

CONCURRENT LEARNING TRACKS

Youth Philanthropy

Young people that give of their talents and money to help others.

Philanthropy in Hard Times

Sometimes it seems that just when there is more need, we have less to give. Learn how to adapt to philanthropy in hard times.

Taking Social Ventures to Scale

What social ventures have learned about taking a successful local program to new locations and markets.

Social Enterprise

"Double-bottom line" non-profits with operations that generate income while also furthering their social missions.

Social Purpose Business

For profit businesses that distribute their profits to social missions.

11:30-12:20 PM

Session A1: The Change Exchange

Best Buy executive Tim Showalter-Loch describes how Best Buy involves teens directly in the company's philanthropy through the @15 Change Exchange program—a new online grantmaking program by and for teens. In the Change Exchange teen members of @15 decide which teen-serving nonprofits they want to receive \$1 million in Best Buy grant awards.

Session B1: The Power of Storytelling

Lori L. Jacobwith, national speaker, trainer and fundraising consultant, leads an interactive session about the use of clear, bold communication, including how to share stories, to generate more of what you need, especially in these challenging times.

Session C1: Part One: Getting Ready to Replicate

Genesys Works enables inner-city high school students to discover through work experience that they can succeed as professionals in the corporate world. Admission Possible provides low-income students with both the guidance and the tools necessary to enter college. Both organizations are taking their models to scale. Admission Possible founder Jim McCorkell, Genesys Works founder Rafael Alvarez, and Genesys Works Minnesota executive director Jeff Tollefson describe how they and their board arrived at the decision to expand, the selection of their expansion sites, and their replication strategies.

Session F1: Working Toward Recovery

Rebuild Resources is a non-profit enterprise helping recovering men and women rebuild their lives through the most powerful social program of all: A job. Student-employees stay long enough to build a job history, gain tangible skills, and build their capacity to be valuable to an employer. Rebuild aims for financial self-sufficiency by funding eighty percent of its budget from business revenues. Rebuild CEO Kevin Lynch tells how he and his team have grown the business while caring for the recovery needs of Rebuild's employees.

Session G1: Buythechange.com

Social entrepreneur and co-founder of buythechange.com—Josh Becerra—leads an inter-active session on leveraging capitalism as a force for social good and how entrepreneurs are finding ways to harness the power of private enterprise to create public benefit. Josh highlights the buythechange.com model in which customers vote with their dollars as 70% of membership fees go back to local non-profits.

2:00-2:50 PM

Session A2: Young Venturers

Youth Venture inspires and invests in teams of young people to design and launch their own lasting social ventures, enabling them to have a transformative experience of leading positive social change. Youth Venture Minnesota leader Spectra Myers and a team of young venturers describe their venture and how it has changed the way they look at the world.

Session B2: Aligning Values and Giving

Having trouble making philanthropic decisions in these hard times? Dr. Louis E. Newman of Inspired Giving will help you clarify your priorities, align your giving with your values, and explore your giving potential. In a time when resources are scarce, make your giving more strategic and meaningful.

Session C2: Part Two: The Hard Realities

In part two, McCorkell, Alvarez, and Tollefson discuss their actual experience in launching their programs in new cities and what they have learned about the effects of replication on their programs, management, and fundraising.

Session F2: The Business of Putting People to Work

EMERGE Staffing is a nationally known temp-to-permanent staffing agency that employs 60+ hard-to-employ adults, mostly from the Minneapolis Northside community, on a daily basis at a growing number of local companies. The program makes special efforts to reach ex-offenders, new Americans, and adults living in supportive housing. Executive Director Mike Wynne will describe what Emerge has learned in the process of growing this social enterprise from an idea to a national model.

Session G2: The Most Socially Conscious Beer in the World

Finnegans Beer founder Jacquie Berglund had a great idea—create a tasty, locally brewed beer that gives 100% of profits to charities. As a social entrepreneur, Jacquie decided that operating a successful business is the best way to fund life changing opportunities for people. Hear how she does it.



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PHILANTHROPY
2009 CONFERENCE

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GRAVES 601

MINNEAPOLIS, MN