. We hope you enjoy the keynote speaker, the sessions and take advantage of the networking opportunities in Remo. We try to provide a similar experience at a gathering in person. Make sure you move around and introduce yourself to folks. Just like an in person conference will

be great people who care as much about fundraising as you do.

Don't forget. With your registration you will gain access to three prerecorded sessions which will be delivered to you on Monday.

For my last bit of thanks I want to thank you. This conference, and all of our advancement that Northwest programs could not happen without a community of fundraisers who committed to advancing themselves as professionals and leading organizations for change. Thank you, again, for being here today. I hope you engage in a day of critical thinking, asking big questions, sharing your ideas and experiences and leaving having gain new perspectives.

Now I would like to turn it over and introduce Dan Peterson from the UW foundation.

>>Male Speaker: Hello. My name is Dan Peterson. On the University of Washington Vice President for development and president of the University of the Washington foundation. Thank you, Abbey, for hosting us today and Gordon for the informative keynote presentation. United way is an invaluable community partner. The UW foundation is a nonprofit that advances the mission of the University of Washington by facilitating private contributions to benefit our students, faculty and programs. We have just completed a record-breaking campaign and fiscal year.

I am very proud of the many UW advancement team members who are actively engaged in advancement Northwest. We appreciate all that advancement Northwest as to support the education and development of our profession, as a profession. We are honored to sponsor this year's annual conference. We hope that you will continue to enjoy the educational programming planned for you today and encourage you to take advantage of the valuable networking opportunities to connect with local industry leaders and businesses.

Thank you for the vital difference each of you makes in our community through your impactful work. Have a great conference!

>>Lauren Du Pree: Thank you, Abbey and Dan.

Now it's time to welcome Deborah Holland to introduce our keynote speaker.

>>Female Speaker: I am Deborah: Vice president at Columbia bank. We are honored to help sponsor today's advancement Northwest 2020 virtual conference and it's my honor to introduce you to today's keynote speaker.

Gordon McHenry Junior is president and CEO of United Way and King County position he held since 2019. As you know United Way of King County exist to encourage us all to give, volunteer and solve some of the communities most difficult problems.

Before he was with United Way, he was president and CEO of solid ground and the

executive director of Rayner scholars. He was also of counsel at the Boeing Company and held various positions there.

Some of Gordon McHenry's passions are in the areas of environment, education and social services. This manifested itself by his volunteer service. Right now we chairs the board of the Washington State partnership Council on juvenile justice. Additionally, he serves on the boards of the Seattle Metropolitan Chamber of Commerce and the mountains to sound Greenway trust. Bravo.

Now please allow me to introduce Gordon McHenry Junior and have a great conference! Thank you.

>>Lauren Du Pree: We are very excited to have Gordon McHenry Junior with us this morning for his keynote. The intersection of social justice and money, dismantling white dominant culture within nonprofits.

Good morning, Gordon. How are you doing today?

>>Gordon McHenry, Jr.: Good morning. It's a good day and I'm excited to be here. Thank you.

>>Lauren Du Pree: Also. I will leave you to it and I will come back for the Q&A afterwards.

>>Gordon McHenry, Jr.: All right. Let's get busy (Laughing)

Greetings fundraising professionals. It is a real honor for me to be with all of you, especially since I would hesitate to call myself a true fundraising professional. Now this is the third time for me leading a local nonprofit organization so I do understand the critical importance of CEOs developing effective partnerships with their development teams. The development teams that enable mission driven organizations to secure the resources needed in order to achieve the greatest impact.

2020 has been a year of unprecedented, rapid and debilitating change. And I would not want to be anywhere else than United Way in times like these.

I have to admit, though, when I received the invitation to provide the keynote I almost turned it down. First, I thought, I'm not really a fundraising professional, at least not in the same way that all of you are. So what would I be bringing to these tables? And on a personal level, I have been greatly impacted by all of the disruptions, distress and dismay of the twin pandemics of COVID-19 and racial injustice.

So I consulted with my friend, miasma tundra, she said she fundraising professional at solid ground, a real fundraiser. She enthusiastically encouraged me to accept the invitation as long as I agree to talk about the intersection knowledge of social justice and money. Since my is also a social justice warrior and an incredible advocate for

intentional fundraising.

So (Laughing) you have it. Lately, when people greet me and is on teams the resume and today it is on Remo and ask how I am doing, I answer honestly, I tell them I go to bed tired and I wake up tired.

And when I reflect on the fact, that fact, I think in many ways I've been tired most of my life. Because as we know, the events of recent are not new. And while some people are just waking up to the inequities that exist within the systems that perpetuate injustice, other people have been living at and suffering from it.

So, when I say I'm tired, I'm tired of inequities that are correlated to race, to ethnicity, to gender and to ZIP Code. I'm tired of explaining the difference between racist behavior and racist systems, both cause damage. I'm tired of violence by persons in position of power, privilege and influence who seem to be protected by an invisible and unexplainable immunity.

I'm tired of the Karen's in the Kents who engage in dehumanizing acts of aggression, rooted in their fear of long-overdue change. And I'm tired of progressive incrementalism on the result of not taking courageous action results in King County where depending on the color of your skin and ZIP Code, your life expectancy is more than a decade less than a neighbor living just a few miles away.

I suspect there are many, if not most of you, who are finding it challenging to cope with the numerous pressures of COVID-19 and yet, we all are finding ways to stay committed to being of service and support to our community.

For fundraisers, it is truly the best of times. We work in a region that is compassionate, connected and generous with their time, talent and treasure. In the just ended fiscal year United Way, we raised \$58.9 million against the goal of 41 million. Just under 20 million was raised in the last quarter of the fiscal year in support of our COVID-19 really fun. -- Fund.

For others, far too many in our region, it is the worst of times. Health risk of the virus in the economic dislocation from lost wages, followed by a long, simmering reckoning due to the fact that we have failed to eradicate the virus of racism. Racism affects all of us in the United States and has led to many to the brink.

Our neighbors, our friends, sisters and brothers are fighting an uphill battle, unable to keep a roof over their heads and food on the table. And not one of us knows when COVID or its effects will end.

So as my goal today to discuss the intersection of social justice and money, I hope you agree that this is an appropriate topic for this conference and all of us fundraisers. I join United Way 10 months ago with the commitment to increase collaboration, increase advocacy for system change in league with racial equity.

When COVID struck her community, Tony Masterson I agreed that this was the time for United Way and the Seattle foundation to stand together, shoulder to shoulder and collaboration to raise funds. We were one of the first communities to do so and the strategic collaboration between the local community foundation and the local United Way was replicated across the United States. Our collaboration was intentional and transparent and it did not hinder the foundation for raising funds on its own or United Way from launching our own successful community relief fund for COVID-19.

Our collaboration is rooted in the understanding that how you raise money impacts the culture of fundraising. In this case, that we want philanthropy to be centered in and about community. The communities of our most vulnerable residents and as Lauren indicated earlier, generally, those our -- those are our BYPOC community.

COVID devastated our region into ways to needs are for food and rental assistance. Thanks to generous donations, we are increasing food access across this region. Grocery voucher programs, working with Safeway, and the city of Seattle, serving 1250 families to receive \$400 vouchers over two months.

We've also increased our food delivery working with bear star and YMCA. About 1300 households are receiving food daily. We have more than 200 AmeriCorps members working at food banks and community meal sites and we leverage a national partnership the United partnership with door – to deliver weekly food boxes to our neighbors who are homebound.

We, like many of you, shifted to a completely virtual environment. Our free tax prep program online. Our parent child plus offering virtual home visit Joakim -- children to be prepared when they start school. We have 100 percent virtual support to students at our 10 colleges in King County including rental assistance, food assistance, tax help, ever their needs are.

Rental assistance has been incredibly challenging. We allocated about \$5 million in April. We have a great collaborative partners like the urban league, wellspring family services, the housing justice project, solid ground, the racial equity coalition and the housing connector. We work to expand our home-based eviction program into a rental assistance program. We opened the application thinking we would serve 2000, 6800 applications were received, with more than 600 from college students. 72 percent of the applications came from people of color. Once again, representing the historic inequities that continue to exist in our community.

COVID is widening income and wealth gaps that have existed and making them worse. Moratoriums against evictions are helpful, but we have so many members of our community who will have back rent due because of COVID-19 when the moratoriums are lifted.

Next month we will accept a new round of applications for rental assistance and begin a

new round of community food assistance explore partnerships with our public funders that have gone to leverage the private B.

While I am new as the CEO of United Way this pandemic sped up the learning curve left back. I am not new to the region. I was born and raised in King County and I appreciate being of service in the community that I love. Parents instilled my brother and me the importance of community service, -- I'm sorry the importance of community, of being of service, empathy and activism.

My training as an attorney in my experience at the Boeing company owned by advocacy skills as I navigated that corporate culture successfully presenting, representing and advocating for the company, its products and its people.

My first executive director role at a nonprofit -- I continue to reflect on the deep relationships with use, all who are of color, person family to go to college, that the program allowed for us, we supported those students and their families over the course of 12 years. When I arrived at solid ground, the focus shifted to antipoverty systems change. My journey reflects my core values and I stand before you as an advocate, and advocate for social justice. I've always believed that solving our greatest challenges requires authentic partnerships between the public, private, nonprofit and philanthropic sectors.

That's what we do it United Way and that's why leading United Way of King County was such a great opportunity for me, a local guy who appreciates how far we come and how far we have to go to transform our region into one that is truly just and equitable.

I agree with those who say that we do not want to come through this pandemic and have things go back to normal. What we need to do, all of us here, is to create a new normal. And I think that is the work, the hard work that is had for all of us in philanthropy. Philanthropy, as in the love of humanity, its root words comments root meaning.

We are working to dismantle centuries of oppression, it will not be easy or quick. It isn't just a matter of shifting investments and external granting policies. Through our delivery of services and relationships with agencies in the King County community, we, at United Way are aware of the inequities of socioeconomic status, access to healthcare, educational opportunities, housing stability.

Last year, the United Way board launched a racial equity task force, which is now become a permanent and ongoing work for United Way. The work of dismantling white dominant culture and de-colonizing philanthropy is a journey we are prepared to go on and it is a cool that all of you fundraisers, all of you philanthropists, who are working in support of the love of humanity, it is a goal I hope you will share, that you do share, a challenge that you would accept.

At United Way, our racial equity work is internal and external. It involves staff,



management, Board, volunteers, it shows up in our programs and service design. All United Way employees and our Board are reading decolonizing wealth by Edgar Delano Wava and we are being guided by his indigenous wisdom.

For me, decolonizing wealth is a wonderful challenging, candid and complex read. I continue to reflect upon and have challenged United Way to understand that philanthropy in the United States is a descendent of harmful colonialism and a beneficiary continuing to benefit from systemic racism. Philanthropy must evolve so that the power and focus is centered in the communities intended to benefit, not in the donors or funders. We need to evolve from a transaction based relationship -- transactional Bay to relationships long relationships that require being in and with community, listening, learning and then investing in ways that the community understands as being imported. Reparations for the past and the present is possible when we all learn to use money is medicine.

So United Way has an entire staff, we are identifying discerning and dismantling specific behaviors of white dominant culture within our organization. This work is inspired by the article white supremacy culture written by T Macomb and is being led by our racism staff group. It's supported by the BYPOC staff and the diversity, equity and inclusion action committee. It is challenging work. Our plan is to address and challenge the different characteristics of white dominant culture over the course of the next year or these 12 months. And I suspect even longer. Character Mr. will include concepts such as behaviors such as power hoarding and the fear of open conflict. So at United Way we are changing on the inside in order to change the outside. We are intentionally increasing our engagement with BYPOC communities, with organizations that are BYPOC lead in serving and exploring with them how we can use money as medicine.

We have been involved in increasing our precipitate or he grant. We are supporting the equity ratio coalition love and liberation, utilizing private and public dollars, to provide services to our use of color so that they can progress and do better in academic settings. With the services delivered by BYPOC Irving and BYPOC lead organizations. We know the communities know best how to support their young people to stay in school, to succeed in school. It is culturally specific, authentic partnerships that meet the needs of students and families. We invest and they determine how best to use the funds.

It is also changing the kind of conversations we are having with our donors. A couple recent examples include the Zoom conversation I had last month with our top donors, the most generous donors of United Way. It was a rich discussion of the dual pandemics, COVID-19 and racism and how we see them playing out in our communities. I suggest that is not your typical major donor thank you form of reception.

With our young philanthropist groups, we called emergent leaders 365, we've seen great response to our more direct approach to social injustice and racism. One

member responded by starting a diaper drive within her network. It ended up with 12,000 diapers. This young woman, Tiffany go, said I knew this email will different. The subject line racial injustice, food and COVID-19. It's all connected and you can help.

That caught my attention and I immediately scanned for the volunteer section. That's where I saw the need for volunteers to purchase or host a diaper drive. And I was in.

I knew I started this conversation by saying it was a day fundraising expert, but one thing I know is that fundraising and philanthropy and advocacy, it's about living your values. And wherever it is not, I suggest it should be. Racial equity conversations is a great one for fundraisers to engage donors in because it is about values. And it's an opportunity for us to help our community move along for individuals to move along in their journeys to be antiracist. To be a part of transforming our community into one that is truly just and equitable.

In doing so, we all benefit.

Fundraisers are experts in challenging conversations and listening. This kind of work needs those skills. I've talked to today to let you know that we are being excited by the digit is wisdom documented. If you have not read -- wealth I urge you to read it and read it suited to start your conversations within your network on ways in which we can use money as medicine.

In closing, I leave you with the quote from Edgar. We have to be honest about the sources of wealth and how wealth was accumulated in this country. A great part of it was only acts of people of color. And now, those communities are benefiting from just take a small percentage of dollars.

Once you know, how can you not be equitable about how you are distributing the funding or for us I would say once you know, how can you not be equitable and intentional about how you come about how we are raising and distributing the money? Thank you so much. I hope to have some time for some conversation, some Q&A. Again, I appreciate the honor of being with all of you. It is a real pleasure. Thank you.

>>Lauren Du Pree: We definitely have time for Q&A. You so much, Gordon. If you have questions, please type them into the Q&A section of the check. You can upload the questions that will push them to the top. If you want a specific question, hit the upload button in the Q&A panel. Here is a great first question for us to start off. Can you speak to a time where you had a direct conversation with a donor about the source and creation of their wealth?

>>Gordon McHenry, Jr.: I can. I mentioned that a couple of times, as we finished our fiscal year, I was able to have conversations with some of our most generous donors about the needs of community in terms of COVID and the reckoning that is occurring around racial injustice. And we talked a lot about the lived experience of folks who are

struggling, either with COVID or with racism. And that started a conversation about how bad is an experience that many folks with wealth have never experienced Jeff to worry about rent. To have to worry about food, to have to have a conversation with their young people when they leave the house, how to behave around police. How to adjust their behaviors when they leave their home to stay safe. It was -- I have to admit, when I was done with those Jews conversations, which were all with influential people I say I would have never -- I would have never thought as the CEO of United Way I would have that courageous conversation with some of the most wealthy influential people in this region. I feel good about it. I felt good that they were leaning in and acknowledging the privilege and as one person said lock, that they locked into their wealth.

>>Lauren Du Pree: Right. How can boards of organizations truly set executives up for success especially within large, institutional cultures?

>>Gordon McHenry, Jr.: I think it starts with the board composition. I think boards need to look around the room, their room, and have the serious conversation, who is at the table and who is not NY. I think that is a start. And then I think conversations that are out there around power and privilege are important. They should do the work and certainly do not expect if they have a BYPOC -- a member of the BYPOC leading the organization don't put all the expectations on that person to educate, inform and train the board. Especially in the dynamic where they are the bosses, they are the supervisors. Yeah.

>>Lauren Du Pree: That's good.

Our folks intending -- attending may not be in leadership roles what you think the ways that mid-level and entry-level staff can be a part of a cultural shift within hours after?

>>Gordon McHenry, Jr.: We -- antiracism work is about power. So there is positional power in every organization, almost every organization because that is the way we structure ourselves in the United States.

I say mid-level, do not wait for your board or your senior leaders to do all the work. Tell them that you are going to go on your own personal and professional journey toward antiracism and you expect their support. And in doing so, the organization will be stronger and hierarchical leadership will be stronger because it will be this connectivity.

I think if you are a fundraiser and you work with -- or you have -- you have determined the ways in which you are going to engage your donors or the people that you are cultivating and stewarding on these conversations about racial justice, and live into those values and identify the linkage to the underlying work of the organization to those donors.

I sit away. Do your reading. Figure out where you are. Lean into your discomfort and find creative ways and effective ways to bring your donors along with you, the ones

that you have a responsibility to work with.

>>Lauren Du Pree: That's great. Change can be made at all levels while the you are entry-level -- absolutely.

We have a lot of questions that we have a lot of time for questions at this point.

This one has 20 votes so we will start with this one.

Have you ever rejected funds or sponsorship from individuals or organizations that you found problematic?

That's a great question (Laughing).

>> In my 10 months at United Way, -- I'm thinking quickly. I think we turn -- I think we said no to one potential sponsor. We have not -- I do not know that we have actually not turned away any money. I have had that happen in prior areas of philanthropy. And I've had one conversation recently with a major donor from a board member who is not impressed with our courageous identification that we support black lives matter. We are committed to being a partner in achieving racial justice. So we had some relatively serious conversations and agree to disagree, but in the end, I think we are still talking to each other. Although I don't know if anybody is coming this year. And that's okay. I respect -- I respect their position. As I indicated, I was not planning to go down a path with educating this person. I explained my position. I explained United Way's position in our board's position. That person disagreed but then said you know, I don't agree with you, but you honor me by having -- by explaining where you are coming from and you listen to me. So we will see how it plays out. And that was fine.

>>Lauren Du Pree: Is definitely a very interesting time because we are learning so much about other people and organizations just from saying black lives matter. And to see who that offends and who stands by it. It's an interesting time. Definitely.

>>Gordon McHenry, Jr.: Definitely.

>>Lauren Du Pree: This one has 18 votes. What would you like to see from organizations like AFP, to help be a leader in dismantling systemic racism?

>>Gordon McHenry, Jr.: I have staff in the room for members and active with AFP. I personally am not active at that level. I think AFP has an opportunity to speak on behalf of the collective, the collective fundraisers who are individuals and organizations who are members and to identify a goal -- a goal of evolving the fundraising sector. Not that it has to be the whole country, but it could be this region. And to said, not standards, but targets or -- yeah. Targets for who has -- have all of us published a statement embracing racial equity? Are we all doing internally? Are we all committed to having those courageous, uncomfortable conversations with donors and sponsors? How many of us are shifting our -- our grantmaking strategies to have a percentage or

some increased amount go to BYPOC lead in serving organizations? I think AFP could -- they may have -- you may have done this but if you haven't done this we could come up with aspects of action, of goals and actions and challenge the membership to work toward that. And then a year from now, next August or next -- whenever you have the next conference, do the survey to see what the participation is. Our people on board?

>>Lauren Du Pree: That's great.

This one has 13 votes. How do nonprofits lock in this moment of confronting racial injustice – Micco. Someone just uploaded the question while I was reading it. Hold on.

How do nonprofits lock in this moment of confronting racial injustice as a permanent instead of trends. Funders changing priorities as the example. This person said thank you.

>>Gordon McHenry, Jr.: Thank you. These conversations -- I don't think any of us have, you know, the recipe, the single approach for the total wisdom to solve centuries of racism and under investments. I think, you know, we are having conversations at United Way on how fast do we adjust our grantmaking to go from the way we've been doing it -- we still stick with student success, homelessness, housing and homelessness and anti-poverty, but are we ready to launch a BYPOC fund or percentage of the money -- let's say the 25 million. 5 million this year goes in sort of a targeted universalism way and then the next year is at seven and half and so are we going to do that? We just started a new fiscal year. But those are the conversations we are having and I think -- you know, you are talking to a recovering lawyer. So when you think about President or practice, 10 years from now when I'm not at United Way and someone says we've always invested 15 percent of our funds into BYPOC communities or underserved communities or historically oppressed communities. While there's no debate because you been doing it for 10 years. So sometimes I think it's just a matter of -- I would say to people, jumping into the deep end of the pool and knowing you are not going to drown because you got a community of supporters. So maybe you don't start at the shallow end of the pool. If I could use this metaphor. I think in many ways up to now people are like I don't even want to go in the building. There talking about racism stuff and black lighters -- black lives matter. Many people have gone from dipping your toe in the water to being in the water and those of us who are committed to service, and committed to the social values of equity and social justice, we need to be in the deep end of the pool and having people join us. This is where the action is. I think just taking a bold step in being transparent about it and then building upon it is what we should do. I was in a conversation yesterday -- it was on a juvenile justice conversation but we were saying we have taken action because of COVID that we've been talking about as reform work for decades. So, we are not looking up as many young people. Why? Because it's unhealthy. You think it was healthy before? We found a way to not do it now. We are diverting use way from lock up. Not because it's the right thing to do, because it was physically unsafe. We should have been doing that years ago. So now we are saying let's login some of these COVID behaviors and

raise the floor for justice. So when people say reparations, say will and philanthropy, targeted universalism, investing into communities of color, we've been talking about an hour talking about investing in BYPOC lead organizations to me, that is a form of reparation. You are investing in communities now, recognizing that there has been past our but what you are wanting to do is to have a stronger floor of community support and investment that makes for a better future. And so I think we can do this. I think we need to be explicit about it. Name it and claim it.

If you're doing something that is righteous for social justice or antiracist name it. Don't water it down. And I think people are going to support it. I think the values are -- Lauren Du Pree is a human being, a person to be seen, to be heard and love. Gordon is a person to be seen and heard in love.

I think people are recognizing that's how low the floor is when you have to have black lives matter because you don't see me as a human being.

>>Lauren Du Pree: Right.

>>Gordon McHenry, Jr.: The floor is low. There's a lot of room.

>>Lauren Du Pree: I love the analogy of like diving into the deep end and it takes it from having the symbolic gestures and conversations and really taking action. It's interesting. As I said, I am an actor in the theater world a lot of these conversations are happening in the theater world and now everyone's like let's -- was the action? Absolutely.

This next one has 24 votes.

How can we best supported not tokenized BYPOC leaders and philanthropy?

>>Gordon McHenry, Jr.: I'm pausing because this is not the first time on how I want to answer the question. It's still early (Laughing).

>>Lauren Du Pree: Take your time, take your time.

>>Gordon McHenry, Jr.: I was talking with a good friend of mine and many of you know this person and I said how's it going and he said -- he said this with all love. He said as long as one of my white allies doesn't ask me how my doing and how can I help you (Laughing) and that -- what he was trying to say was this is a life that he and I have been living. This is the time when you need to take action. You need to be very active in changing a fundamentally unjust system. And this is not the time to ask a BYPOC leaders to educate. It's a time to say you know, I'm ready to help. Here are some things I think I could do. Do you think those would add value?

Start by seeing BYPOC leaders like any other leader, knowing that -- knowing that all of us have our individual journeys and challenges. And so, I think it's make sure you see

the person for all their strengths. Existing in an unjust world. Don't just assume deficits. And then I think a lot of it is people exist on their own journey.

I mentioned that our white caucus, whites confronting Indian racism rights at United Way were talking about what they could do to be helpful. They came up with idea. They went to the BYPOC staff and said do you think this would be value-added? Do you think this would help all of us as an organization? And be supportive of your journeys and your experiences at United Way and in this region? That was a very respectful thing to do. And then, to roll it out as a true ally is saying that we have talked about this. We think it's gonna work. Leadership is on board. I think a lot of it is just jumping into that deep end of the pool with those BYPOC leaders. And being pretty -- pretty firm in addressing.

John Lewis? If you see something is wrong, take action.

>>Lauren Du Pree: Right. This is not the time to rationalize. -- I brought up the Kens and the Karen's I guess there's a social media site for a while Karen's. I don't need to go at the beginning or end of my day get stressed out. But that behavior -- that's micro aggressions. Maybe those are aggressive aggressions. But the whole point is do not expect the BYPOC leaders to be the one that have to confront that. It shows up in a lot of ways. That is a good ally. One who finds those battles, challenges those behaviors on the round and doesn't wait for the person of color in the room even with positions of power and privilege to be the ones that have to take that on.

It's a rambling answer. I'm sorry. It comes down to stand with your BYPOC leaders. Make sure the conversations are not about you, about what you're doing and how bad it is. Just stand with them. Make sure that they know that you are there to support and participate. And then, all of us in this room, because we are relationship people understand the power of active listening.

It is a great time -- and Bourgeault talks about a pathetic listening. At least get to active listening and if possible get to empathetic listening, which is -- Gordon is being cute when he say I wake up targeted go to bed tired. But there's a reason why I said that. If you didn't catch is you should think about it. It's not easy being an indigenous person in the United States. It's not easy being a black African-American in the United States. It's not being easy being a woman later having to put up with behaviors that very powerful people in our country continue to say are okay. And so, I think empathy goes a long way. Not sympathy. Empathy.

>>Lauren Du Pree: Right. Right.

This one has 24 votes. How do you have discussions with leadership to shift focus of the majority of our donors are old white men.

>>Gordon McHenry, Jr.: I think two ways. I will start from United Way spirits -- All-Star with my solid ground experience. As solid ground, there are values and principles of

antiracism. And then there was the expectation that every department would operationalize that. And so, I had taken that to United Way. For example, we have a community services team, those are the ones out in the community. Assessing community needs, making grants. My expectation is that they -- they've operationalized racial equity within community services. The development team, our fundraisers, their role is different at United Way than community services. So I want them to be thinking about -- and having their own plans around how do we live interracial Woody in fundraisers. Then you have people like IT and facilities and operations. What can they do?

I think part of it for fundraisers is what is your role and responsibility within the organization? And -- if these are the values and principles appear, what are the individuals within that -- that functional department going to do specifically over the next year to further racial equity at United Way?

And so, that could be that they all -- they agree that they will have a conversation with every one of their donors at least once in the year. They will push our racial equity values and strategies and outcomes to the donors in an explicit way. I think what it comes down to is operationalize leading with racial equity as a core part of your work. In fact that United Way -- I will stop here -- somebody said we have these priorities. Are you saying that racial equity -- because the task force than committee then Gordon, that racial equity is at the same level as our other priorities, student success, ending homelessness, breaking the cycle of poverty? I said yes. They said that's a new priority. That's more work. I said yes. They said how McKenna get that done I said I don't know your gonna figure that out individually and collectively. But if you don't treat this as the highest priority, you're not going to make progress that society needs. And as Edgar says and I'm saying, if we are about philanthropy about love of humanity, then why are we not out front leading? That's what Tony said. We want to change the behavior within philanthropy and we are hoping that our behaviors of being explicit and focused and collaborative, even as we compete or we both worked to raise money sends the message that this is a time when philanthropists have to be much more active and courageous around racial equity. And there is a lot of power and money and philanthropy and that's why I was intrigued with this concept that money is medicine. Because we are the ones that are dealing with it. And tapping into it and leveraging it. I think this is the time. I would say don't just talk with your values and your principal statement, show up in your performance plan, your smart goals. New paragraph hold yourself accountable and whoever your next person up in hierarchy should hold you accountable. Usual them accountable.

>>Lauren Du Pree: Right. That's great.

This next one has 24 votes. Have you ever transitioned a board member off of an organization you like because they do not truly align with your mission, antiracist values?

>>Gordon McHenry, Jr.: Yes. I'm trying remember -- when. Yes. A couple of times.



(Laughing) It was only uncomfortable and how explicit are going to be.

One person had a lot of wealth and power, but their approach would probably fit under the category of white Savior. And so it was not -- the money was good, the energy was good, but the tactics that came with it or add friction -- they were not at odds they were in tension with the organization. We are passive aggressive polite. I think we shifted that person from a board member to a community member and that's what we said that is where we see you the best as an advisor and that led to them quitting because it wasn't what they were seeking. We took a passive aggressive approach on that one.

I think that is probably been a couple of times where you know, the -- is probably a form of micromanagement tied to values that are not -- is the blending of micromanaging and trying to push values or behaviors into the organization that are at odds with either the staff or offputting to the intended beneficiaries.

Only a couple of times. I think more often than not I found that board members will voluntarily step away. The said this wasn't what I understood or I don't know if I am on board with X, Y, Z. I think that is an indication of change and when you say no. I think your understanding of where we are heading is correct in terms of values, strategy, sometimes tactics and I appreciate that were not a change. Then they said think I can have to step away and that's when you let them step away. And you recognize that the money is going to go away also. And so, if you are true to the values, and that happens, you work and hope that other folks, who are more aligned to your values will join -- if not a part of the organization will join the organization. So you will gain more than you will lose.

>>Lauren Du Pree: Right.

Shifting the conversation around, philanthropy -- tips on how to attract and grow more of them.

>>Gordon McHenry, Jr.: (Laughing) You know, there is a relatively high amount of in fundraisers. And having said that, -- will be back. When I talk to other people of color who have navigated and existed and sometimes been successful, in rare spaces, I asked them, due to the count? The count is when you walk into the room and you look around to see who else looks like you. So, I do the count a lot as an attorney. At the law firm I did the count a lot at the Boeing company. It's lonely. And then I came to nonprofits. And I was like oh. So there are not a lot of black folks and are not a lot of males. There are a lot of women -- and that's not a bad thing, but then you look inside the development portion of that in terms of -- because this is human services now on solid ground and mostly at United Way, but it's rare.

And so I think that's the challenges that will either be in fundraising want more people of color to be participating in network and to be in positions of influence and power, but is not really diverse. And so, when it is not diverse the work is challenging and you already have a high turnover rate, it means there's a lot of inherent stress to be a

fundraiser. And that's even more so when you are a rarity. And so, I think that is a chicken in the egg. Philanthropy has to continue to work to diversify the -- the field. I love the fact that now we talk about diversity equity and inclusion because that's the other aspect. Diversity -- diversity without inclusion won't stay very long. In many ways that person gets tokenized.

I said the other day long time ago they used to have a commercial call -- for life cereal. It was a give it to Mikey. He likes everything. It's like it's one person make him tasting. When you're the rarity, or the person of color go to that person. You need more people. That's the hard part. You're going to have to rely upon equity strategies to make the field of fundraising much more diverse. More people will join and stay and it will become a sector that is more reflective of our society as opposed to a sector that, to me, in my limited experience, is not yet racially and ethnically diverse.

And because of those pressures, it's also one that is probably not as supportive -- supported her folks. So is easier to say I'm not even going to go into that. I don't see myself there. What this doesn't feel right so I'm going to leave.

>>Lauren Du Pree: So we have about 20 more minutes for questions and there are still a ton of questions here.

>>Gordon McHenry, Jr.: I'll make sure answer.

>>Lauren Du Pree: All right (Laughing)

This next one has 18 votes. And it's a good one. How can we avoid white Savior language and attitudes when reaching out to white donors to support BYPOC communities?

>>Gordon McHenry, Jr.: This is probably a tactic more than a strategy. When I write something that my name is associated with, a blog and op-ed, a quote, I asked my executive assistant to look at it critically. And then I ask the communications team to look at it and then they will actually, without my asking, they will have it vetted by a couple more people who are racially and ethnically -- ethnically diverse. When it comes back I'm like fine. Thanks for improving what I just wrote. I'm a pretty good writer. I think having other folks to look at it to make sure having the language is inclusive and supportive. So I think you operationalize that. I think there's one that wanted the -- the 12 aspects of white dominant culture is urgency. And so we've done that. And one thing of urgency is outcome of God to get this thing out tonight, before 5 o'clock.

Instead of let's make sure somebody else takes a look at it, different in age and culture and I'll send it out tomorrow midmorning. And so I think it's sometimes it's simple things like that and I think -- carving out time to have conversations. So yeah. That's the other one. I think try to have a conversation and so, you are able to get into -- a conversation with the person that supposed to a one way. I sent a letter. I sent an

email. There's language in there but you never had the conversation. I never talked to Lauren. I think you look at those opportunities.

>> That's interesting that you brought up urgency as a part of white dominant culture because I think definitely now, I can only think of the theater artists like not being able to work in that capacity, that sense of urgency is definitely not in my life anymore (Laughing). It's been interesting to see how that is affected me in a way that I moved to the world.

Taking a breath. Having other people look at it. That's awesome.

>>Gordon McHenry, Jr.: If you look at the question -- I do some hiking and I was hiking with this guy who is a friend and he is a white male. And he is trained as an environmental engineer. He was assigned to do some work with to amounts. So he jumped in his car and drove over there. He entered the room without being asked and was ready to present like revolving trade like me as a lawyer ready to train.

And they just made him sit there. And then they said, you need to do some research and once you done that research, when you think you are ready to come and talk to us, come back.

He had to go back to his employer and he said I was not allowed to present. He said because culturally I did all the wrong things. I didn't pay any respects. I didn't ask permission to speak. I wasn't invited to speak.

He had to do research. They slowed it down and it took a while. He told the bosses this is not going to be something that will get done like to the project milestones. It will take longer because I need to work within their cultural norms.

I said did you ever get the contract? He said I got it. We did good work and I learned so much more but I also learned that my sense of urgency and attention to deadlines was disrespectful, the way I delivered it and portrayed myself was disrespectful.

>>Lauren Du Pree: Right.

>>Gordon McHenry, Jr.: And I think we were hiking so it's a great story to hide when you're going uphill because he was doing the talking and I was doing the listening.

>>Lauren Du Pree: (Laughing).

>>Gordon McHenry, Jr.: I tell that story because you think I've got a contract. I'm going to go and do this and I know I can help. But you do it all in a way that is not at all Alliant to culture or the community -- to the client in that case.

So how often do we do that are not even understand that we underperformed or worse, we've insulted the very people that we thought we were there to help because we do not

take the time. And that is an aspect of white dominant cultures. It's get out there and get the contract. B does project milestones. Collect the money and move on. And what I just described was a transaction on a relationship.

>>Lauren Du Pree: Right. Exactly.

Following on Shannon Long's question. Can you envision a role to work with United Way and Seattle foundation to help round out the larger conversation for impact?

>>Gordon McHenry, Jr.: I think so. I think we have -- people are woke, awakening and agitated. But we are not having a lot of communicating convening. And we are not with people in power community. What Tony and I are talking about is how to we in philanthropy create space for those kinds of focused convening's and conversations, courageous conversations, that move us along? I think right now it is a challenging time to do that, not that we shouldn't. But I think there is so much -- people are so agitated -- appropriately so. We are trying to figure out how do you create that space? At solid ground -- we adhered to the brave space principles. How do you create that brave space that allows for that? I think we can be a part of that not as a host story can be near or supporter, that could be one.

I think we need to have lots of conversations that are focused and courageous and they need to show up in a lot of different places. I'm just not sure that the month of August is going to be that time. I think that things are so right and wrong right now, that it is hard for people to say -- and again, who are we? We have to find ways -- to my friend, if we are going to be part of a community that is oppressed or feels under attack, they might say will who is this United Way? I sort of know them? What is this AFP advancement? You know, we have to organize or strategize in a way that is not appealing, but welcoming to those who are struggling right now.

>>Lauren Du Pree: Right.

>>Gordon McHenry, Jr.: I think that's the other part. You have to have lived experience. Everyone in the rooms has privilege. This conversation is privilege, everybody in this room is employed. Not that is easy, but we have a lot more privilege than the people that I was talking about who are fearful of being evicted, who do not know how they're going to feed themselves or their families this week or next week.

We have these grandiose ideas about healing but we need to make sure that we are mindful and respectful of the conditions that actually exist right now.

>>Lauren Du Pree: Right.

>>Gordon McHenry, Jr.: The lesson is change. I'm always about systems change. We should also be thinking about how to reactivate our networks of influential folks to change the systems that perpetuate the inequities that exist.

>>Lauren Du Pree: For organizations who pledge to support Black Lives Matter with the statement, but do not disseminate systemic racism how do you suggest they start to make these changes?

>>Gordon McHenry, Jr.: Look up the definition of hypocrite (Laughing) I mean, one thing, is the negative, not the positive is different? So we should the statement. What is different in terms of our behaviors, our strategic plan and our products or services, our marketing? If nothing is changed other than issuing the statement that you have not done enough because I don't know of any organization that can say we've arrived we've been waiting for the rest of you to catch up.

So we can issue a statement and that is sufficient. I think also they should be challenged to say what are we doing internally and what are we doing externally? In terms of whether it is a nonprofit or for-profit. It's about products and services. And then internally, what are we doing differently? And I think equity allows, empowers organizations to take aggressive action to address situations that currently exist. They may have -- you may have to think about what are different strategies that we can use internally to diversify or to support? And then like I said, what are some things that are specific. What are some specific things that an organization will do over the 12 or 18 months internally and externally?

>>Lauren Du Pree: Right.

>>Gordon McHenry, Jr.: Up and beyond the statement.

>>Lauren Du Pree: It's about creating actions. I think we have time for one or maybe two more questions.

One critique that has been made of the Fundraising community is that we perpetuate the assumption that BYPOC do not have the interest or ability to donate. Any recommended practices and solutions?

>>Gordon McHenry, Jr.: I think that is a fair criticism. And I think it's the dilemma of looking at the statistics that say BYPOC percentage of funding that comes from the BYPOC community is this level as compared to the other level and accepting that oh well. That means there is no money or there's no interest. And I think the challenges there is not a relationship. In the challenges -- look what I said earlier. Do we see those BYPOC communities or individual leaders? Do we see? Do we listen to them and we love them for who they are? And if we don't, then they can spot that and say nobody asked me. The ones who did ask me were not interested in who I am or my story or connecting with me on a relationship. So, I think that is just a self-perpetuating fallacy that because we haven't taken the time to identify or to truly cultivate and to cultivate from a culturally appropriate way in a relationship that can would likely turn into a donor relationship.

I just think there is not been the genuine effort.

And again, that sense of urgency. If you are a fundraiser and your goal is to raise \$5 million in the next year from at least 50 donors, are you going to take the time to get to know this guy Gordie McHenry who maybe just arrived and Gordie is taking some time and I do not know if he's going to give so I will move on to the next person. Because the numbers and urgency said you gotta do that dollar amount and X amount of time. He said I tried I wasn't successful. I moved on to the next person. And I would know that. Oh. You started a conversation. I said I wanted time to think about it. They did not call me back. They didn't do whatever the next steps would be. I think it's self-fulfilling.

>>Lauren Du Pree: Definitely. What did you say?

>>Gordon McHenry, Jr.: Nothing (Laughing).

>>Lauren Du Pree: I think we have time for one more question if you keep the answer short (Laughing).

>>Lauren Du Pree: How can Fundraising metrics be reformed with home values that it won't be as applicable in working with groups who were systematically oppressed?

>>Gordon McHenry, Jr.: Yeah. I think the answer is in the question. I think you change the measures because of the goal. And perhaps the goal is brought -- is increasing the base of donors, not the amount that the donor gives. So take the long view and say we are going to grow our donor base by blank. Our 365 is a short answer. 365 is working with younger people and doing volunteerism and then encouraging them, soliciting them to give a dollar a day. \$365 A year. So that is a core strategy of United Way to grow our base. Active, younger people giving at least \$365 a year. So hopefully talk to me in five years I be like yeah. You all should of been doing the same thing.

>>Lauren Du Pree: Right.

>>Gordon McHenry, Jr.: Newer people to the community, not expecting lot of money but working to build a relationship where they see value in United Way. And over time, they will grow their contribution.

>>Gordon McHenry, Jr.: Great. That was great. We are out of time for questions. But thank you so much, Gordon, for that important conversation. The biggest take away that I am taking is you really emphasized relationship and having those uncomfortable conversations. And so, whatever you took away from it put it in the chatting keep the conversation going because this is amazing. Thank you so much and thank you to everyone who participated. You had some awesome questions. Now we are going to take a 15 minute break and will be come back at 11:15 AM we will get started with session 1, #proud fundraiser. Articulating your professional stands with Jen, Genevieve and Sarah. During our break you have a choice to stay in the comp

space and keep networking or turn off your camera and my can take a break away from your screen.

There are a few tables marked as quiet tables if you would like to fully step away. Don't forget to check out those sponsor banners. And, do not forget about your bingo card. I hope you guys have checked them off. When you get five in a row let us know in the chat.

And we will see you all in 15 minutes.

Bye-bye.

>>Lauren Du Pree: Welcome back from your morning break everyone. I hope you had a opportunity to discuss things with your table mates.

When you change floors you get assigned to a random table. Feel free to switch and move around and continue networking and don't forget about your bingo card. Is anyone close -- a visual, coffee or tea. Here you go. Be sure to check that off.

All right. It's time for our first session. Please welcome Mark presenters Genevieve Shaker and Sarah Nathan in our facilitator. Speakers, as I'm reading your bio, join me on stage so we can see you. Genevieve is in the family school of philanthropy at IUPUI. She was an advancement officer for 20 years, most recently as associate Dean for development and external affairs for the Indy University school of local arts. She was the Association of fundraising professional emerging scholar in 2015 and is an enthusiastic contributor. Professor shaker research focuses on higher education advancement, fundraising and fundraisers, workplace bullying there be a university contribution to the public good. Welcome.

Sarah Nathan is an associate director of the fundraising schools. The national renowned professional training program for fundraising practitioners. A true academic she supports faculty and curriculum development while engaging in research about the fundraising profession. As an enthusiastic volunteer, she serves on the board of her local community foundation, Chloe the Girl Scout group and advises the foundation on its forthcoming capital campaign. Dr. Nathan holds an NAMA and PhD in philanthropic studies from the Indiana school of the liberty.

Welcome, Sarah.

This session will be facilitated by Sumi Bhat-Kincaid. She is the director of philanthropy at social ventures. A global nonprofit organization focused on lifting people out of extreme poverty through sustainable job creation. Prior to joining she helped raise awareness and expand financial support for nonprofit healthcare organizations working in the U.S. and abroad. With specialties in corporate and foundation partnerships, she has worked as senior quarter -- senior partnership and as

manager of corporate and foundation partnerships at side life a global health organization restoring sight to the blind. She holds a BS in international management from Butler University and an MBA from the University of Washington. Welcome, Genevieve, Sarah and Sumi Bhat-Kincaid. Thank you for joining us and I will leave you to it.

>>Sumi Bhat-Kincaid: Thank you. Wonderful job. I enjoyed watching you.

Hi everyone. Thanks for joining us. Sarah and Genevieve, on behalf of Advancement Northwest and the board in the audience thank you for joining us. And hello, audience. I cannot see you but I know you are out there. Thank you for joining us for our first session of this virtual conference. I will spend a little bit of time with you on some of the nuts and bolts of Remo which I'm hoping you got to play with during the keynote session as well as just now with networking. Just, first of all, the chat function, if you look at your chat function there is a general chat which is what you enter on. If you hit the arrow to the left, you can go back and you will see that there is a private chat function if you want to reach out to people there is also a table private function and that will come in handy as Genevieve and Sarah are going through their session and there are interrupted segments that you want to interact with your table to the chat function.

We are also going to have a Q&A session. We are going to try to save 15 to 20 minutes for that. There will be points of interaction throughout the session and some of your questions may be answered as a result of that but you can put all your questions under Q&A and as with the keynote with Gordon, please remember to up about any of the questions you like so we can prioritize the information you want to hear the most.

I also want to point out, if you put your question in the chat function versus Q&A we will try to pay attention but we might miss it. Do your best to put it in Q&A and we will do that.

There is one last thing. I did this earlier that I plant (Laughing) but I have, in the chat section I included a worksheet around articulating your professional stance. I included that for you to have it at home. I'm not sure Genevieve or Sarah if you will work on that now but it's something for you to take home and work on yourselves afterwards as well. So with that, I will go ahead and leave it to the two of you and thank you so much again and I am looking forward to it as well.

>>Genevieve Shaker: Thank you so much and greetings from the Midwest. We had so hoped to be with you in Seattle and of course, that was our original plan. But like so many things that we are all facing right now, that did not go as planned. We are thrilled that we can still be here even if it is virtual. We promise, we will visit you in Seattle anytime, just invite us and we will be there. As soon we can as soon as we are allowed to travel again.

>> That's right.



>>Genevieve Shaker: So you know, speaking of the circumstances I just mentioned that changed our ability to come and see you, those old so really made us feel how important having a conversation about our topic today is. So more than ever, this topic seems, to us, and we hope you will agree as we go through the next hour or so together, that this is something really important for fundraisers to take time to do, to help us to have the resilience that we need to get through the challenging times that we are now facing. And so, in this presentation, we are not asking you to sit back. We are asking you to sit up sort of like we are in our chairs and stay close to your keyboard because we are going to be asking you to do a lot of chatting in that chat box.

We wish you could see your faces or here you talking out loud to us, but we are going to be counting on you to be talking to each other in the chat at your tables and then talking via the chat to all of us. So we you are feeling ready to do some interacting with us and know those typing skills that we are better at than before. We are going to be using them today.

So, let me tell you little bit about what brought us to this point. And Sarah's going to be advancing the slides for us.

That is me on the left of the slide. And in that picture, I am with a student recipient of a scholarship in my former role as associate Dean in the school of Liberal arts.

Happy day when we were celebrating the scholarship but the that the student had one it happened that the donor could be there.

And so the donor asked me if I would step in for her and if I would sit in with the student and welcome the student make the student feel comfortable. And that of course, I was also there to talk to the student about the donor. I wanted to tell the student all about the donor who had received an unexpected inheritance. And that's why she could make this gift, to create this scholarship and why she needed what she did.

In what she hoped for the student who won it and how all of that fit with our school and what we wanted for our students.

I felt so privileged to represent the donor. And I represented her for several years because that event seemed to always be on her grandsons birthday. I was always there and in fact they said this her name off to the podium instead is a mine because it was such a mix up every year. Afterward I got the donor together with the student we went out and had a big piece of cake and we enjoyed spending that time together. Even today I'm friends with the student and donor on Facebook even though I'm not in the role anymore. And I shared the story to preview for you a little bit of what my professional stance is as a fundraiser.

And the point that we are going to be coming through as we go through this presentation.

And so that care and consideration and attentiveness are all things that are considered as core to the fundraiser I was in my gift work in the kind of leader I tried to be as a part of the team as well.

>>Sarah Nathan: And that's me, Sarah, on the right. And this is me and my volunteer fundraiser role. I'm the summer solstice for the first countywide giving day in 2018. And it is in this role that I was eventually invited to serve on the board of the Johnson County community foundation which is a community of only about 150,000 people. It's about half suburban and half rural. For this me -- this picture shows the enthusiasm that I bring to community philanthropy. And from activating enthusiasm can lift an entire place up. And so, I just really share that as a volunteer fundraiser even as John said, we are not in paid fundraising roles that we continue to be actively engaged in the causes that we care about as volunteers.

>> Thanks I love hearing that. I love hearing that. All of these wonderful connections that we make in our careers come back and help us in ways that we don't expect. And speaking of connections -- I mentioned this when I was starting, we are all in a moment where we really are drawing on our deepest reserves of strength and patience and hard work and diligence to be able to do our jobs. To me, that really reminded me of what it takes to be resilient.

What's it take to be resilient? Part of the reason that we are all here today is to have a community of resilience, right, to be together in a community to helps us be resilient.

I just read recently in New York Times an article that was called why are some people more resilient than others. Why are some more people resilient than others. I'm going to tell you a few of the trades that were mentioned in that article. So the article said that tools come that resilient people are optimism. A moral compass, religious or spiritual beliefs, cognitive and emotional flexibility and social connectedness.

So right here, we are being socially connected to one another.

And then went on to say the most resilient among us are people who generally don't dwell on the negative, look for opportunities that might exist even in the darkest of times. At that it goes on to also say during the quarantine, for example, a resilient person might decide it's a good time to start a meditation practice, take an online class or learn to play guitar. And I might add to that a resilient person might volunteer for a nonprofit that they care about or help a colleague in ways that may be they weren't able to before. Right? Because they are finding an opportunity to do something positive in a difficult time. And so, research about fundraisers -- and tell me in the chat if you're surprised to hear this or not. Research about fundraisers from the UK tells us that fundraisers have an advantage when it comes to being resilient. And here's why.

The research found that fundraisers in comparison to the general public who other people with college degrees found that fundraisers are more open. So that means

there original and they come up with new things. They value artistic and aesthetic experiences. They like diverse work experiences. They are more prone to that than the general public. There are also more extroverted. That means they are more energetic, more sociable and I'm going to say introversion is just fine in fundraising, too, by the way. You can be very successful as a more introverted person, but the social connections that we all need, whether we are more introverted or extroverted, this pandemic has shown us that we need those connections, right?

Aunt fundraisers are more likely to have and build those. Fundraisers are more likely to be agreeable. So that means, to be helpful and unselfish. To be forgiving. Trusting and to enjoy cooperating.

By the way, we are less likely to feel depressed, hands or jewelry a lot. Of course were all being tested on that right now (Laughing) y'all may be feeling a little more likely to be depressed and worried, but in general, fundraisers were found to be less prone to that. I have to throw one in. Fundraisers were also found to be more emotionally intelligent than people in general.

And so, all of that is just a reminder, I think -- and Sarah will go to the for us.

Dad tells us and reminds us that now, more than ever, our personal tendencies and values and experiences in our professional lives are coming together.

In fact when Sarah was making the graphic I said can you make something that just crashes into each other because this division between professional and personal is gone, right? So we wanted this to be animated, but we are not that fancy, really. And so really, our lives are our lives. It's our personal life and professional life. It's all smudged together. And so, as we think about that smudging -- that's a technical term, an academic term.

Think of that. Smooshing reminds us that those same things that might make us resilient or what we need to be professionally resilient to **so** were going to proceed on that idea and promise that who you are of who yourself is important in your professional life just as important as in your personal life honestly. And now there squished together.

We need to be able to spend some time on this for not only our own sake, but for the sake of our organizations, our communities, the people we serve and society as we tried to get through this together.

>>Sarah Nathan: I'm really feeling this diagram today. One hour ago, literally got to a place of Internet after two days on the road with my children.

So this is the nature of our world right now. Some really feeling that.

As we transition now in thinking about how we are resilient in our personal lives, I'm going to give you a few minutes to think about your role as a fundraiser. If you had to draw or find a picture or write a short phrase about who you are as a fundraiser, what would it be? So put creative hat on for about four minutes. Find your table chat with that green arrow that Sumi Bhat-Kincaid pointed out to find your table chat. Christina wish we could give gifts, too. That would be fun. Maybe next year that Remo could add the feature to the online conference. If you had to name it, draw it, if we had a projector, would say you could project an image, but find your table chat and describe your role as a fundraiser in a short phrase, image, go for it.

I'm going to start my timer for three minutes.

>>Genevieve Shaker: We have a question how to find your table chat.

During green for me I assume there and green for you write about this when you're seeing the chatting, just push that, click that and it will take you back a screen where you will have an option for your table chat.

In Kimberly, tell me if you can find it. Don't tell me because shall be in your table chat if you can find it. Thanks, Susan, for finding that article.

>>Sumi Bhat-Kincaid: About 90 seconds you have to check your table I just saw the question about the table being blank. A bite be that someone is in sitting at your table unfortunately. Let me see if they'll figure that out.

>>Sarah Nathan: Share with yourself. How you would answer this question.

>>Sumi Bhat-Kincaid: Were in the general chat. You can talk there as well.

>>Sarah Nathan: Very nice. Thank you

All right, friends. My timer has gone off. It's a timer use most often with my child laying video games but it works in this context, too. Welcome back. From your table chat.

Hold onto your ideas because I'm going to ask for representatives of each table to share in a few minutes. Okay? I hope you have a couple of notes of some of the images I'm going to share with you, again, some research that comes from our calling Beth in the UK, who is a phenomenal scholar and a former fundraiser. And is just producing so much research about fundraising and the profession. In a couple of years ago, she published this whole book about the new fundraisers. Focus on fundraisers in the UK. There's some really interesting things that has come out of this research including some imagery about the fundraising profession, which is why Jen and I like to use this research.

She described in the research some role of fundraisers using images. Let me share

some of those with you.

The first and most common way that fundraisers described their work or as choreographers and some of you are in performing arts organization so this might resonate for you. But even if you're not you get the just. The fundraisers never the person on center stage. The fundraiser is offstage, supporting the true stars, whether that be a donor, the CEO, board members, any of the key stakeholders. The fundraiser is behind the scenes making sure everyone is behind the scenes, that magic happens when donors are introduced to the mission or engaged with the mission. That's the choreographer.

Give us a thumbs not -- thumbs up or IDA in the chat of this raises -- resonates with you.

The second is this one image. This is my favorite. Think of the Swan is the animal that is so graceful on the surface, right. I mean the total picture of beauty and grace. What's happening below the surface? The Swan is peddling like crazy. They are furiously working to maintain that grace on top of the water. And this speaks to how fundraisers have to be significantly organized, be reorganized. All of those contact reports that you're working on when you get back to the office, managing all of the internal processes that go along with your fundraising operation or if you where many hats inside the organization, you are working furiously.

But when you are on the epitome of grace and beauty.

The third image is the honest broker.

In this really signifies that the fundraiser represents both the organization and the donor.

And in fact, the fundraiser is representing the donor to the organization and the organization to the donor.

There is a dual allegiance here because the best fundraising happens when the needs of both the organization and the donor are being met.

To do this well, fundraisers have to be really great communicators, both inside and outside the organization.

In this -- this image, found by Beth really reflects some of the research about the profession that I wanted to briefly share with you. This comes from Nyman and colleagues who did a study of higher education fundraisers. And in their research, they found these three overlapping roles. Maybe they are similar to yours, the negotiator, the networker and the knowledge broker. The negotiator kind of like the honest broker is working inside the organization to make sure that there is consensus around strategy and focus. Making sure that if there is organizational changes that need to be made, for a significant gift to come into the organization, that they are working on those internal

processes.

Of course, as networkers, these enduring relationships inside and outside the organization, that is -- we heard earlier about the relational work of fundraisers and that is true as the networker.

And also, the risk, particular and specific knowledge that fundraisers need to have to understand the tax and financial implications, working with wealth managers perhaps or understanding wealth management strategies of your donors.

So you can kind of see many of the same pieces in the roles that Beth breeze uncovered.

Here is the tenacious Weibel. Anyone remember the Weibel wobble? This reflects the tenacity, maybe even the resiliency of fundraisers.

Fundraisers are not easily broken down. They have a lot of determination. The positivity that John mentioned earlier, they can see opportunity where others do not. And I think a lot of those characteristics that Jen described that make people resilient also reflected here in the Weibel wobble toys that never fall down.

The chameleon is another image. This is the fundraiser who can adapt and change to fit the circumstances, whether that is mitigate donor for copy or meeting a donor at their place of business or in their home or at the performing arts venue, whatever it is. These fundraisers seamlessly go back and forth in these very situations. They can even reflect donor personalities and preferences. As they -- as they move about in their work.

In this image reflects some of the research that was done by the educational advancement board of higher education fundraisers who found a successful major gift officers were curious chameleons, the same kind of imagery that we just saw. And they found that these curious chameleons have the behavioral and linguistic flexibility. They can move in and out of situations seamlessly. They can distill complex information your case for support, the data that support your work. They have an intellectual and social curiosity. Some of the additional work by Beth breeze shows that fundraisers are avid readers. Sometimes having two or three books going at one time. They're very curious about the world. They're also very strategic, something we are going to come back to in just a moment.

This study found that the major gift officers that had these characteristics were 49 percent more likely to be the tour know top-performing gift officers. And 70 percent more likely to succeed in reaching their fundraising goals.

The ambitious -- if we have any friends from the UK, let us know in the chat because the Dell boy image comes from a fictional character -- a comedy character from a 1980s UK television show.

And this, you can think as the classic risk taker.

Note that a fundraiser would do something illegal or unethical, but these are fundraisers who are willing to take a little risk. They are not hindered by the way things have always been. They see the opportunity to do something new, do something in a different kind of way. And they're willing to take a little risk to do that.

And our final image is the chess player. Kind of suggesting the strategy. You saw that two slides to go with the curious chameleon. This is the strategy, the strategic mind, the resourcefulness, fundraisers need to have this in order to connect the dots, both internally and externally, to make that major gift happened for the organization.

So I'm going to flip back now to the checkbox. And I would invite you, now, friends, to tell us, in the general chat, which of these images resonated with you? Did they reflect some of the things that you talked about in your general chat or did you come up with other images? So maybe someone from your table or since you can point out someone hit you speak, volunteer everyone -- anyone. Go ahead and tell us what you thought of these images and if you have other images that you would like to share. Don't be shy.

Tell us the creative and curious chameleon. Thanks, Lynn. The bridge. I like that. The bridging person. The making the bridge between the donor and the organization. A vote for the honest broker. The Weibel's, the chess player. In the chameleon. Awesome. Thanks, Maria. You put a bridge in there. Yeah. This one. Oh Camille -- you lost your image already. The tree. I love you. Someone who is splitting acorns, right in your tree is growing over time. The philanthropic gifts are growing over time. If you have a different interpretation, let me know. 11. Can you be a chameleon and still be your authentic self? That's a great question. We would love to hear how others feel about that. We have a lot of people who are self identified chameleons. So I venture to say that yes, in fact, you can be both authentic and switching and being a chameleon at the same time.

>> A code switcher. Yeah. Breanna, thanks.

>> Christie, great image. I love that. Making the connection between those two things.

The puzzle, putting the puzzle pieces together. Thanks, Valerie. Some more votes for the Swan. The Weibel, connecting the resources, the broker, the chess player. Great. Thanks everyone. I'm sorry like I cannot even keep up. And lots of responses to your question it looks like at the end of your -- at the end of the check. Thanks everyone. That was fun. We were in a classroom, Jenna and I would probably make you go to the whiteboard -- the whiteboard and draw something.

Anything you want to add Jen from what you are seeing in the chat?

>>Genevieve Shaker: Great. There was a conversation that said how often the fundraisers left out of conversations about giving. It's about the donor and the organization and the recipients, may be, not as much about the recipient sometimes as it should be and that's been coming up a lot lately. But a lot of times the donor -- the fundraiser is not considered. So I did not say that at the beginning but one of our goals is we want to put the fundraiser in the equation because we believe, like we've heard, that the fundraiser is a part of this. This is not a dual -- like a two-piece relationship. This has a third-party that is the fundraiser.

And so I think that's a good transition to our next section.

We want to turn from thinking about kind of those general approaches that we might have to thinking about how why is it important to have a collective understanding. Why is it important to have a collective understanding as a group. And so what would you say. You can tell me in the chat. What you think makes an application a profession? What are the characteristics of a profession or a professional?

And I will just want to type a little bit. What are your thoughts on this? And I will show you a little research.

Continued development and learning. Thanks, Emma. Having a community, having ethical standards and then having some traits, right? Integrity, honesty and knowledge. There's best practices and maybe there is data and research hopefully that shows us why and how things work.

Taking pride. That sort thinking a lot about today. Having pride in our profession.

Making living wages, right? And wages do signify what is valued in society, right? We know that. And it really has come out in the last few months.

Having a sense of value that you are valued and that your work is important. Having accountability. The desire to grow and evolve. Let's look at the next slide which has a list that some speakers and researchers have come up with. And that I think you really hit on most of these.

So if there's a standard for what is ethical and appropriate, there is a body of knowledge. There is training, education. There is a formal plan for entry. We did not talk about that, but that is one that is been in the historical understandings of professions.

There's an ethical public service. I think that's so obvious to us as fundraisers, it's not even listed.

What that means is when you hear that a physician or lawyers doing pro bono work to help their community, that is part of being a profession or that you put yourself after the



needs of society, right, that you care about the public.

There are slides -- that might be a Sumi Bhat-Kincaid question. We are seeing the slides and maybe Sumi Bhat-Kincaid, you can give advice in the chat.

So all of those things -- and you really struck on most of them, or what has been thought of -- and we will go to the next slide, a trait perspective on professions. That is a traits approach.

Some of the other ones that you mentioned, right, being valued, making a living wage, I really say those related to the power approach. In the power approach means that society thinks would you do is important. Important enough to be considered a profession, to have the status of being a profession.

And so, what you think about fundraising? You think society has pushed the value on our field to consider a profession. A society consider us a profession?

I'm reading what you are in the chat.

>>Sarah Nathan: That's a loaded question.

>>Genevieve Shaker: I'm sorry. I'm taking this in the right direction that's direction why doing this and having this conversation is important.

>>Sumi Bhat-Kincaid: I want to give you a heads up. We are 11:58 which gives about 15 minutes of questions. So, just keep that in mind.

>>Sarah Nathan: If you want people--

>>Genevieve Shaker: If you want people to do one more task I think we can do that in five minutes.

>>Sumi Bhat-Kincaid: Come back on.

>>Genevieve Shaker: Okay. So thank you for all of that, that you are saying in the check. And I think you're speaking from the heart in a way that all of us can feel, too.

Now this is just -- I felt like that was kind of a downer. It was a loaded question. I'm sorry. I want to tell you -- and this is going back to Beth in her research, she makes the argument that fundraisers are creative professionals. I'm sure some of you are familiar with this notion and with Richard Florida, came out with this idea 10 years ago, but this is because she believes and found in the same study, that fundraisers -- fundraiser work requires creative orientation to problem-solving. It's independent. It requires motivation, setting priorities, working on your own, monitoring your own progress, being resilient. It's one of those things help us to know that we -- that maybe there are new ways of thinking about professionalism, that are more modern.

Nowadays, they say one third of people early, their jobs are more -- as creative professionals.

So -- and I think -- as we keep going -- let's keep going, Sarah. I just want to put the question -- if implied this with your users, right? All those things that people say in thinking question, if we were thought of as professionals, perhaps we wouldn't have so many questions, right? So many doubts.

And so we want to be considered as professionals and we need to consider ourselves in that way, right? We need to consider ourselves in that way.

So part of that is being able to form our own professional identity. And you can go ahead, Sarah. So the idea of a professional identity, it's really your own experiences and perspectives in the context of society, your organization, your community, your field. All of those things.

So again, it's the crashing -- in a good way here, of the personal and professional. I'm not going to say this is in challenging sometimes.

Sometimes we find ourselves challenged to be able to negotiate our own experiences in our lives with the work situations that we find ourselves in war society at large that we live in.

And so, we are just going to take you to more slides and we will ask you to put this together.

So SM of you may be thinking of questions for us to put in the Q&A, I would encourage you -- and this is what is on your worksheet, to begin to put all of this together into something we call your professional stance. I will let Sarah say a word about this before go to Q&A.

>>Sarah Nathan: So here are a couple of ways that can get you started on articulating your professional stance. A couple of different ways, if you need a guide, think of this as maybe your elevator speech when someone says what you do?

I'm a proud fundraiser because -- I make a difference because -- so we encourage you to take a minute, look at these kind of different sentence structures, spent some time with this after the conference today. And the reason that we have provided the worksheet is so that you can work on this after the conference and work with it on your team or get together with coffee or over resume with some of your friends here at the conference today. Spend more time going through these -- to your professional stance, practice articulating your stance to each other. And so that you can feel really proud of the work that you do. So I've been working on mine. I will give you mine is an example. You heard in my bio that I'm also an active volunteer in the Girl Scouts. So I was taking about that work that I do when I was thinking about my professional

stance. And for me, that volunteer work is very much also related to my professional work. And that is, I can make a difference for future female leaders through my engagement in Girl Scouts. I can make a difference for future women in the workforce through my engagement in Girl Scouts.

So Genevieve, do you have an example you want to share?

>>Genevieve Shaker: I was working on mine, too, little bit and I hope somebody might share some of this in the chat. I went over to the Q&A so I can see the chat. I'll come back to the chat.

I said judgment the phrases I wrote was I am a professional guided by high ethical standards and believe in using my skills to help others. And I did the last one, two and I said when I'm challenged, I work, coordinate, join with others and find ways through and through that, I also find the strings to move through those challenges personally.

And those are thoughts that came to mind for me. As well when I did that. Thanks, Sarah.

And there is the worksheet. Thanks for putting that up for us. All right. Sumi Bhat-Kincaid we can turn it over to you if you want to guide us.

>> I want to say thank you to all of you. I want to say thank you for letting us speak on one of our favorite topics about the importance of fundraisers, not just fundraising.

>>Sumi Bhat-Kincaid: Thank you both as well you had some really great questions that have everybody discussing and asking questions. I think it's been awesome.

This first question has 29 votes?

>> The pressure.

>>Sumi Bhat-Kincaid: Traditional ideas of professionalism are steeped in white dominant culture. How do we become more equitable in how we are framing and what being in the fundraising profession means?

>>Sarah Nathan: We have a long way to go I think (Laughing) to that question. Of course fundraising came up, by -- 40 years ago it was all white men. Now it's mostly white women. And all of the efforts over the last 20 years to encourage and lift up and invite people of color into the profession haven't been very successful. We haven't really moved the needle on network and so we have a lot of work to do. Starting with recognizing that even some of the language we still use -- and you heard me use this word, I said major gift officer. This is not -- that is very militaristic. That's a very white male dominant kind of language. And I've used it and I shouldn't have. But like all of those things are very much steeped into the language of fundraising meeting. So we have a lot of work to do. And I have a lot of work to do and that, too. Genevieve, you

have anything to add?

>>Genevieve Shaker: I was thinking about the important point that was raised in the question about the very notion of factionalism being rigid, right? The creative professional is so much better because it puts value on characteristics and behaviors we all can evidence. It's not dependent on coming up to a certain path or having access to certain opportunities, right? It's a different approach. And so, I do agree with you that it is troubling. I think some things in the notion of professionalism are more lost now, that are more equitable. For example, the commitment to public service. And so, I think that is something that we have lost. It said many of the high status professions it feels like.

And so, I want to carry forward the positives that are associated with professionalism, but I don't want it to be narrowly defined as it has been in the past. And I think we'll need to work on that. We all can work on that. And part of that is really having leaders who are -- or not the traditional leader, right? Where it's built only on power. We need leadership that's inclusive, that's welcoming, that is compassionate. Swallow those things, I think, in our minds, things that matter that you do not see in those definitions.

>>Sumi Bhat-Kincaid: And I would add that part of the learning process is expanding your network out POC professionals and BYPOC professionals understand what that spectrum looks like otherwise you're stuck in the box that you only know when you're not really learning from anybody else. So I would also add that as part of the growth that is necessary to move forward.

>>Genevieve Shaker: I'm glad you said that. I would encourage others to put their thoughts on the chat, too, in this question because I certainly -- but we certainly do not have all the answers and we need your help, thinking of creative approaches to help solve some of these problems.

>>Sumi Bhat-Kincaid: There are two other questions that are highly rated at this point you want to try to get to them. The first one is within organizations, fundraisers tend to be the ones that get things done. This can sometimes blur the lines in terms of our duties. So how do you see this expansion of responsibilities and research?

>>Genevieve Shaker: I agree with you wholeheartedly. When I was in my fundraising role, I also was responsible for the remodel of the lobby in the lounge (Laughing) -- I also did communications work. Maybe there was a bridge, but it related to aesthetics. I found that to be a very loose tie (Laughing) and so, I do think that is problematic. And I do think there is some research that tells us the time that you're able to dedicate to fundraising work, to primary work. The more time you can give to that, the more fruitful the outcome is going to be for the organization. And when they take you away from that to do other things, there is a cost. So I think it is important to be clear on that. I probably was not as clear when I should've been when they asked me to do the lobby (Laughing), but that was going to mean according to all these other things. And so I

think it would be interesting and maybe there is research out there that tells us really how do fundraisers spend their time? What is really like? And of course there are different domains of fundraising, right? Different areas of expertise. How does that all breakout? When people are maybe not able to succeed at metrics or whatever it might be, I think we need to look hard before blame is placed, we need to look hard at what else is happening in that day for that person? What else is happening in the organization?

>>Sarah Nathan: Other duties as assigned, right.

>> When you break out your time, that's an issue.

>>Sarah Nathan: Am just thinking about many of the roles that we saw earlier. Suggest that fundraisers are ambitious. Their goal oriented. They get things done. So I can see how this is kind of creeping, this job creep happens. That makes it hard for them to be successful as fundraisers.

>>Sumi Bhat-Kincaid: We have time for one more question if we try to keep it brief. The question is how can we redefine the image of the professional fundraiser as the trusted partner, engineering leader and Doer, they said superhero comes to mind.

>>Sarah Nathan: That is where our #comes in. I thought there were great comments about we need a major TV star who is a fundraiser. We need a public service campaign, and advertising campaign that celebrates the fundraising profession and who fundraisers are what they do as visionaries to make that. To make the philanthropic dreams come true. So -- I'm not a graphic designer. My image is silly but you see an astronaut with a flag on the moon that says crowd fundraiser. And maybe some of this work starts with us and how we talk about our work. That we don't shy away from when somebody calls us a glorified beggar we say no. That is not what I do. I'm proud. I'm a proud fundraiser. Use the #-- I was with a group of fundraisers in South Dakota in early March, and they took on this #for themselves. And I've seen them using it on LinkedIn. Use it in all of your favorite social media platforms. But some of that kind of changing the perception of good we have to do work to change the perception of our profession.

>>Sumi Bhat-Kincaid: Were down to one minute. I think we probably need to conclude our session. Thank you so much and thank you everyone for participating so actively. This is amazing considering we are doing this virtually for the first time. Thank you for Genevieve and Sarah. We appreciate you. I know you have lots of people reaching out to get more conversations.

I'll say this out loud the intention is to send materials out from the conference on Monday to the audience. Another was a question.

And so, thank you so much (Laughing).

We will see you all at lunch.

>>Genevieve Shaker: Thank you.

>>Sarah Nathan: bye.

>>Lauren Du Pree: Thank you Genevieve Sarah and Sumi Bhat-Kincaid.

To close our morning session would like to take this moment to a knowledge one of our long-standing sponsors. Here's a video from AFP Advancement Northwest Board President Abby Norris.

>>Abbey Norris: Last year we started a new tradition. In the spirit of best practice donor recognition. We established the ASP advancement Northwest president circle to honor those loyal supporters who generously contributed \$100,000 more of kimono giving Joe build and sustain our chapter.

Our recipient of this honor was the offered group.

This year we are pleased to welcome Campbell & Company, formerly Collins group as the newest member of our president circle. Campbell & Company has demonstrated commitment to our mission by enlisting as a sponsor every year since 2010.

Prior to the merger of AFP Washington in the Northwest developing officers Association. That's 10 years of giving which is helped our chapter to deliver educational programming, networking opportunities, mentor ship and more to you and a greater fundraising committee.

In addition to sponsorship Campbell & Company consultants have shared best practices for fundraising and our monthly programs in and at our conferences. It also serves in volunteer leadership roles on our board and in our committees for which we are grateful. As fundraisers and relationship builders, we know and appreciate the value of true partnership. So please join me in celebrating Campbell & Company as a member of the president circle.

>> Hello everyone. I'm Kate Roosevelt from Campbell & Company and I'm honored to be representing our team today as we are inducted into AFP Advancement Northwest resident circle. Thank you, Abby, for your kind words and serving our community as AFP chapter president.

At Campbell & Company, our mission is to partner with people who change lives through philanthropic vision and action. One of the most effective and meaningful ways we've acted on this mission is by partnering with AFP chapters in the communities in which we live and work, especially here in Seattle. In this moment, it feels especially important to consider the question why AFP? The answer is quite simple. Ethics, continuous learning and community.

Today, as we confront the inequities that pervade the nonprofit and philanthropic ecosystem, we need AFP Advancement more than ever. Thank you again for extending this recognition. We are honored to stand with all of US we envision our future together.

>>Lauren Du Pree: Right. Now it is time for lunch everyone. So please turn off your camera and microphone will you step away to get a break from your screen and come back for session 2 at 1:15 PM.

Feel free to return early if you want to keep networking.

When you return we will be in a new Remo room. Check the chat for the link and go ahead and open that link in another tab so it is ready to go when you come back for lunch. If you forget and you come back here, we will make sure that you get to the right room, no worries. Enjoy your lunch and we will see you in the afternoon room at 1:15 PM.

Bye everyone. ■