2014 MNN ANNUAL CONFERENCE OCTOBER 29

LEADING TODAY, TRANSFORMING TOMORROW

Engage with experts and peers in these interactive sessions during which you'll explore and debate real world solutions. Learn more about the topics and presenters.

Building a Healthy, Effective Board (and What to do if You Don't Have one)

This interactive, participatory session will help smaller not for profit organizations identify and brainstorm ways to engage new and current Board members to understand their roles and responsibilities as Trustees of The Mission. The session will explore topics such as what does healthy board do (and not do), the board's fundraising role, setting realistic expectations for board members, and how to create the best working relationship between the board and the executive director. This 75 minutes Session will help you understand what a healthy, effective and productive board can and should be!

Presenter: Dede Ketover

Dede Ketover has 20 + years of experience leading local, regional and national not for profits. Her high profile success in executive leadership, board building and training, as well as, proven efforts with unrestricted and income generating fundraising, led to the formation of Dede Ketover Consulting in 1999. Dede is known as The Board Whisperer. Her work with her clients and her areas of expertise include: institutional and organizational advancement, board building and training, executive coaching, mentoring, tactical planning, leadership training, executive and trustee talent search, conflict management, community organizing, major donor and capital campaign development and guidance, goals based supervision and interim leadership.

Building Together: Sharing Space & Staffing for Impact

More and more organizations are working across traditional organizational boundaries to share office space and administrative services collaboratively - why? - to stabilize operations, amplify missions and create collective impact. Join us to take a closer look at how these strategies really work, the unique features, governance structures, staffing and revenue models involved. This workshop will highlight findings from the first-ever evaluation of shared space conducted by The Nonprofit Centers Network. It will also discuss examples of best practices, including local examples of nonprofit centers and collaborative services for large and small organizations. Throughout the session, participants will participate in discussions and exercises to reflect on their own organizations and the potential to share resources.

Presenter: Sarah Eisinger

Sarah Eisinger joined The Nonprofit Centers Network in 2010 with more than 15 years of real estate, grantmaking, organizational development, and management consulting experience in the nonprofit sector. She has been leading NCN since 2013 and oversaw its spin-off from the San Francisco-based intermediary, Tides, to becoming a newly independent entity. Sarah gained her nonprofit real estate training at Denham Wolf Real Estate Services, a consulting and development firm specializing in serving nonprofit organizations. For five years, she brokered lease and ownership transactions and consulted to nonprofit clients. After 15 years in NYC, Sarah now lives in Western Massachusetts.

Presenter: Jackie Cefola

Jackie Cefola offers consulting services to help social change organizations with collaboration, communications and environmental management. She recently completed a feasibility study for a new nonprofit center, operational planning for shared services and pre-development for shared space among smaller sized organizations. She is a featured trainer, presenter and author with the Nonprofit Centers Network. Previously Jackie gained experience at Third Sector New England's NonProfit Center, the Center for Women & Enterprise, Environmental Defense Fund and Ernst & Young.

Collaborating for Social Change

Our traditional methods of solving social problems are not working. Increasingly, communities, groups and organizations are finding ways to come together and develop new ways of overcoming shared challenges and achieving common goals.

Building productive partnerships can be fraught with obstacles. Under the best of circumstances cross-sector partnerships between public/government, business and civil society groups can be more effective than single-sector initiatives in addressing societal challenges and achieving impact. But these collaborations do not always come easily. Whether you are working with large-scale organizations or with local, community-led groups to coordinate solutions to persistent societal problems, there are some concrete ways to build effective partnerships with a shared vision, open communications, full stakeholder participation and trust.
Join representatives from Collective Impact, Collaborate Boston and the Inclusion Initiative for a discussion of innovative models and approaches to developing cross-sector collaborations, networks and partnerships for greater social impact.

Presenter: Jennifer Aronson

Jennifer Aronson is the Senior Director, Program and Nonprofit Effectiveness at the Boston Foundation where she leads key initiatives to enhance the impact of the Massachusetts nonprofit sector. Her portfolio includes capacity building, leadership development and structural innovation strategies and programs for grantee and non-grantee organizations, collaborations and networks. Under her oversight in 2013 the Boston Foundation launched Collaborate Boston a $100,000 prize competition that catalyzes and supports cross-sector collaboration to develop solutions to our region's toughest challenges.

Presenter: Arani Kajenthira Grindle

Arani Kajenthira Grindle is a Senior Consultant in FSG's Boston office and has actively supported the field of collective impact by collecting resources for the Collective Impact Forum and working on an engagement exploring the use of collective impact to address climate change in the Bay Area. A Rhodes Scholar, Arani holds a Ph.D. in Engineering Science from Oxford University and came to FSG from the Harvard Kennedy School, where she managed research projects focused on water management in arid environments.

Presenter: Ayeesha Lane

Ayeesha Lane is the Program Manager for Third Sector New England's Inclusion Initiative where she manages $250,000 in grant funding to support community-led, cross-section collaboration in communities of color. Ayeesha has worked in nonprofit organizations for over 20 years. Many of those years in the community development field where her concentration was in community organizing and facilitating local and national forums around best practices for community-based organizations.

Communicating Your Organization's Mission Through Storytelling

What is your mission? Who are your strategic partners to help achieve it? What are you asking them to do? Communicating your organizational identity is about more than a catchy brand and sleek logo. America's most iconic and memorable brands are ones that are communicated through stories. Stories shape the way we see the world. They influence our personal and professional identities and impact how we interact with other people. Storytelling is as much an art form as it is a skill – a skill that can be learned, honed, and perfected. This interactive workshop will help you identify your key audiences, apply the arch of storytelling to your organizational brand, and explore ways to use your brand story in every aspect of communicating. Most importantly, you will learn how to use the art of storytelling to reshape the way you and your stakeholders talk about your cause, your mission and the people you serve.

Presenter: Shaun Adamec

Shaun Adamec has directed the strategic communications efforts of major, international nonprofit organizations, government offices, and political campaigns. He consults with mission-driven organizations of all sizes to help them find their voice. Adamec has served in a senior professional role for Mothers Against Drunk Driving, the American Red Cross, City Year, and currently the Nellie Mae Education Foundation. In each of these settings, Adamec directed the strategic communications efforts of the organization, directed a national media strategy, crafted organizational messaging, and served as spokesperson on the organization's behalf. Adamec works with organizations of all sizes in the areas of strategic communications, planning, public presenting, crisis communications, and risk management. He holds a BA in Political Science from Providence College and a MA in Government and Political Communications from The Johns Hopkins University.

Creating Mutually Beneficial Nonprofit-Corporate Partnerships

This interactive session will discuss multiple ways for nonprofits to partner with businesses to create mutual benefit. We will begin by defining "partnerships" and exploring the potential benefits to a nonprofit and to a corporate partner. The session will also describe the process of building partnerships, and engage the group in discussion and participation over such questions as: How do you think about your intended goals? How to identify the right partners? What are the steps to creating the partnership? How to structure them so they achieve the desired impact? How to monitor/build the partnership over time? The session will bring in some real world examples of successful partnerships and identify the reasons for their success. Additionally, we will explore potential pitfalls/risks and how to avoid them. The session will be highly interactive, with opportunities for participants to discuss and develop their own ideas about potential partnerships and get feedback from the group and the facilitator.

Presenter: Sarah Perry

Sarah Perry is the Executive Director of The Second Step, an organization that helps survivors of domestic violence heal from trauma, forge relationships that create a community of support, secure affordable housing, and move toward financial security. Prior to joining The Second Step, Sarah served as the Executive Director of Harvard Business School's Community Action Partners (CAP), as Managing Director at New Sector Alliance, and at City Year as Director of Social and Civic Enterprise. Perry also helped lead Community Wealth Ventures (CWV) – a for-profit subsidiary of Share our Strength - that helps nonprofit organizations become more financially self-sustaining by generating revenue through business ventures and corporate partnerships. Sarah holds a BA from Yale University, an MBA from the

Harvard Business School, and a Masters in Public Administration from the Harvard Kennedy School. She lives in Newton with her husband and three children.

Financial Sustainability: Myth or Reality?

Social impact bonds, social enterprises, pay for success, social financing, business models, etc. In this session we will explore the never ending request from funders for grantees to show they will be financially sustainable without them and the reality of just how hard that is. Participants will learn about and discuss the challenges of different approaches and together will consider a unified set of recommendations to turn myth into reality.

Presenter: Andrew Wolk

Andrew Wolk is the founder and CEO of Root Cause. He has consulted to dozens of organizations in all sectors, including Open Society Foundations, uAspire (formerly known as ACCESS), Center for Urban Families, Massachusetts Housing and Shelter Alliance, and State Street Foundation. Andrew designed and taught one of the first courses on social entrepreneurship in the country at Boston University in 1999. He currently holds appointments in social entrepreneurship and innovation at Harvard's Kennedy School of Government and MIT Sloan School of Management.

Making the Case for Change: Tools for Change Leadership

The rate of change in the nonprofit sector is accelerating. So how do nonprofit leaders lead change? Many argue that leading change has become *the* critical leadership skill. It is the skill to articulate a vision, garner stakeholder buy-in, and design an actionable path forward that enables organizations to transform. Organizations that develop this capability become future-ready. In this hands-on Idea Lab, participants will learn a framework and toolkit for leading change. Participants will analyze one key program or business in their organization, learning to make the case for change by:

1. Distinguishing between different kinds of change initiatives;
2. Clarifying key capabilities required to develop, sell and deliver their value proposition;
3. Logic-testing their current system-of-roles;
4. Identifying the current primary constraint—and thus the highest-return investment

Presenter: Bob Voss

Bob Voss, PhD, is skilled at helping organizations and their leaders identify and address those critical issues that stand in the way of a high level of shared vision, purpose and performance. He has extensive experience as a teacher, trainer, and technical writer, and has held senior operational, executive, and board-level roles in a global non-profit organization. With a proven ability to resolve diverse management challenges, he has unusual—and considerable—skills at helping leaders navigate the 'people issues' essential for realizing sustained success in any endeavor. His broad range of life skills include his PhD training as a systems ecologist and his executive and team leadership experience.

Presenter Robert Heinzman

Robert Heinzman's leadership is forged from an unusual career. As an environmental scientist in the Amazon, he entered the front lines of rainforest conservation, founding organizations, leading global forums, editing a Sierra Club book, and helping create the largest protected area in Central America. After navigating the disturbing intrigues of Washington, DC, Robert committed to a rigorous spiritual path to find answers to global problems, publishing the "gold standard" for rational spiritual inquiry, EnlightenNext magazine. He leads the Global Science Practice at Growth River. His client work strives to create a future in which we want to live. He holds degrees from the University of Colorado and the Yale School of Forestry and Environmental Studies.

Navigating an Outcomes-Based World; Considerations for Investment Readiness and Participation in Pay For Success

Pay for Success and the world of Social Impact Bonds is an emerging field of nonprofit finance, gaining a great deal of momentum and attention. As opportunities to connect to outcomes based payment structures grow, this Idea Lab will create the opportunity to reflect on how your organization might consider how to participate. NFF will do some context setting with the 2014 NFF State of the Sector Survey to provide awareness of the issues facing nonprofit organizations nationwide, as well as provide updates from the field in the world of pay for success financing. Using the framework of complete capital, NFF will facilitate a working session to think through the key elements and systems structures that support an organization's ability to be ready for investment through a pay for success transaction, and ultimately, ability to make impact in their mission area. Complete capital encompasses:

- Intellectual Capital: Are we collecting data to measure the work we do and the outcomes we enable?
- Financial Capital: Do we have the financial stability to participate in outcomes-based funding opportunities/requirements? To continue to effectively deliver programs?
- Human Capital: Do we have the resources we need to effectively deliver and perhaps grow our programs?
- Social Capital: Are we prepared to partner with other providers in the community to amplify impact and to participate in multi-stakeholder opportunities?

NFF will also share real client case studies to help bring the material to life and allow participants to more fully engage.

Presenter: William Pinakiewicz

William Pinakiewicz is responsible for managing NFF's financial services, advisory services and new business development activities throughout the six-state New England region. Mr. Pinakiewicz's professional experience includes over 35 years in management and finance in both the nonprofit and for-profit sectors. In his nearly 20 years at Citigroup, Mr. Pinakiewicz's finance experience included senior banker roles in public finance, corporate finance and private banking, both domestically and in Europe, the Middle East, and Africa. In this work, he originated and managed numerous tax-exempt and taxable securities offerings, headed new client development groups in the U.S. and Europe and managed selected high-net-worth and corporate client advisory transactions and relationships. Both before and after Mr. Pinakiewicz's career in finance, he was involved in education and other mission-driven nonprofits as an educator, administrator, financial advisor and trustee. Mr. Pinakiewicz has served as Treasurer and Investment Committee Chair of the Williamstown Community Chest, a funder of social service and youth organizations in Western Massachusetts, and was a Finance Committee member of the Berkshire Country Day School Board of Trustees. Mr. Pinakiewicz completed both his M.A in Educational Administration and M.B.A. in Finance at Columbia University and holds a B.A. in Psychology from Williams College where he serves as a Leadership Gift Chair in the college's annual Alumni Fund Campaign.

Strategic Growth and Innovative Financing

When should we scale our organization? What type of organizational and financial restructuring would this require? How do we best access and leverage existing and available capital? Through a combination of presentation and facilitated discussion, participants in this idea lab will gain an understanding of what is required for an organization to scale, and leave with concrete fiscal and operational strategies for scaling successfully.

Presenter: Tripp Jones

Tripp Jones co-leads New Profit, guiding the organization's plans for future growth and impact. A social entrepreneur with unique experience in creating and scaling organizations, Tripp is known for collaborating with opinion leaders and policymakers across the political spectrum at both the federal and state levels to shape public policies. His experience includes serving as a senior executive of a private equity-backed health services business, founding and leading a non-partisan think tank focused on growing the middle-class, and playing a lead role creating and passing into law Massachusetts landmark 1993 education reform law. He lives in Wayland, MA with his wife and three children.

Why Impact Matters: Are we really helping and how do we know?

Roca's journey to becoming a high performing, effective nonprofit started many years ago when they began asking a critical question—"are we helping young people change their lives, and how do we know?" After realizing that, in spite of their dedication and hard work, Roca was not helping very high risk young people change behaviors to improve their lives to a significant degree, Roca took stock and rethought what they were doing. Simply creating a place for young people to belong or be engaged in activities wasn't good enough. Rather, Roca realized it needed to be better at executing its mission to move the young people they served to meaningful outcomes. In order to help very high-risk young people change and learn new behaviors, Roca had to change.

Participants in this session will have the opportunity to hear about Roca's journey and will engage in important conversations about how the organization developed a practice and culture of performance management and date in order to become more effective in supporting those they serve.

Presenter: Anisha Chablani

Anisha Chablani is Roca's Chief Knowledge/HR Officer. Anisha started her career at Roca as a youth worker in 2000, and began running programming in 2002. Anisha oversees Roca's human resources and staff training functions and is responsible for creating and implementing Roca's performance based management system. As part of this role, Anisha leads Roca's efforts in driving towards outcomes and maintaining fidelity to the Roca Intervention Model. Anisha has over 15 years of direct service experience working with very high-risk young adults and has over 8 years of program and organizational management experience. Anisha holds a Bachelor's Degree from Boston College and a Master's Degree in Education from Lesley University.