



HOMEGROWN INNOVATION

December 4-5, 2019

Benton Convention Center • Winston-Salem



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HOMEGROWN INNOVATION

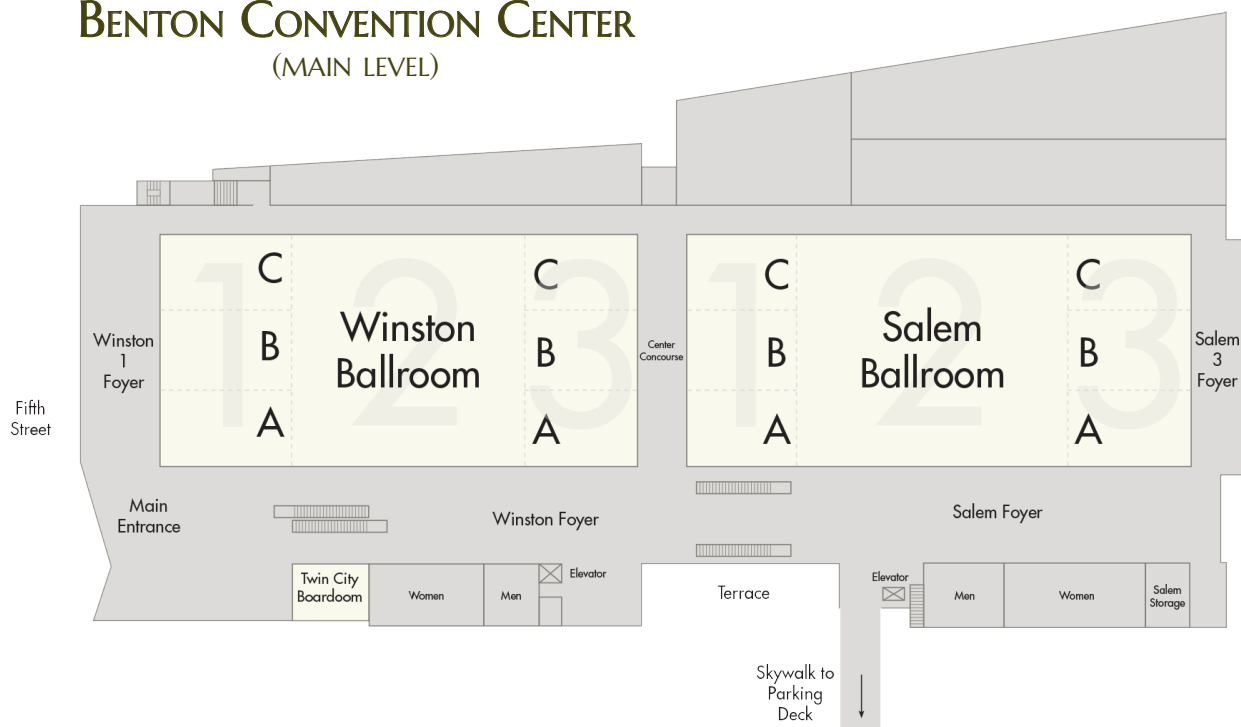
WEDNESDAY 12/4

12:00-7:00	Registration and The Nonprofit Marketplace open	
	Deep-Dive Workshops:	
1:00-5:30	2019 Legal Update for North Carolina Nonprofits	Salem 1A-B
1:30-5:00	The Power of Cause Selling: How to Solve the Nonprofit Dilemma, Stand Out from the Competition, and Thrive in Any Economy	Winston 1A-B
1:30-5:00	Race to Lead: Addressing Race Equity in Organizations and the Nonprofit Sector	Winston 3A-B
1:30-5:00	Thought Leadership for Nonprofits: Marketing to Build Authority and Share Expertise	Salem 3A-B
5:00-7:00	Networking Reception	Nonprofit Marketplace
7:00	Dine Around Downtown	

THURSDAY 12/5

7:30	Registration and The Nonprofit Marketplace open	
8:30-9:30	Keynote: Leading with Optimism: The Power of Confidence in Chaos	Salem 2
9:30-10:00	Refreshment Break	Nonprofit Marketplace
10:00-11:15	Concurrent Sessions	
11:30-12:45	Luncheon and Panel Discussion	Salem 2
1:00-2:15	Concurrent Sessions	
1:00-4:00	Principles & Practices: Best Practices for North Carolina Nonprofits	Winston 1A-B
2:15-2:45	Refreshment Break	Nonprofit Marketplace
2:45-4:00	Concurrent Sessions	

BENTON CONVENTION CENTER (MAIN LEVEL)





2019 CONFERENCE FOR NORTH CAROLINA'S NONPROFITS

NETWORKING EVENTS

Networking Reception 5:30-7:30 Wednesday The Nonprofit Marketplace

Meet new friends, reconnect with colleagues, take a selfie or group pic in the photo booth, and browse The Nonprofit Marketplace.

Sponsored by



MUTUAL OF AMERICA
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Dine Around Downtown 7:00 Wednesday Local Restaurants

Join nonprofit colleagues for dinner and conversation, and explore downtown Winston-Salem. Sign up (<https://bit.ly/2Oehvfb>) and meet your group at the conference registration desk at 7:00 p.m. All restaurants are within walking distance. Participants are responsible for their dinner costs.

THE NONPROFIT MARKETPLACE

BINGO! Visit 10 exhibitors (or more!) to learn about their services and stamp your bingo card to win nonprofit goodies. Thanks to these exhibitors that support nonprofits!

ADP Small Business Services
Angel Oak Creative
Araize
Atromitos
Bernard Robinson & Company
Blackburn Consulting
Bloomerang
Brian Hamilton Foundation
Charlotte Payroll
Chazin & Company
Connect Cause
Convergent Nonprofit Solutions
Dean Dorton
DesignHammer
DMJ & Co.
Durham Convention Center
ENCORE Fellowships
First Nonprofit Group*

Gardner-Webb University
GolfStatus.org
JER HR Group
Mutual of America*
Nonprofit.ist
North Carolina Institute for Public Health
Norton Collar Lund Lilley, PLLC
Prevent Child Abuse NC
Primoprint
Reach Our Goals
Rives & Associates
S.E. Owens & Company
Skytel
TriNet
Western Carolina University
Williams Overman Pierce
WorkSmart

*North Carolina Center for Nonprofits money-saving partner. Ask at their exhibit booth about special Member discounts and programs, or get details at www.ncnonprofits.org/services/money-saving-partnerships.

CONTINUING EDUCATION CREDIT

Duke University Nonprofit Management Program Earn 6-12 credit hours for attending the full conference.

Certified Fundraising Executives International Earn up to 8.75 points in Category 1.B – Education for initial certification or recertification.

NC State Bar Attorneys may earn 4 hours of CLE credit for attending the 2019 Legal Update for North Carolina Nonprofits (*pending approval*).

NC State Board of CPA Examiners CPAs may earn up to 9 hours of CPE credit for attending the full conference, including the 2019 Legal Update for North Carolina Nonprofits.

Download forms at <http://conference.ncnonprofits.org>

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WEDNESDAY DEEP-DIVE WORKSHOPS

SALEM 1A-B 1:00-5:30

2019 Legal Update for North Carolina Nonprofits

ED CHANEY Partner, Schell Bray PLLC

ROCKY CABAGNOT Attorney, Hull & Chandler P.A.

DAVID HEINEN Vice President for Public Policy and Advocacy, North Carolina Center for Nonprofits

Charitable nonprofits are required to comply with a wide array of federal and state laws and regulations. During this workshop for nonprofit staff and board members as well as attorneys, CPAs, and consultants, get answers and information on many common legal issues that affect nonprofits.

The first two hours will offer a crash course on key legal compliance issues for nonprofits. The final hour will be a “Q-and-non-A” session where the presenters will discuss solutions to questions participants may have on legal compliance issues affecting nonprofits.

Breakout sessions will go into more depth on:

- Employment law issues for nonprofits, with a particular emphasis on Fair Labor Standards Act overtime requirements;
- Legal considerations for nonprofits engaging in nonpartisan election-related activities; and
- Ways to most effectively protect nonprofits and board members from liability through insurance policies.

Attorneys may earn 4 hours of CLE credit from the NC State Bar for attending (pending approval). CPAs may earn 4.5 hours of CPE credit from the NC State Board of CPA Examiners.



Ed Chaney is a partner with Schell Bray PLLC where he advises a broad range of nonprofit organizations on key tax and corporate matters, including organization formation and governance, 501(c)(3) tax exemption and ongoing compliance, charitable giving, program-related and impact investing, and complex organizational structures, transactions, and transitions. He has also counseled various philanthropic clients, including community foundations, small and large private foundations, national donor advised fund sponsors, and university-related foundations. Ed speaks, writes, and teaches frequently on nonprofit and tax-exempt organizations law, and recently served as an adjunct assistant professor at the UNC School of Law where he taught the Law of Nonprofit Organizations. Prior to attending law school, he worked for ten years in the nonprofit sector, serving as a program director, executive director, board member, and board chair. He earned a BA and J.D., with honors, from UNC-Chapel Hill. Ed and his family live in Carrboro, and he enjoys photography.



Rocky Cabagnet is an attorney at Hull & Chandler P.A. in Charlotte. He recently joined the firm where he provides legal services to nonprofits and public charities. He previously served as executive director of the Salisbury-Rowan Community Action Agency, a multi-million dollar 501(c)(3) public charity that administered Head Start/Early Head Start, affordable childcare, and family self-sufficiency programs (Community Services Block Grant) throughout six NC counties. He served as a clinical law professor at an ABA-accredited law school in Charlotte where he developed and supervised the law school's Community Economic Development Clinic, providing pro bono legal services to nonprofits and community groups throughout the Charlotte metro region. He also previously supervised the Revitalize Our Communities Project at Legal Services of North Florida in Tallahassee, FL, and served as an Equal Justice Works Fellow at Three Rivers Legal Services (Gainesville, FL) where he developed a rural-based access to justice initiative. Rocky serves as chairman of the Fair Housing Committee for the City of Salisbury and is a board member of the Southeast Asian Coalition in Charlotte. He holds a law degree with honors from the University of Florida Levin College of Law, a Masters in Mass Communication from the University of Florida College of Journalism, and a bachelor's from UNC-Chapel Hill.



David Heinen is vice president for public policy and advocacy for the North Carolina Center for Nonprofits where he advocates on issues affecting North Carolina's nonprofit sector, monitors and analyzes state and federal public policy issues affecting 501(c)(3) nonprofits, keeps nonprofits and media across NC informed about important legal and policy developments, engages in research about NC's nonprofit sector, provides training on nonprofit advocacy and legal compliance, and convenes coalitions of nonprofits from diverse fields. Previously, he spent seven years as an attorney with Dorn & Klamp, P.C., a Washington, D.C. law firm serving the nonprofit community, where he advised many small- to mid-sized nonprofits on a wide range of legal issues. He has served on the boards of local and national nonprofits, and currently serves on the board of Nonprofit VOTE and public policy committee of the National Council of Nonprofits. David received the 2013 National Council of Nonprofits' Flo Green Network Champion Award. He is a graduate of Duke University and the William and Mary School of Law.

The Power of Cause Selling: How to Solve the Nonprofit Dilemma, Stand Out from the Competition, and Thrive in Any Economy

TONY BEALL Director, Sanford Institute of Philanthropy

*Sponsored by
Sanford Institute
of Philanthropy*

This workshop will introduce you to the mindsets and activities that drive Cause Selling – an approach to fundraising based on the well-established “relationship model of selling” in the for-profit world. The problem with this description is that none of that “profit” talk from corporations seems to align with how we think a nonprofit organization should be run. Here’s where we need to set the record straight: “Nonprofit” is not a business model; it’s a tax status. Both nonprofits and for-profits need the same thing to grow – a steady and predictable flow of revenue. Month-to-month-style fundraising leads to begging and pleading rather than building a loyal contingency of eager supporters. What you need is the long-game approach – what you need is Cause Selling.

- Discover how personal, intentional connections have never been more important.
- Learn how to cultivate loyalty—and how it really is all about the donor.
- Explore strategic relationship-based activities that encourage donor engagement.



Tony Beall is director of the Sanford Institute of Philanthropy (SIP) at National University System. In 2010, he launched Mister Nonprofit Consultancy, Inc., a consulting firm focused on social change through the regional and global development of social enterprise. Through his work as “Mister Nonprofit”, he connected with SIP at the National Leadership Institute as a regional trainer, joined SIP’s national training cadre in 2018, and now serves as the organization’s director. He is a trusted and award-winning social enterprise leader celebrating 20 years of diverse nonprofit experience serving organizations nationally and internationally. His guidance and leadership have catapulted organizations to greater levels of sustainability, community engagement, and mission relevance. He resides in Fort Lauderdale, FL, where he also serves as president for the Center for Strategic Philanthropy & Civic Engagement and facilitator and strategist for the Special Needs Advisory Coalition of Palm Beach County.

**TOGETHER WE CAN BUILD A
BETTER
TOMORROW**

- * Fundraising Education & Support
- * Cause Selling Curriculum
- * FREE Monthly Webinars

BE SURE TO REGISTER FOR OUR NEXT WEBINAR
December 18, 2019
2:00 - 3:00 EST

***When IT Hits the Fan:
Everyone’s Role in
Crisis Communications***

Many of our webinars offer 1 point in category 1.B-
Education of the CFRE International application for
initial certification and/or recertification.

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Visit our Website for Registration and Resources
SanfordInstituteofPhilanthropy.org

Race to Lead: Addressing Race Equity in Organizations and the Nonprofit Sector

OFRONAMA BIU Senior Research Associate, Building Movement Project

FRANCES KUNREUTHER Co-director, Building Movement Project

This interactive workshop on race equity in the nonprofit sector will focus on North Carolina. Facilitators will share findings from the first reports in the *Race to Lead* national series (including CEOs, LGBTQ nonprofit staff, and women of color in the nonprofit sector) and preliminary 2019 survey data on organizational dynamics and race equity. Participants will discuss strategies nonprofits are using to improve equity, inclusion, and diversity within organizations and how to address issues of race equity at the sector level. Participants will react to the findings, discuss solutions, and hear from local leaders addressing race equity in North Carolina. This workshop is designed for intermediate to advanced nonprofit managers, executive directors, program staff, management staff, and others interested in equity, diversity, and inclusion work.



Ofronama Biu is senior research associate at the Building Movement Project, where she works on national projects focused on movement building, service and social change, and leadership, as well as place-based projects in Detroit and New Mexico. She is the author of *Race to Lead: Women Of Color In The Nonprofit Sector*. In light of the report and the call to remove race- and gender-based barriers in the workforce, Ofronama was named one of Nonprofit HR's 2019 Women to Watch. Her experience includes research, career and workforce development, project management, program evaluation, partnership building, and direct service to participants and employers. She also co-founded a nonprofit organization that connects youth to media professionals for skills-building, internship, and mentoring opportunities. Ofronama is a Ph.D. candidate at the Milano School of Policy, Management, and the Environment at The New School. Her research interests include labor market and workforce development policies and racial and gender stratification. She has a BA in psychology from the NYU College of Arts and Science and an MPA in Public and Nonprofit Management and Policy from the NYU Wagner School of Public Service.



Frances Kunreuther co-directs the Building Movement Project, which works to strengthen U.S. nonprofits as sites of civic engagement and social change. She is co-author of *From the Ground Up: Grassroots Organizations Making Social Change* (2006, Cornell) and *Working Across Generations: Defining the Future of Nonprofit Leadership* (2009, Jossey Bass). She spent five years at the Hauser Center for Nonprofit Organizations at Harvard University. She headed the Hetrick-Martin Institute for LGBT youth, and was awarded a year-long Annie E. Casey Foundation fellowship in 1997 for this and her previous work. Over the years, Frances has worked with homeless youth and families, undocumented immigrants, crime victims, battered women, and substance users. She writes and presents frequently on issues related to nonprofits, leadership, and social change.



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wsfoundation.org

Community Leadership | Community Grants | Philanthropic Services | Student Aid

Thought Leadership for Nonprofits: Marketing to Build Authority and Share Expertise

KIVI LEROUX MILLER Founder and CEO, Nonprofit Marketing Guide

Is your organization or are some of your staff the “go to” people in your field? Do others look to you for insights, trends, and guidance in a rapidly changing world? Are you frequently called by the media, and asked to contribute to publications or to speak at events? Or do you wish you were?

Thought leaders are experts whose work, knowledge, and experience are actively sought out by others – because those people have been introduced to the expert via good marketing. During this workshop, you’ll learn how to take your nonprofit from being an expert to being a well-respected and well-known thought leader.



Kivi Leroux Miller is the founder and CEO of Nonprofit Marketing Guide, where she helps nonprofit communications professionals learn their jobs *and* love their jobs through a variety of training and coaching programs. She has personally mentored more than 150 nonprofit communications directors and communications teams as a certified executive coach. She is a popular keynote, workshop, and webinar presenter. She co-founded Bold & Bright Media and is the author of a popular blog and three books: *CALM not BUSY: How to Manage Your Nonprofit's Communications for Great Results* (2018, Bold & Bright Media); *Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money* (2013, Jossey-Bass); and *The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause* (2010, Jossey-Bass). After many years in the San Francisco Bay Area and Washington, D.C., Kivi gave up big city life to raise a family in rural NC with her husband, two daughters, two cats, and countless backyard wildlife. She enjoys writing; gardening; volunteering with Girl Scouts, her church, and her local farmers market; hiking; vegetarian cooking; and teaching her kids to bake.

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Leading with Optimism: The Power of Confidence in Chaos

Welcome: Jeanne Tedrow, President & CEO, North Carolina Center for Nonprofits

Introduction of Keynote Speaker: Amy Strecker, Stakeholder Philanthropy Manager, Duke Energy

Keynote: Dana Weston

Nonprofit leadership is complex, ambiguous, and often messy. Dana will blend real life experiences, business knowledge, and practical skills to improve leadership in the face of unique internal and external challenges and less-than-perfect environments. She'll explore a framework, applicable across multiple sectors and levels of leadership, that focuses on perspective, innovation, and optimism as much as the operational plan. She'll share strategies that not only build trust, embrace ambiguity, and inspire change, but also motivates others, renews their passion and commitment for the work, and inspires them and those around them to meet the challenges that lie ahead.

Dana Weston is the former president and CEO of UNC Rockingham Health Care in Eden, where she was responsible for strategic vision, daily operations, and overall system growth. Before joining UNC Rockingham, she was CEO of Morehead Memorial Hospital where, along with several turnaround initiatives, she successfully led the hospital through a Chapter 11 bankruptcy, preserving the rural community's largest employer. She was also previously the director of operations for Adept Health and a strategic planning leader for Novant Health. Originally from St. Louis, Dana received a Masters of Healthcare Administration from UNC-Chapel Hill and a Bachelors of Science in neuroscience and behavioral biology from Emory University. She completed the Administrative Fellowship at Duke University Hospital in Durham, where she also achieved Six Sigma Black Belt training through NC State University. Dana is a Fellow in the American College of Healthcare Executives and a member of the National Association of Health Services Executives. She serves on the boards of the United Way of Rockingham County (president), Eden YMCA, and Citizen's for Economic Development, Inc. She was selected as chair of the City of Eden's Strategic Planning Commission and to serve on the board of Cardinal Innovations Healthcare and the Foundation for Health Leadership & Innovation. She is an active member of the Eden Rotary, Eden Woman's Club, and Alpha Kappa Alpha Sorority, Incorporated. As an advocate for healthcare, Dana has been recognized with local, regional, and national leadership awards, has been an invited speaker at assemblies statewide, and published her perspective on the journey of rural hospitals in the *North Carolina Medical Journal* (Nov/Dec 2018).



REFRESHMENT BREAK 9:30-10:00

Sponsored by CapDev, Schell Bray PLLC, and The Winston-Salem Foundation

CONCURRENT SESSIONS 10:00-11:15

Communicating with Purpose

Sponsored by DesignHammer

Salem 3A

CPAs may earn 1.5 hours of CPE credit from the NC State Board of CPA Examiners for attending this session

One of the biggest challenges facing organizations today is that staff and management do not communicate well with one another. According to *Harvard Business Review*, "Effective internal communications can keep employees engaged in the business, retain key talent, provide consistent value to customers, and deliver superior financial performance to shareholders." (2009, Watson Wyatt) Participants will learn about different communication styles and in less than five minutes of conversation, how to better communicate with anyone, regardless of position, title, or status. You'll also get resources to help you understand your own communication style and how it can uniquely influence others on a project or team.

Presenter: Rebecca Beck, VP, Information Technology, Partnership for Children of Cumberland County

Conversations with Grantmakers

Winston 3A-B

Visit one-on-one with foundation and corporate grantmakers – no sign up required. Participating grantmakers include: Bank of America, Community Foundation of Greater Greensboro, Duke Energy Foundation, Golden LEAF Foundation, John Rex Endowment, North Carolina Community Foundation, SECU Foundation, The Cannon Foundation, The Duke Endowment, The Foundation for a Healthy High Point, The Winston-Salem Foundation, Triangle Community Foundation, Wells Fargo, Z. Smith Reynolds Foundation

Get Out the Count! Nonprofits and the 2020 Census

Salem 3B

The 2020 U.S. Census will be important for virtually every North Carolina nonprofit. A fair, accurate, and complete count ensures

that our state's health care, education, housing, childcare, and food assistance programs are fully funded (NC receives more than \$16 billion per year in federal funds that are reliant on Census counts) and that nonprofits have access to accurate statewide demographics. Because nonprofits serve many hard-to-count communities and populations – including rural communities, immigrant populations, people of color, low-income families, and young children – our voices will be crucial in getting a complete count in NC communities. Learn easy ways nonprofits can help get a complete count in their communities (including the NC Nonprofit Census Toolkit), hear what other nonprofits are already doing, and connect with potential partners for Census engagement.

Presenters: Stacey Carless, Executive Director, NC Counts Coalition; David Heinen, Vice President for Public Policy and Advocacy, North Carolina Center for Nonprofits

Herding Cats: How to Help Your Volunteers Help You

Salem 1A

Nearly 26% of NC residents volunteered in 2015 (last available data), accumulating 230 million hours and \$5.5 billion worth of service (Corporation for National and Community Service). For many nonprofits, volunteers are mission-critical. These individuals make it possible to execute high-quality operations on a limited budget, act as ambassadors of your mission, and are often some of your most loyal donors. The art and skill of managing volunteers lies at the intersection of operations and development, making this important role tricky and sometimes downright frustrating. This session invites sharing among peers to problem-solve some of the hairiest, feistiest, claws-out problems we've all faced in our efforts to effectively manage volunteers. All experience and opinions are welcome, not just formal volunteer managers!

Presenters: Emily Holder, Assistant Director, God's Storehouse; Claire Veazey, Director of Development, Prevent Child Abuse North Carolina

Low-Risk Innovation Strategies for Nonprofits

Sponsored by NC Electric Membership Corporation

Salem 1B

Challenge faced by nonprofit leaders: determine how to innovate and grow the organization without risking the organization's health. Solution: Design Thinking (DT). Apparo will define the methodology and share how its own organization implemented DT. Participants will have the opportunity to discuss common nonprofit challenges, work through the DT guide on one specific challenge to come up with a series of possible solutions, and present their ideas to the group.

Presenters: Allison Grant, Project Manager, Apparo; Kim Lanphear, CEO, Apparo; Lavonne McLean, Director of Programs and Pro Bono Partnerships, Apparo

Making a Seat at the Table: How to Authentically Diversify Your Board

Salem 3C

Do you manage or sit on a board you wish were less homogeneous in appearance and/or way of thinking? You are not alone – developing a diverse board seems to be an elusive goal for many nonprofits. Get a greater sense of comfort at being uncomfortable and a greater chance of attracting the diverse board you seek by exploring and prioritizing valuable characteristics in the makeup of your board; creating a rubric for your ideal board; and practicing conversations that articulate what you are seeking, or invite someone with a desired characteristic to join your board.

Presenter: Camille Berry, Development and Communications Manager, Community Home Trust; Sergio Escobar, Board Member, Community Home Trust; Catherine Liao, Associate Vice President for Government Relations, Duke Health

Ripple Effect Mapping: Creating Little Ripples towards Big Impact

Salem 1C

Nonprofits often struggle with innovative and creative ways to document and share the impact of their work. Addressing complex social issues requires a variety of tools, partnership, and resources that fuels impact beyond what is often captured in an annual report or funder proposal. This session will explore the Ripple Effect Mapping Tools, an evaluation method that engages program and community stakeholders to visually map the chain of effects resulting from a program or collaboration, and provide participants with a toolkit for strategic implementation.

Presenters: Tracey Greene-Washington, Founder, CoThinkk; Davia Young, Project Developer and Impact Evaluator, CoThinkk

LUNCHEON & PANEL DISCUSSION 11:30-12:45

SALEM 2

Remarks & Acknowledgments

Jeanne Tedrow, President & CEO, North Carolina Center for Nonprofits

Three Funders and an Advocate

Panelists will discuss the value and economic impact of the nonprofit sector, then open the floor for Q&A with the audience.

Panelists: Creighton Blackwell, Vice President, Corporate Affairs, Coastal Credit Union; David Heinen, Vice President for Public Policy and Advocacy, North Carolina Center for Nonprofits; Sabrina Slade, Social Innovation Director, John Rex Endowment; Amy Strecker, Stakeholder Philanthropy Manager, Duke Energy; and Jeanne Tedrow, President & CEO, North Carolina Center for Nonprofits (*moderator*)

CONCURRENT SESSIONS 1:00-2:15

Business Continuity Planning: What You Need to Know

Sponsored by Duke Energy

Salem 1B

CPAs may earn 1.5 hours of CPE credit from the NC State Board of CPA Examiners for attending this session

Every nonprofit faces the possibility that an external event, such as severe weather or community crisis, will interrupt normal operations. Developing a business continuity plan in advance assures that the organization will be able to get back to vital mission work as quickly as possible. This session explores the discipline of business continuity planning and presents information to develop a durable plan for your nonprofit. You'll leave this session with the confidence to evaluate your current BCP, determine what else you need to cover, or begin the process of developing a plan from scratch.

Presenter: Melanie Herman, Executive Director, Nonprofit Risk Management Center

Finance Function Dysfunction: Assessing and Improving your Financial Operations

Sponsored by Langdon & Company LLP

Salem 3B

CPAs may earn 1.5 hours of CPE credit from the NC State Board of CPA Examiners for attending this session

Turnover. Questionable internal controls. Bad data. Slow and manual processes. Gads of excel schedules. Late financials...or none at all. Any of these sound familiar? Often these pain points are symptoms of deeper challenges within an organization's finance function. In this case study-based session, learn about a holistic approach you can take to assess the processes, controls, systems, and structure your finance function uses to operate, and how to develop a roadmap to get you from today's challenges to the high-performing finance function of your future.

Presenter: Jordan Miller, Principal, CLA; Martha Rinehart, BizOps Controller, CLA

How to Create an Inclusive Event Program

Salem 3C

There are three activities essential to building bridges in a community: food, sports, and culture. However, just hosting an event doesn't get people there, create conversation, or build support. The most important hurdle to overcome in establishing an inclusive and diverse program is trust. Presenters will share experiences that show how to create an inclusive program that brings a community together and energizes it to not only support but rally around an organization and ideology.

Presenters: Greg Weber, President and CEO, The Arts Council of Fayetteville-Cumberland County; UniQue Webster, Director of Engagement and Strategic Partnerships, The Arts Council of Fayetteville-Cumberland County

How to Utilize All Your Tools to Fuel Desired Results

Sponsored by Skytel

Salem 3A

As a member of a nonprofit's staff, board, or volunteer team, you most definitely have lofty goals but are often working with limited resources. Juggling work, home, community, and self-care needs alongside your passion for positively impacting your community can feel impossible. Yet, there are efficient ways to work to achieve the results you desire for all elements of life. Get functional, productivity-boosting tools, tips, and solutions that can be customized to make you your best.

Presenter: Emily Parks, Productivity Consultant, Organize for Success, LLC

Solving the #1 Challenge to Philanthropy

Sponsored by TowneBank

Salem 1A

Despite the slight growth in overall giving last year, we are all well aware of the continuing declines in donor retention, especially in gifts under \$1,000. U.S. nonprofits saw 4.8 million donors disappear last year alone. The turnaround to this dismal donor retention crisis lies in how we steward our data and our donors to attract and retain for the long-term. Learn tips, tools, and techniques from the research and real-life experience of CapDev to avert potential disaster among mid-tier donors, grow your major giving focus, and build a thriving, sustainable philanthropic program.

Presenters: Kristye Brackett, Vice President of Philanthropy, Transitions Lifecare; Allan Burrows, President, CapDev

PRINCIPLES & PRACTICES: BEST PRACTICES FOR NC NONPROFITS 1:00-4:00

Sponsored by Blue Cross and Blue Shield of North Carolina Foundation

Winston 1A-B

Strong nonprofits have a diverse team of leaders – staff and board – who embrace the mission and clearly understand their goals and responsibilities. Based on the Center's updated guide, *Principles & Practices: Best Practices for North Carolina Nonprofits*, this two-part interactive session offers both new and experienced nonprofit leaders an exploration of twelve core management principles for nonprofits to improve and strengthen their organizations. The first two hours of the session offers a look at the principles and evaluating your organization's strengths and weaknesses, while the last hour offers a deeper dive into the guide and assessment tools, as well as time to connect with experts on the principles in an office hours format. We encourage several people from one organization to attend together, or at least the CEO/executive director and the board chair. Copies of the guide can be downloaded or purchased on-site.

Presenter: Pamela Palmer, Assistant Professor, Human Relations and Nonprofit Studies Programs, High Point University



REFRESHMENT BREAK 2:15-2:45

Sponsored by CapDev, Schell Bray PLLC, and The Winston-Salem Foundation

CONCURRENT SESSIONS 2:45-4:00

Amplify Good NC: How Public Media NC, UNC-TV is Helping to Enhance the Volume of North Carolina's Nonprofit Community *Sponsored by Mutual of America*

Salem 3B

The significant contributions of North Carolina's nonprofit sector often go unnoticed. Public Media NC, UNC-TV has partnered with the North Carolina Center for Nonprofits, nonprofits, and funders across the state on one solution: Amplify Good NC (www.amplifygoodnc.org). The digital platform merges the compelling stories of nonprofit and philanthropic organizations across the state with the statewide reach of Public Media NC to generate greater awareness of the role that nonprofits play throughout the state and showcase the commitment of North Carolina's philanthropic community. The profiled nonprofits are not only showcased on the Amplify online platform, through UNC-TV's various social media platforms, and on UNC-TV and NC Channel as broadcast interstitials, but they also receive their pieces to use as powerful tools for their marketing, promotions, and communications.

Presenters: Travis Mitchell, Chief Content Officer, UNC-TV; Susan Scott, Chief Growth Officer, UNC-TV

Can We Talk? Challenging the Norms and Changing the Narrative

Salem 1A

Although young people under the age of 18 make up more than a quarter of the U.S. population, their potential to contribute to societal change is systematically ignored. Meanwhile, local youth across the country are uniting to lead, ignite crucial conversations, shape and redefine public policy, and build local and nationwide movement in response to social injustices. This is a critical moment. Youth empowerment, racial equity, and collective power are all inextricably tied to the important work of sustainable and effective change within our local organizations and the communities they serve. This session will help participants differentiate between youth empowerment, youth development, and youth engagement; understand why racial equity is needed for successful youth empowerment; explore how identities, power, and systems influence our ability to build equitable movements; and develop a shared understanding of ways to build relationships with youth leaders for organizational and community change.

Presenters: Alexandra Hollifield, Senior Program Manager, Youth Empowered Solutions; Liz Styron, Program Manager-Faith Initiative, Youth Empowered Solutions

Nonprofits at the Table: Engaging Communities in Medicaid Transformation

Sponsored by Blue Cross and Blue Shield of North Carolina Foundation and Kate B. Reynolds Charitable Trust

Salem 3A

Led by the Department of Health and Human Services, North Carolina is setting a new vision around how the state's resources can be optimized to buy health, not just healthcare. This session will describe two foundational pieces to truly integrate healthcare and human services: 1) NCCARE360, a technology platform that enables health care and human service providers to send and receive secure electronic referrals, share client information, communicate in real-time, and track feedback and outcomes; and 2) Healthy Opportunities Pilots, designed to maximize learning around health-related non-medical interventions with the largest positive effects on health and return on investment for high-need Medicaid enrollees. Through October 2024, the Pilots will allow up to \$650 million in federal and state Medicaid funding in select geographic areas to provide services related to housing, food, transportation, interpersonal safety, and toxic stress that directly impact health outcomes and health care costs of enrollees.

Presenters: Megan Lee Carlson, Community Engagement Manager, NCCARE360 | Unite Us; Erika Ferguson, Director, Office of Healthy Opportunities, NC Department of Health and Human Services

Not the Usual Suspects: Diversifying your Board Through Speed Dating

Salem 1B

Nonprofit boards rarely reflect the diversity of their communities. Because of how board recruitment typically takes place, it's difficult for boards to diversify. Over the past five years, HandsOn has developed an innovative way of helping nonprofits reach a new and diverse group of potential board members: Speed Dating! Get the nuts and bolts on how the model works, how partnerships make it effective, and ways that nonprofits can come together to host speed dating events in their own communities. Best yet, participants get to participate in a practice mini-speed dating event themselves!

Presenters: Kathy Davis, Program Director, HandsOn Northwest NC; Amy Lytle, Executive Director, HandsOn Northwest NC; Renée Rogers, Board Chair, HandsOn Northwest NC

Strategic Program Design: Three Key Areas to Help You Get & Keep Funding

Salem 1C

There are three key areas within every nonprofit's programs: who you serve, what you provide, and how you deliver it. Participants will get the tools to develop an intimate understanding of who you serve and why you serve them; a clear definition of your program benefits so they are sustainable and how best to communicate about them; and a program roadmap (Theory of Change versus Logic Model) with standards, best practices, and evaluation tools in place.

Presenter: Kamilah Perkins, Educator, Speaker and Trainer, Legacy Dreamer

Successfully Navigating Public-Private Partnerships

Sponsored by First Nonprofit Group

Salem 3C

CPAs may earn 1.5 hours of CPE credit from the NC State Board of CPA Examiners for attending this session

Public-private partnerships create an opportunity for nonprofits to partner with public entities to increase their impact with their target population. However, successfully navigating these partnerships requires solid nonprofit governance, financial management, and strategic communication both internally and externally. This session will use the Centers for Exceptional Children's 5-year operating partnership with the Winston-Salem/Forsyth County Schools as a case study to highlight the benefits and challenges of public-private partnerships.

Presenter: Meredith Flowe, Executive Director, The Centers for Exceptional Children; Shana Heilbron, Director of Development and Marketing, The Centers for Exceptional Children

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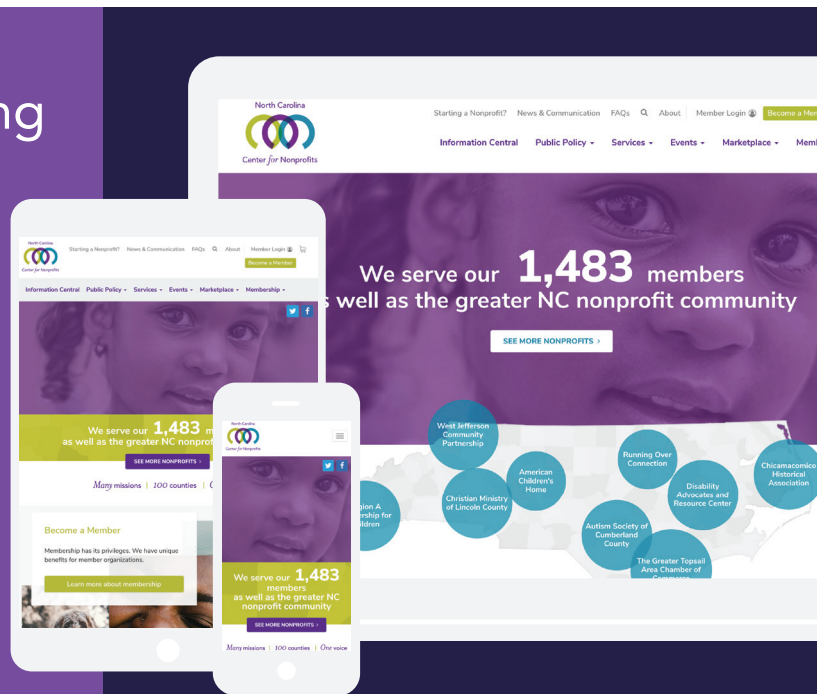
We collaborated with the NC Center for Nonprofits to create the award-winning ncnonprofits.org website and better connect them to the non-profit community.

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2018 Hermes Creative Awards Association Website
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2018 Summit Creative Award Membership Website

PRESENTERS

Rebecca Beck is an IT professional, training facilitator, and leader in the public sector. Her expertise includes technology infrastructure planning and development, organizational leadership, and social media strategy. She has served as a Curbside Consultant at the Center's conference and has hosted sessions on technical and business topics at the NC Tech4Good and National Smart Start conferences. Rebecca shares advice and tips on a variety of technology topics via Twitter and her blog, *IfItHasButtons*. She serves on membership groups such as NTEN, NC Tech4Good, and North Carolina Local Government Information Systems Association. In her free time, Rebecca enjoys attending statewide festivals and events, shopping at the local farmer's market, and relaxing along the beautiful NC coastline.

Camille Berry is development and communications manager for Community Home Trust. In 2005, she returned to NC, her native state, with her family and settled in Orange County. She strives to secure needed resources to advance the Home Trust's work in affordable housing, while amplifying its efforts and achievements. Camille serves on the boards of Chapel Hill-Carrboro Sunrise Rotary Club, Piedmont Health Services, Transplanting Traditions Community Farm, and Wellesley in the North Carolina Piedmont Alumnae Club (president). She also mentors a young leader through the Blue Ribbon Mentor-Advocate program and is chair of The Chamber for a Greater Chapel Hill-Carrboro's Awards Selection Committee. Once housing insecure, Camille is keenly sensitive to the positive impact living in an affordable home makes on the individual, the family, and the community.

Creighton Blackwell is vice president of corporate affairs at Coastal Credit Union after successfully holding the position of vice president of retail sales and service. Previously, he held upper level management positions at RBC. He has served on nonprofit boards throughout the Triangle, is a graduate of Leadership North Carolina where he chaired the education session, and currently serves as founder and former chair for the Morrisville Innovation Foundation's executive board and the North Carolina Council on Economic Education. He is a former member of the State and Legislative Committee of the Durham Chamber of Commerce and is recognized as a contributor and partner with the North Carolina Department of Public Instruction concern-

ing financial education. He founded the Business and Education Partnership in Chapel Hill and the University Banking Initiative which mobilized bankers to present financial literacy topics throughout the Triangle. He is a graduate of UNC-Chapel Hill and the North Carolina School of Banking. He was recently awarded the *Triangle Business Journal's* inaugural Corporate Philanthropy Awards for his outstanding community and philanthropic work.

Kristye Brackett is a Raleigh native, graduating from Meredith College with a BS in business finance and public administration. Having started her career with First Union Capital Management concentrating on high net worth philanthropic advisory services, she took her first fundraising role with UNC-Chapel Hill's Kenan Flagler Business School during their Carolina First Campaign. Following a move to New York City, where she was the associate director of gift planning at New York-Presbyterian Hospital, Kristye and her family relocated back to the Triangle and she served as the executive director of external relations at Duke Heart Center. She then served as director of leadership giving for her alma mater, Meredith College, helping to create the benchmarks for their largest capital campaign, Beyond Strong: The Campaign for Meredith. Most recently, she served as the vice president for philanthropy at Transitions Life Care, overseeing and exceeding financial goals for the Power of 10 Capital Campaign and for Champions for Children: Caring for Children at End of Life, as well as launching their new comprehensive philanthropy strategy, 1979: Sustaining the Impact.

Allan Burrows has been with CapDev since 1994, and president since 2006. A dynamic speaker known for sharing relevant and engaging expertise, he brings decades of experience in development and campaign planning and executive search. Working with a broad array of organizations throughout the Southeast, he is experienced at engaging leadership on all aspects of philanthropy and nonprofit management. A North Carolina native, Allan is a graduate of UNC-Chapel Hill. He was given the Triad AFP Lifetime Achievement Award in 2011.

Stacey Carless has been executive director of the NC Counts Coalition since August 2017 and is directing North Carolina's efforts for a complete, fair, and accurate 2020 Census count. She is an attorney and member of the North Carolina State Bar. She earned her Bachelor of Arts from UNC-Chapel Hill where she double majored in journalism and mass communications and political science, and her JD from NC Central School of Law. Stacey's commitment to service and passion for protecting human rights led her to complete a certificate program in constitutional law and civil rights where she focused her studies on the 14th Amendment and the resegregation of public schools in NC. Following law school, she hung her own shingle and opened Carless Law. There, she utilized her life experiences, legal knowledge, and passion for justice to advocate for her clients in the judicial system. Stacey is American born (born) and Jamaican raised; she is the daughter of Jamaican immigrants. She was born and raised in Raleigh and is a true Tar Heel!

Megan Lee Carlson is senior community engagement manager with Unite Us. She received her Masters of Public Health from UNC-Greensboro. She was previously at UNC Lineberger Comprehensive Cancer Center. She has built her reputation as a health outcome-driven professional with a passion for building connections and supporting cross-sector collaboration with community partners throughout the state. Megan has been working with NC-CARE360 since its inception and is responsible for helping to grow the network's presence across the state.

Kathy Davis started with HandsOn NWNC in 2008 as its first program director and second employee. She is responsible for designing and implementing capacity building programs for nonprofits that help them achieve their missions more efficiently and effectively. She has helped design and implemented the bulk of HandsOn NWNC's current programming, including its Nonprofit Essentials series, board training in basics and leadership development, organizational assessments, Board Bank speed dating events, and Women's Emerging Leaders program. A Winston-Salem native, Kathy has an MPA from UNC-Chapel Hill.

Sergio Escobar was born in Cali, Colombia and has been working in computers since 1984. He moved to Chapel Hill in 2007. He has Microsoft Certifications as well as having worked with several IT companies in Florida and North Carolina. Currently, he works with St. Thomas More Catholic Church and School and joined the board of Community Home Trust in 2018.

Erika Ferguson is director of the Office of Healthy Opportunities for the NC Department of Health and Human Services. She leads the Department's comprehensive strategy to effectively deliver health, not just health care, by addressing the medical and non-medical drivers of health, including housing, food, transportation, and interpersonal safety. Erika started her career managing a homeless shelter in the Mississippi Delta and has since served in a variety of capacities across health care and human services including positions at Duke University and the World Health Organization. She holds a BS in public health from the UNC Gillings School of Global Public Health and Duke University and a Master of Public Policy from the Harvard Kennedy School of Government.

Meredith Flowe is executive director of The Centers for Exceptional Children. She began her career as a teacher in New Orleans' Ninth Ward, then taught displaced students in rural Louisiana following Hurricane Katrina. After graduating from UNC School of Law, Meredith was a fellow at the National Association for Legal Professionals, then chief of staff at Impact Center in Washington, DC. She then joined the commercial lending team at Self-Help where she focused on facility financing and real estate development for public charter schools serving low-income children in 17 states and D.C., as well as education policy.

Allison Grant joined Apparo in 2016 as project manager. She works with corporate volunteers and nonprofits to ensure the successful completion and sustainability of Community Impact Projects. She has her Project Management Professional (PMP) and brings 10 years of project management in the financial services sector. Allison has a degree in business administration from UNC-Wilmington and an MBA from Clemson University.

Tracey Greene-Washington is president of Indigo Innovation Group, a consulting firm dedicated to serving as a strategic thought-partner, advisor, and consultant to philanthropic and nonprofit organizations committed to accelerating change through system-level approaches, equity, and strategic collaboration. She is also the founder of CoThinkk, a social change philanthropy committed to shifting the economic mobility, health, education, and leadership narrative of communities of color in Western NC through strategic investments, network-building, and civic discourse. Tracey most recently served as director of special initiatives for the Kate B. Reynolds Charitable Trust, leading its two long-term place-based initiatives: Healthy Places NC and Great Expectations. Prior, she served as a program officer at the Z. Smith Reynolds Foundation, leading efforts to address the statewide racial and gender wealth gap; program officer and director of learning & evaluation for the National Rural Funders Collaborative, focused on rural community transformation; and director of technical assistance, training & policy with the South Carolina Association of Community Development Corporations, supporting 45 community development corporations throughout the state. She currently serves on the board of the NC Early Childhood Foundation, Education NC, North Carolina Center for Public Policy Research, and is the former board chair for the Center for Leadership Innovation and vice chair for the Southern Rural Development Initiative. She is a native of Asheville and holds a bachelor's in social work from UNC-Greensboro and Master of Social Work from the University of South Carolina.

Shana Heilbron is director of development and marketing at The Centers for Exceptional Children. She is an experienced development professional who has led major donor, corporate, and foundation fundraising for nonprofits in Washington, D.C. and Winston-Salem.

David Heinen has been with the North Carolina Center for Nonprofits since 2007, leading the Center's public policy and advocacy work and providing non-answers (and occasional useful information) about legal compliance, trends in the nonprofit sector, and advocacy to nonprofits. Before returning to North Carolina to work for the Center, David spent seven years as an attorney with a Washington, D.C. law firm serving the nonprofit community. He lives in Raleigh with his wife and two young(ish) children.

Melanie Herman is executive director of the Nonprofit Risk Management Center. She is the author of a more than a dozen comprehensive (and comprehensible!) guides on various risk management topics and has delivered countless workshops, seminars, and keynote presentations for organizations simply unwilling to leave success to chance. Melanie earned a Bachelor of Arts in urban affairs from American University and a Juris Doctor from George Mason University. She is a member of the District of Columbia Bar Association. In August 2019, Melanie was named to *The NonProfit Times* Power & Influence Top 50 (her 11th appearance on the list). In addition to her professional career, Melanie is an active volunteer in both professional organizations and community-serving nonprofits. She currently serves on the boards of the American Foundation for the Blind, National Human Services Assembly, and Camp Fire.

Emily Holder is assistant director at God's Storehouse, a nonprofit food pantry in Danville, VA. A typical day starts with her turning on the coffeepot and preparing the volunteers' work stations. Throughout the day, you can find her scheduling volunteers, updating reports, ordering food for the backpacks program, or working with The Health Collaborative on improving access to healthy foods for people in the Dan River Region. Emily received a bachelor's in psychology with a minor in nonprofit studies from NC State University. She also completed her Duke Certificate in Nonprofit Management and has been coordinating volunteers at various organizations for more than 10 years.

Alexandra "Alex" Hollifield serves as senior program manager at YES! in Asheville. She is passionate about using an equity framework to prevent sexual violence, promote positive mental health, and create communities where all youth feel a sense of belonging. She previously worked with college students at the Vanderbilt University Women's Center on issues including sexual health, healthy relationships, body image, disordered eating, and mental health. Alex has also worked as the prevention coordinator for the Kentucky Association of Sexual Assault Programs where she oversaw statewide implementation of a bystander intervention curriculum in high schools, developed a strategy for primary prevention in middle schools, and created a new framework for violence prevention in historically marginalized and underserved communities.

Kim Lanphear is CEO of Apparo, a nonprofit connecting local nonprofits to technology expertise and resources that amplify their impact in the community. Recognized for her skills in change management and cultural leadership, she has led Apparo to focus on achieving solution sustainability for nonprofits. Kim has a diverse background with more than 20 years of expertise in strategy development, international business, marketing, fundraising, P&L management, and board governance and leadership. She has consulted with nonprofits in the areas of strategy and marketing and is recognized for her ability to build consensus and collaborative partnerships.

Catherine Liao leads Duke Health's government relations office, working to strengthen Duke's identity and reputation on biomedical research, education, training, and service. Prior to joining Duke, she worked on Capitol Hill for six years, managing health, education, labor, and housing appropriations issues for a senior member of Congress. She has worked as a research assistant at the North Carolina Institute of Medicine, assisting staff with review of federal health reform legislation and recommendations for implementation at the state level. She also completed an administrative fellowship and served in the office of the Chief of Staff at the Durham Veterans Affairs Medical Center. Catherine holds a Bachelor of Arts in political science from UNC-Chapel Hill and a Masters of Science in Public Health from the Gillings School of Global Public Health.

Amy Lytle has served as executive director of HandsOn NWNC since its founding in 2007. HandsOn NWNC mobilizes people and organizations that inspire community change, working with approximately 500 nonprofits in Forsyth, Surry, Stokes, Davie, Davidson, and Yadkin counties, and engaging more than 5,000 volunteers per year in service across their network. With 20 years of experience, Amy has developed and presented workshops locally, nationally, and internationally on a variety of nonprofit governance topics. As a volunteer herself, she serves on the boards of numerous organizations.

She has a BA from Guilford College, and is a graduate of Duke University's nonprofit certificate program.

Lavonne McLean is director of programs and pro bono partnerships with Apparo. She brings over 15 years of financial services and project management experience to her work empowering nonprofits in the Charlotte community. She is committed to helping nonprofits realize transformational change through Apparo's technology programs, including Community Impact Projects, Epic, Award Grants, and Nonprofit Tech Education programs. Apparo's programs connect volunteers to skills-based volunteer opportunities to impact over 100 nonprofits in the Charlotte area annually. Lavonne loves the magic of smart people, big hearts, technology's power, and lots of passion coming together to help propel nonprofit work forward.

Jordan Miller is a principal with CLA and a CPA specializing in assurance and audit services for nonprofits. With over nine years of exclusive nonprofit experience, she is qualified to identify areas of improvement for organizations and help implement unique and innovative ways to address these areas.

Travis Mitchell is chief content officer at UNC-TV, Public Media North Carolina. He is responsible for ensuring that the UNC-TV statewide public media network of four channels and online has the necessary content to make its services viable, relevant, and strong for viewers, members, and other stakeholders. He has more than two decades of experience in all aspects of commercial media and publishing, and leadership in content and business development. As chief operating officer and executive vice president, Travis helped launch and manage the MBC Network (aka The Black Family Channel), a digital cable television channel ultimately available to national cable subscribers in 31 million homes in 48 states. Prior to UNC-TV, he was president of Communities In Schools of Wake County.

Pamela Palmer is an assistant professor in the human relations and nonprofit studies programs at High Point University. She has served in various roles related to leadership and management of nonprofit organizations. Her professional experience also includes over 20 years consulting with nonprofits (and churches) in the areas of capacity build-

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ing, nonprofit start-up and management, program development and management, strategic planning, organizational development, staff development, program evaluation, and community development. She has a Ph.D. in leadership studies and Master of Science in human resource counseling from North Carolina A&T State University. She obtained an undergraduate degree in business administration at Winston-Salem State University.

Emily Parks is a productivity consultant who founded Organize for Success® in 2007. If your to-do list is longer than you have hours to get it all done, you're overwhelmed by the avalanche of emails, you struggle to focus on what matters, or you know there's a better way to juggle it all, Emily's your go-to resource. As an Evernote Certified Consultant and technology specialist, she aligns your efforts with your priorities, implementing the right tools for success. Recognized by *Triangle Business Journal's* 2015 40 Under 40 Leadership Award and 2018 Corporate Philanthropy Award, Emily is a productivity expert.

Kamilah Perkins is an educator, speaker, trainer, and nonprofit founder with over 15 years of experience in developing and managing nonprofits, and programming. At Legacy Dreamer, she helps organizations that struggle with designing and sustaining programming, helping them develop effective, quality programs so they can better position themselves to get and keep funding, while creating real results for the communities they serve. She desires to help others pursue and build quality and sustainable programs to help them Live Their Dreams and Leave A Legacy they can be proud of.

Martha Rinehart is the leader of CLA's BizOps practice in Charlotte. She serves a variety of industries in monthly accounting services for nonprofit, for-profit, and health care clients. She comes to CLA with over 15 years of experience in roles such as financial services senior manager, controller, and senior accountant-audit. She has broad experience in cash management, audit operations, budgeting and controls, payroll management, month-end closing, and project management. Martha has experience with a range of industries, specifically senior living, healthcare, and nonprofits.

Reneé Rogers is the department chair, accounting and business administration, and the program coordinator for the nonprofit leadership and management program at Forsyth Technical Community College. She currently serves as board chair for HandsOn NWNC. She supports several nonprofit organizations via contributions and volunteering. She has a strong commitment to family, community, and education. Reneé has 15 years combined experience in higher education administration and instruction. Her previous experience includes 21 years in retail banking and automobile finance.

Susan Scott is a media leader, strategist, and problem solver who inspires people and teams and draws upon her sales, marketing, strategic planning, and start-up experience to deliver value, revenue, and audience. Her career spans more than 25 years of executive roles in operations, sales, marketing, strategy, and distribution for companies including Frontier, Weather Channel, Comcast, CNN, TNT, and Fox News Channel. Today, Susan is chief growth officer at UNC-TV where she leads development, marketing, and communications by stewarding the organization's growth and is responsible for advancing the integrated, mission-based strategies of the organization's brands.

Sabrina Slade is social innovation director with the John Rex Endowment in Raleigh. She has more than 20 years of experience with nonprofits and foundations in North Carolina. Most recently with The Winston-Salem Foundation, she was initially director of the Women's Fund, then director of strategic initiatives. Other posts included director of development and communications at the Horizons Center in Rural Hall, vice president of the YWCA's Glade Street Branch in Winston-Salem, and several key positions with the United Way of Forsyth County. She earned her BA from UNC-Charlotte and MBA from the University of Phoenix.

Amy Strecker serves as Duke Energy's stakeholder philanthropy manager, overseeing Duke Energy Foundation's grantmaking in North Carolina. She is also responsible for Duke Energy's sports marketing in the Triangle and Triad regions. Previously, she worked on the company's corporate communications and local government and community relations teams. Amy joined the UNC-Chapel Hill School of Government in 2013 as an adjunct instructor with the Master of Public Administration program, where she teaches professional communications and leads the course's adjunct teaching team. She has also worked in the public policy arena, focusing on affordable higher education. Amy started her career with Teach for America as an English teacher in Warren County. She earned a BA in English from the University of Texas at Austin and a Master of Public Administration from UNC-Chapel Hill. She serves on the boards of the North Carolina Theatre, Marbles Kids Museum, and United Way of the Greater Triangle. Amy lives in Raleigh with her wife and their four-legged children.

Liz Styron believes in the power of collaboration, education, and liberation to create more just, equitable societies through the use of emergent strategies. As an emergent strategist & facilitator, organizational consultant, theologian, professional agitator, and program manager, she wakes up every day to partner with dreamers, innovators, and advocates who want to ensure that communities are "well" and whole: mind, body, and soul. Her superpowers are: equity-focused training design & facilitation, intentional visioning & strategic planning, bridge building & collaborative growth processes, coaching/mentoring, consulting, curriculum development, public speaking, and serving. She has 10+ years of transformational experiences to share.

Jeanne Tedrow is president & CEO of the North Carolina Center for Nonprofits. She came to the Center after 25 years with Passage Home, a community development corporation she co-founded and grew from helping a couple of families a year to one that serves over a thousand individuals, leveraging \$3.8 million of housing and support services annually in Wake County. She has served on boards and committees throughout the Triangle and state-wide, and has been recognized with awards such as the "Pro Ecclesia Et Pontifices" bestowed and blessed by the Pope in the 2000 Jubilee Year, TBJ's 2017 Women In Business, and named a 2015 Goodmon Fellow. She earned a BA in urban and community development from the University of Massachusetts and an MA in public policy from Duke University as a Z. Smith Reynolds Fellow. She completed the National Development Council and UNC School of Government community development training programs, NCSU Executive Coaching certification program, Grinnell Leadership Program, and Harvard Business School Executive Education. Raised in Boston, she has travelled extensively and, as part of her Z. Smith Reynolds Foundation sabbatical, travelled throughout Italy including the small village of Calabria from which her grandparents emigrated.

Claire Veazey is director of development at Prevent Child Abuse NC, a statewide nonprofit dedicated to developing safe, stable, nurturing relationships for children in their families and communities to prevent child abuse and neglect. Prior, she was director of volunteer services at SECU Family House at UNC Hospitals, where she managed more than 1,300 volunteers essential to house operations. She was also responsible for setting the volunteer program's growth strategy as Family House prepared to double in size with the addition of a second building. Claire's background is in public health and nonprofit management, earning her Masters in Public Health from UNC-Chapel Hill. When she is not herding cats, you can find her baking cookies, spending time outside, or watching a good movie.

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Peter Mattocks
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Greg Weber is president and CEO of The Arts Council in Fayetteville. He is a 35-year executive specializing in arts leadership and international event production. As CEO of Tulsa Opera, he established conduits between the arts and city leaders that broadened collaborations. At San Francisco Opera, he directed a \$24 million budget and 200+ personnel. As managing director for Geva Theatre Center, he delivered back-to-back company surpluses. Greg served 14 seasons as production director at Houston Grand Opera. He has taught at Ohio Northern University, University of Missouri, and worked at the Moscow Art Theatre in Russia. He holds degrees from Ball State University and the University of Missouri.

UniQue Webster is director of engagement and strategic partnerships at The Arts Council in Fayetteville. She has carved out a successful and varied career in marketing and development in places as diverse as New York City and Chicago. She has worked for organizations such as Best Buddies International, VH1 Save the Music Foundation, and BET Networks. Because of her work ethic, UniQue received a number of accolades and awards, including a Proclamation of Excellence by NYC Council Member Tracy L. Boyland, then Chair of Women's Issues.

Davia Young (she/her/hers pronouns) is project developer and impact evaluator for CoThinkk. She is a graduate of Guilford College with a degree in community & justice studies, a double minor in environmental studies and gender studies, and a language focus in Arabic. She previously served as the fellow for Jewish Voice for Peace in the Triangle, an organization committed to Palestinian solidarity work rooted in Jewish values. Through her undergraduate studies, she developed a passion for Participatory Action Research (PAR), which aims to disrupt conventional forms of knowledge production by centering community voices and narratives, and finding community-led solutions. PAR is dedicated to changing who our society deems "experts" and who decides what makes research "valid." Davia has also been a student organizer with Integrity for Guilford, a multi-issue and multi-racial student led coalition, that advocated around issues of institutionalized racism in higher education, specifically working to hold Guilford College accountable to their core values. She considers the struggle for justice and equity to be interdisciplinary and intersectional. To Davia, building community, coalition work, and sharing spaces are some of the most powerful tools for change. She is committed to using her identities and privileges to fight for justice by accessing her various communities that perpetuate oppression.



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OUR MEMBERS

We appreciate these nonprofits and foundations who have invested in themselves and NC's nonprofit sector as Members of the North Carolina Center for Nonprofits. This list is current as of November 18, 2019.

Founding & Charter Members

These organizations, many who provided grassroots input into the Center's original mission, joined our then-new statewide organization from May 1992 to July 1993.

A.J. Fletcher Foundation, Raleigh
ACLU-NC Legal Foundation, Raleigh
Albemarle Hopeline, Elizabeth City
Alice Aycok Poe Center for Health Education, Raleigh
Alliance of AIDS Services-Carolina, Raleigh
The A.M. and Ruth Z. Fleishman Foundation, Durham
Arthur Morgan School, Burnsville
Arts North Carolina, Raleigh
Ashe Services for Aging, West Jefferson
Asheville Area Habitat for Humanity, Asheville
Blue Ridge Community Action, Morganton
Blumenthal Foundation, Charlotte
Boys & Girls Club of Wake County, Raleigh
Carolina Raptor Center, Huntersville
Catholic Conference Center, Hickory
Center for Community Self-Help, Durham
Chapel Hill-Carrboro Public School Foundation, Carrboro
Charlotte Center for Legal Advocacy, Charlotte
Chatham County Council on Aging, Pittsboro
Children's Home Society, Greensboro
Children's Law Center of Central North Carolina, Winston-Salem
Choanoke Area Development Association, Rich Square

Coastal Women's Shelter, New Bern
Communities In Schools of North Carolina, Raleigh
Community Foundation of Henderson County, Hendersonville
Community Home Trust, Chapel Hill
Compass Center for Women and Families, Chapel Hill
Conservation Trust for North Carolina, Raleigh
Crisis Control Ministry, Winston-Salem
Cumberland County Dispute Resolution Center, Fayetteville
CVAN, Concord
Dementia Alliance of North Carolina, Raleigh
DHIC, Raleigh
Diakonos, Inc., Statesville
Duke University, Nonprofit Management Program, Durham
Durham Literacy Center, Durham
EarthShare North Carolina, Durham
Executive Service Corps of the Triangle, Durham
Family Service of the Piedmont, Greensboro
Food Bank of Central & Eastern North Carolina, Raleigh
Foothills Equestrian Nature Center, Tryon
Foundation for Health Leadership and Innovation, Cary
The Foundation of Hope/Walk for Hope, Raleigh
Friends of the N.C. State Museum of Natural Sciences, Raleigh
Girl Scouts - North Carolina Coastal Pines, Raleigh
Greensboro Urban Ministry, Greensboro

Habitat for Humanity of Orange County, Chapel Hill
Haven House Services, Raleigh
Hilltop Home, Raleigh
Homeward Bound of WNC, Asheville
Hospice of Randolph County, High Point
House of Mercy, Belmont
Housing for New Hope, Durham
Institute for Southern Studies, Durham
Inter-Faith Food Shuttle, Raleigh
International Focus, Raleigh
John C. Campbell Folk School, Brasstown
Kenan Institute for the Arts, Winston-Salem
Kids Place, Franklin
Land Loss Prevention Project, Durham
LeadingAge North Carolina, Raleigh
Lutheran Services Carolinas, Salisbury
MANNA Food Bank, Asheville
Marbles Kids Museum, Raleigh
The Mary Duke Biddle Foundation, Durham
Mary Reynolds Babcock Foundation, Winston-Salem
Methodist Home for Children, Raleigh
Montessori Children's House of Durham, Durham
N.C. Aquarium Society, Raleigh
N.C. Coalition Against Domestic Violence, Durham
N.C. Coastal Federation, Newport
N.C. Coastal Land Trust, Wilmington
N.C. Housing Coalition, Raleigh
N.C. Humanities Council, Charlotte
N.C. Independent Colleges and Universities, Raleigh
N.C. Public Television Foundation, Research Triangle Park

N.C. School Boards Association, Raleigh
N.C. Senior Games, Raleigh
N.C. Youth Soccer Association, Greensboro
NAMI-North Carolina, Raleigh
NC Child, Raleigh
NC Community Foundation, Raleigh
NC Council of Churches, Raleigh
NC Institute of Minority Economic Development, Durham
NC Rural Center, Raleigh
NCCHCA, Raleigh
North Carolina Center for Nonprofits, Raleigh
North Carolina Justice Center, Raleigh
OnTrack Financial Education & Counseling, Asheville
Orange County Rape Crisis Center, Chapel Hill
Outer Banks Conservationists, Manteo
Passage Home, Raleigh
The People's Alliance Fund, Durham
PLM Families Together, Raleigh
Prevent Child Abuse NC, Morrisville
Public School Forum of North Carolina, Raleigh
The Raleigh Ringers, Raleigh
REACH of Haywood County, Waynesville
REACH of Macon County, Franklin
Resource Center for Women and Ministry in the South, Durham
River City Community Development Corporation, Elizabeth City
Robeson Community College Foundation, Lumberton
Ronald McDonald House of Durham & Wake, Durham
RSI, Chapel Hill

Samaritan Ministries, Winston-Salem
Senior Resources of Guilford, Greensboro
The Shepherd's Center of Kernersville, Kernersville
SHIFT NC, Durham
Sound Rivers, Washington
StepUp Ministry, Inc., Raleigh
Student Action with Farmworkers, Durham
Swiss Bear, Inc., New Bern
Transitions Lifecare, Raleigh
Trellis Supportive Care, Winston-Salem
Triangle Community Foundation, Durham
Triangle Family Services, Raleigh
Tri-County Industries, Rocky Mount
TROSA, Durham
United Way of Asheville and Buncombe County, Asheville
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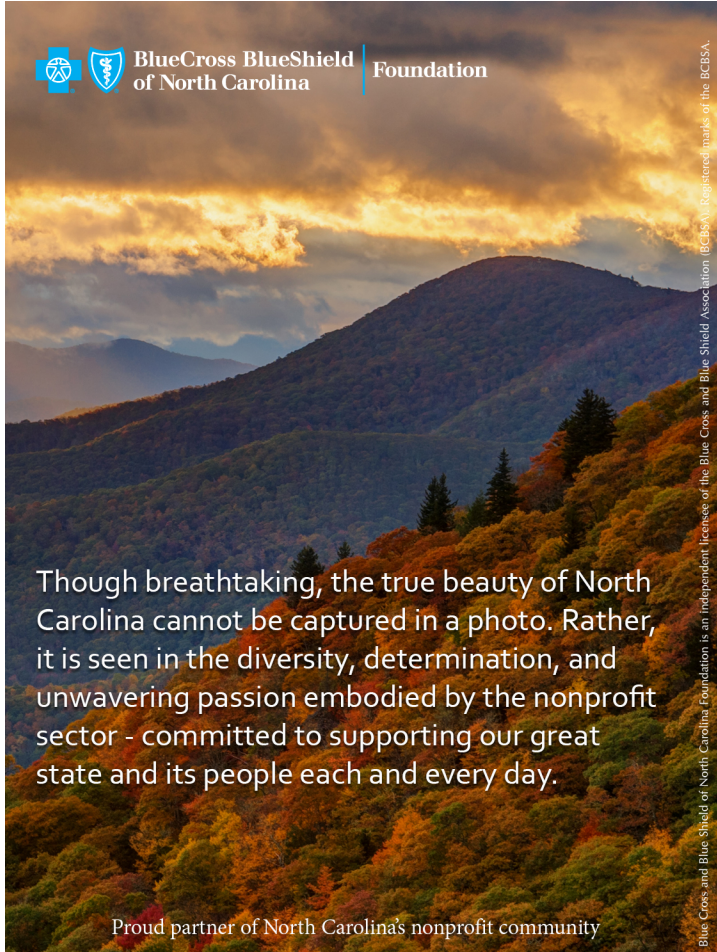
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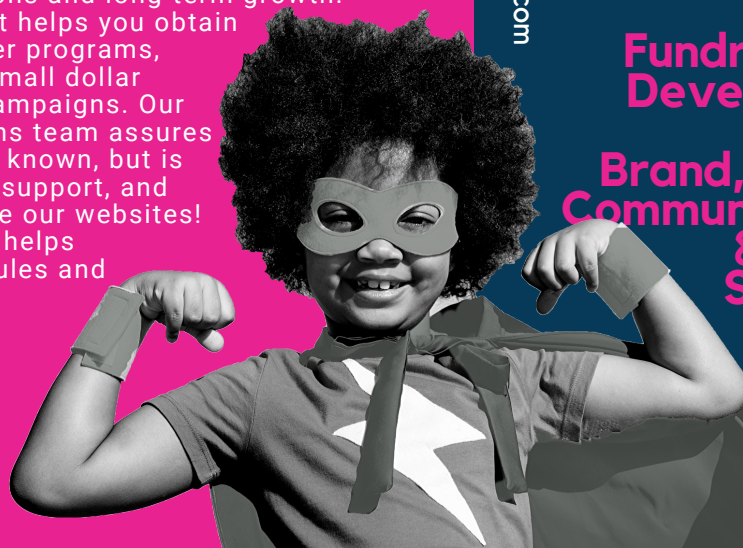
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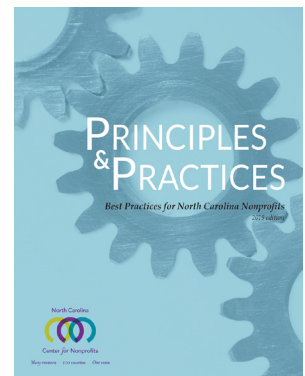
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2019 Legal Compliance Checklist for North Carolina Nonprofits

outlines laws that affect NC 501(c)(3) nonprofits' governance, finances, advocacy, human resources, and fundraising

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