

FINDING A COMMON THREAD:

Strengthening the Fabric of our Communities



WELCOME TO THE TEXAS NONPROFIT SUMMIT!

On behalf of OneStar Foundation, thank you for joining us! We are proud to present the annual Texas Nonprofit Summit in collaboration with nonprofit capacity builders and educators from across Texas.



When this annual event was first launched in 1977, it was envisioned as a statewide training for volunteer leaders. As the Texas nonprofit sector and the unique challenges we face have grown in scope and complexity over the years, the event has evolved into the leading statewide nonprofit conference—with rich, locally driven content that showcases capacity-building efforts, fosters cross-sector partnerships, catalyzes strategies to address local issues, and creates lasting collaborative relationships within the community.

We are grateful to our Presenting Sponsor CITGO, our Leading Sponsor AT&T, and our Supporting Sponsor H-E-B for recognizing the value and impact of creating a space for nonprofit professionals to learn, reflect, and connect. Through their generous support, we have designed a unique day of professional development and networking just for you!

Thank you again for choosing to spend your day with us. We hope you enjoy your Texas Nonprofit Summit experience, and we wish you great success in your efforts to contribute to a more vibrant, connected Texas.

Chris Bugbee
President & CEO
OneStar Foundation



RON NIRENBERG MAYOR

October 29, 2019

Greetings!

The City of San Antonio is honored to host the 2019 Texas Nonprofit Summit and welcome hundreds of nonprofit professionals, board members, funders, business leaders, and government and academic representatives for an energizing day of learning, networking, and idea sharing.

The conference's theme of Finding a Common Thread: Strengthening the Fabric of Our Communities celebrates what is at the heart of our city. Like you, we strive to find collaborative, innovative approaches to our work that bring people together. San Antonio's network of extraordinary nonprofits is a powerful force for good, working alongside the City of San Antonio and many others to meet community needs and help us advance equity and opportunity for all.

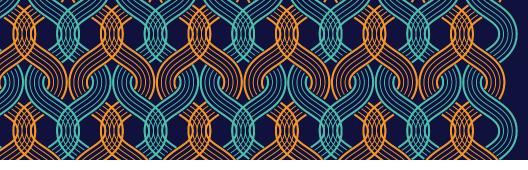
While you are here, I hope that you get to experience San Antonio's rich culture, dynamic economy, and our residents' kind and gracious nature. San Antonio was founded at the crossroads of emerging cultures and this is evident as you walk our streets, visit our historic World Heritage Missions, and dine in our restaurants to get a taste of our diverse culinary heritage. Among other attractions and historic locations, I urge you to explore our world-renowned Zoo, Sea World, Fiesta Texas, our culturally rich museums, our colorful Riverwalk, and our historic Market Square.

Thank you for all that you do to strengthen communities across Texas. On behalf of my colleagues on the City Council and the entire City organization, thank you for selecting San Antonio for the conference. We look forward to a very successful conference and to welcoming you to our great city!

Sincerely,

Ron Nirenberg

MAYOR



8:00 AM - 9:00 AM

Check In & Breakfast

9:00 AM - 10:00 AM

Opening Remarks

Kevnote Address | HEB Performance Hall

Edith Lutnick, Co-Founder & President, Cantor Fitzgerald Relief Fund

10:30 AM - 11:45 AM

Morning Sessions

Collective Impact through Strong, Smart Partnerships and

Collaborations | West Rotunda

Katy Bourgeois, Director of Aligned Impact, Mission Capital

Using Data to Tell the Story of Your Impact | East Rotunda

Reyda Taylor, Senior Consultant for Data & Research, Mission Capital

Maximize Your Leadership Strengths | Carlos Alvarez Studio Theater

Cynthia Colbert, President & CEO, Catholic Charities of the Archdiocese of Galveston-Houston

Mary Grace Landrum, Principal, Landrum & Associates

Volunteer Recruitment, Readiness and Engagement: Tips from the Trenches | Denman Founder's Lounge

Moderated by Laura Vaccaro, Vice President of Community Relations, Valero

Michael Guerra, Chief Resource Officer, San Antonio Food Bank Brandyn Moore-Rodriguez, VP of Community Relations & Volunteer Initiatives, United Way of San Antonio and Bexar County

Taylor Wolter, Disaster Services & Outreach Officer, OneStar Foundation

12:00 PM - 1:00 PM

Luncheon Presentation

The Power of Partnership: How Business and Nonprofit Leaders Address Social Challenges Together | HEB Performance Hall

Introduction by Texas First Lady Cecilia Abbott

Moderated by **Robert Rivard**, Editor & Publisher, Rivard Report **Jennifer Enderlin**, AT&T Employee Relief Fund and Director - Charitable Operations, AT&T and the AT&T Foundation

Dva Campos, Director of Governmental & Public Affairs, H-E-B Michael Guerra, Chief Resource Officer, San Antonio Food Bank



1:30 PM - 2:45 PM Early Afternoon Sessions

Creating a Culture of Continuous Improvement | West Rotunda

Dr. Robert Wimpelberg, Executive Director, All Kids Alliance, University of Houston

Conscious Inclusion: Leading through Awareness & Action | East

Rotunda

Sonya Ware, CEO & Diversity Champion, Blue Beagle Consulting

Engaging the Community toward a Visionary Future | Carlos Alvarez

Studio Theater

Molly Cox, President & CEO, SA2020

Kiran Kaur Bains, Director of Community Impact, SA2020

Building Your Brand and Marketing on a Budget | Denman Founder's

Lounge

Tiffany Galligan, Founder & CEO, Too Good Strategy

3:15 PM - 4:30 PM Late Afternoon Sessions

Film Screening: Community First, A Home for the Homeless | HEB

Performance Hall

Layton Blaylock, Filmmaker, Director & Founding Partner, Inferno Films

Exploring the Workplace Experience: Guidance for Making Your

Nonprofit a Great Place to Work | West Rotunda

Katie Popp, Senior Consultant, Mission Capital

Building the Perfect Board | East Rotunda

Ronnie Hagerty, Associate Vice President of Community Relations, United Way of Greater Houston

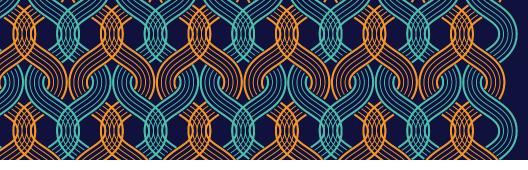
Building the Bench: Cultivating Our Future Leadership | Denman

Founder's Lounge

Susan Tomlinson Schmidt, MPA, CNP, President, Nonprofit Leadership Alliance

4:30 PM - 5:30 PM Networking Reception

Carlos Alvarez Studio Theater



Collective Impact through Strong, Smart Partnerships and Collaborations

West Rotunda

Katy Bourgeois, Director of Aligned Impact, Mission Capital Partnerships and collaborations with other nonprofits, government, academia, business and the communities we serve are essential to achieving long-lasting impact through our work. But, what does it truly take to make partnership with others successful? Who defines success and how? What makes one collaboration work when others seem to go nowhere?

This session explains the key components of a successful partnership or collaboration and how to avoid common pitfalls. You'll learn about several current collective impact projects happening in Texas and explore how you can establish or participate in a collaboration more effectively.

This session is ideal for nonprofit leaders of all kinds, especially those whose work involves partnerships and collaborations with other organizations and sectors.

Using Data to Tell the Story of Your Impact

East Rotunda

Reyda Taylor, PhD, Senior Consultant for Data & Research, Mission Capital

This session is sponsored by



So, you have crunched the numbers and created beautiful graphs, but now what? Numbers rarely speak for themselves. How do you communicate the story behind your data in a way that can engage your audience and drive action? Join us for a hands-on, interactive workshop exploring the craft of data storytelling. In this workshop, you will:

- Learn about storytelling theory at a high level
- Identify ways to tease out and communicate the contextual story behind data visualizations
- Learn tips to anchor your insights in the data and avoid creating unintentionally misleading stories
- Practice crafting data stories with specific audiences and goals in mind

This session is designed for nonprofit leaders of all kinds, and will be especially relevant to the work of evaluation staff, program directors and development and communications professionals.



Maximize Your Leadership Strengths

Carlos Alvarez Studio Theater

Cynthia Colbert, President & CEO, Catholic Charities of the Archdiocese of Galveston-Houston

Mary Grace Landrum, Principal, Landrum & Associates

This session is sponsored by



Today's nonprofit leaders serve as CEOs, program directors, coordinators, board members and in other roles where they influence people or teams to accomplish goals. Communicating with and motivating others are key skills for successful leaders. Knowing your communication style and the styles of others helps minimize conflict and motivates others to take action.

How do you identify your strengths and the strengths of the team members you work with? This workshop provides information and skill practice with tools and resources to know your team's leadership and communication styles to help you build your leadership team. Participants in this session will receive a link to complete an Everything DiSC Workplace profile at no charge and receive a custom 20+ page report!

This session is ideal for nonprofit executives, directors, people managers, and those who aspire to nonprofit leadership roles.

Volunteer Recruitment, Readiness and Engagement: Tips from the Trenches

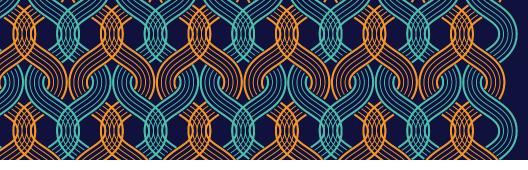
Denman Founder's Lounge

Moderated by **Laura Vaccaro**, Vice President of Community Relations, Valero **Michael Guerra**, Chief Resource Officer, San Antonio Food Bank

Brandyn Moore-Rodriguez, VP of Community Relations & Volunteer Initiatives, United Way of San Antonio and Bexar County

Taylor Wolter, Disaster Services & Outreach Officer, OneStar Foundation Join us for an engaging discussion all about volunteers and working with them. A panel of volunteer management gurus will share insights and inspired ideas for finding, recruiting, training, and keeping volunteers, and how to make their involvement truly benefit your organization and the people you serve together. Whether you rely on teams of helpers for short-term projects, skilled professionals for long-term, critical projects, or somewhere in between, you'll undoubtedly walk away with expert advice for taking your volunteer program to the next level.

This session is ideal for anyone who manages volunteers or works closely with them in any capacity.



Creating a Culture of Continuous Improvement

West Rotunda

Dr. Robert Wimpelberg, Executive Director, All Kids Alliance, University of Houston

This session is sponsored by



Continuous improvement is critical for strong development, at both the organizational and program levels. It also happens to be a key element in successful collective impact. In this interactive session, Bob Wimpelberg will demonstrate how All Kids Alliance (University of Houston) approaches continuous improvement with nonprofit organizations and their funders. He will share 10 years' worth of lessons learned and some tools that All Kids Alliance has found essential for seeding a culture of continuous improvement.

This session is ideal for program leaders, nonprofit executives, and development professionals.

Conscious Inclusion: Leading through Awareness & Action

East Rotunda

Sonya Ware, CEO & Diversity Champion, Blue Beagle Consulting Successful Diversity & Inclusion (D&I) requires both systemic and interpersonal leadership. Everyone in the organization is capable of learning skills that influence a more inclusive workplace culture. This interactive conversation will explore the D&I landscape, raise your personal awareness and review implementation best practices.

This session is ideal for anyone with an interest in learning more about diversity and inclusion. Members of the Nonprofit Management Alliance of Texas (NMAT), OneStar Foundation's Academic Affinity Group (AAG), and others who help to build nonprofit organizational capacity are encouraged to attend this session.

Engaging the Community toward a Visionary Future

Carlos Alvarez Studio Theater

Molly Cox, President & CEO, SA2020

Kiran Kaur Bains, Director of Community Impact, SA2020

SA2020 is a nonprofit organization that drives progress toward a shared vision for a thriving San Antonio. San Antonio is the only large city in the country that has a community vision developed by the people who call the city home, a nonprofit organization responsible for driving progress toward that vision, and more than 180 multi-sector partner organizations actively aligning to that vision. Since SA2020 began tracking progress toward the shared vision in 2010, 70% of the indicators are trending in the right direction.

Join Molly Cox (President and CEO) and Kiran Kaur Bains (Director of Community Impact) to learn how SA2020 engages and activates the community toward a visionary future. The session will include an overview of San Antonio's original visioning process in 2010, the bold efforts that followed, as well as SA2020's community engagement plan for the year 2020.

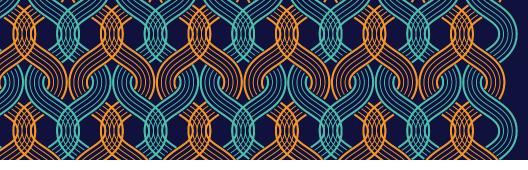
This session is ideal for any leader interested in meaningfully engaging their community toward affecting change.

Building Your Brand and Marketing on a Budget

Denman Founder's Lounge

Tiffany Galligan, Founder & CEO, Too Good Strategy Your brand is the representation of what you stand for, and why anyone should care. Even the smallest of nonprofits need to build and nurture their brand to create lasting change and impact. In this session, you will learn skills that will help your organization evaluate and evolve your brand. You will discover tools and resources that will help you maximize your budget and achieve greater awareness. You will learn how to evaluate for effectiveness, why it's important to iterate on your efforts, and how to tell the story of your impact.

This session is designed for nonprofit leaders of all kinds who want to enhance their organization's brand and marketing, especially those who seek low or no cost solutions.



Film Screening: Community First, A Home for the Homeless

HEB Performance Hall

Layton Blaylock, Filmmaker, Director & Founding Partner, Inferno Films Community First, A Home for the Homeless, is a documentary introducing an innovative, new approach to transforming the lives of homeless people through the power of community. The film tells the story of leaders and residents at Community First! Village, a 27-acre, mastered planned development providing affordable, permanent housing for hundreds of people experiencing chronic homelessness in Austin, Texas. As explained by the founder and CEO of Mobile Loaves & Fishes Alan Graham, "It is specifically designed to lift the chronically homeless off the streets of the Austin area offering them a place to call home, helping them to heal from the ravages of life on the streets and allowing them to rediscover a purpose in their lives." You'll hear about the heartbreaking events that cause homelessness, and the heartwarming stories of being welcomed into a nurturing environment where dignity and self-worth are restored.

Community First, A Home for the Homeless, had its world premiere at the 2019 SXSW Film Festival. Filmmaker Layton Blaylock will introduce the film, share the inspiration that led to its creation, and be available to answer questions immediately following the film screening. Visit **texasnonprofitsummit.org/sessions** to watch the film trailer!

This session is ideal for any conference attendee who wants to be inspired and more informed about great work happening in Texas.

Exploring the Workplace Experience: Guidance for Making Your Nonprofit a Great Place to Work

West Rotunda

Katie Popp, Senior Consultant, Mission Capital Now more than ever, nonprofit organizations must focus on creating strong internal teams and talent if they plan to attract and retain a skilled and passionate workforce. What type of workplace experiences lead to real employee engagement? How can nonprofit organizations- with limited budgets and demanding workloads- keep employees happy and fulfilled?

We'll define the ideal workplace experience and uncover the components that make good places to work great – including many strategies that are low or no cost. You'll walk away with lots of actionable tips for employees at all levels and a framework for making short and long-term changes in your workplace.

Nonprofit leaders who manage teams, work in HR and/or operations, and other nonprofit professionals who have influence over their workplace and employees' experience will benefit the most from this session.

Building the Perfect Board

East Rotunda

Ronnie Hagerty, Associate Vice President of Community Relations, United Way of Greater Houston A high-functioning, effective board of directors is behind every successful nonprofit, but building and sustaining that board is much easier said than done. In this interactive session, you'll explore why board relations can be so tricky and learn proven strategies for navigating common obstacles to success. Attendees will gain a deeper understanding of what it takes to move from a "working board" to a "governing board", consider how to get their boards more engaged in fundraising, and discuss the challenges and opportunities of recruiting and working with a more diverse group of hoard leaders.

This course is ideal for experienced nonprofit executive leaders, board members and others who work closely with nonprofit boards.

Building the Bench: Cultivating Our Future Leadership

Denman Founder's Lounge

Susan Tomlinson Schmidt, MPA, CNP, President, Nonprofit Leadership Alliance If current nonprofit workforce hiring trends continue, the sector will need to replace every existing senior executive position within the next eight years. What's more, effective leadership is the most important predictor of organizational sustainability and success. However, most organizations do not have a current succession plan in place—and the ones that do, it is often only for the top-ranking position.

Effective succession planning isn't just about securing the next CEO—it is about building our bench so that we have a team of effective emerging leaders ready to take on their next big assignments. Join us for a hands-on workshop that will assess how your organization's culture and operations are impacting your succession planning strategy. You will leave armed with a succession plan tailored to your organization that you can launch as soon as you return to the office. Participants will:

- Learn about the key drivers of retention
- Conduct an organizational audit that will determine what policies, procedures and operations need to change in order to achieve succession planning goals
- Assess their organization's capacity to attract and retain top talent
- Explore findings from a study on career paths of nonprofit executive leaders
- Use the Cost-of-Turnover® calculator to understand the opportunity costs of filling vacancies
- Create a succession plan to cultivate leaders within their organization as well as recruit new talent dedicated to nonprofit careers.

This session is ideal for Executive Directors, Board Members, and HR professionals.

NOTES



NOTES



KEYNOTE SPEAKER

EDITH LUTNICK

Co-Founder and President, Cantor Fitzgerald Relief Fund

The Cantor Fitzgerald Relief Fund, a 501(c)3 not-for-profit charity was established September 11, 2001, to address the short- and long-term needs of victims of terrorism. In 2005, The Cantor Fitzgerald Relief Fund expanded its mission to include aid to families impacted by natural disasters and emergencies as well as direct service charities. Under Ms.



Lutnick's leadership as Co-Founder & President, The Cantor Fitzgerald Relief Fund has raised and distributed approximately \$336 million and implemented numerous programs to assist victims and their families.

The Relief Fund's expanded scope has included direct financial aid to victims in natural disasters including the devastation caused by Hurricanes Irma and Maria in Puerto Rico, Hurricane Harvey in Houston, the 2017 Northern California Wildfires, Superstorm Sandy in New York and the tornado in Moore, Oklahoma, as well as assistance to the wounded members of our military.

Ms. Lutnick facilitates the annual Charity Day events at Cantor Fitzgerald and BGC Partners, where 100% of the firms' revenues on September 11th are donated to The Cantor Fitzgerald Relief Fund, which in turn assists hundreds of deserving not-for-profits around the world. Since its inception, Charity Day has raised approximately \$159 million.

A sought after and inspiring public speaker, Ms. Lutnick addresses a wide variety of audiences on topics including leadership, corporate and social responsibility, 9/11, resilience, living with tragedy, non-violence, and disaster relief and planning. She is also the author of An Unbroken Bond: The Untold Story Of How The 658 Cantor Fitzgerald Families Faced The Tragedy Of 9/11 And Beyond.

Ms. Lutnick holds a BS from the University of Rhode Island (1980) and a JD and MBA from Syracuse University (1982). She is a respected voice on several 9/11 advisory committees including the September 11th National Memorial and Museum, and is a member of the Board of Directors of The Cantor Fitzgerald Relief Fund, Evolve, and an Honorary Board member of A Caring Hand: The Billy Esposito Foundation.

To learn more about today's workshop speakers, visit **texasnonprofitsummit.org/speakers** for complete bios.





INTRODUCTION BY HONORED GUEST
CECILIA ABBOTT
First Lady of Texas

The granddaughter of immigrants from Mexico, Cecilia Abbott was raised in San Antonio by parents who were both educators, and who instilled in Cecilia a love of learning and helping others. Cecilia took their lessons to heart, earning three degrees from the University of St. Thomas in Houston.



JENNIFER ENDERLIN

President of AT&T Employee Relief Fund and Director of Charitable Operations, AT&T and the AT&T Foundation

Jennifer Enderlin is President – AT&T Employee Relief Fund and Director – Charitable Operations at AT&T and the AT&T Foundation. In these roles, she is responsible for day to day operations support of AT&T's corporate charitable giving and employee relief programs. As founder of the AT&T Employee Relief Fund (ERF), a 501c3 public charity, Jennifer led the 2018 launch and global expansion of the nonprofit to serve AT&T employees around the world. In 2018, employee relief programs granted over \$1.5M to nearly 1,000 employees impacted by natural disasters and other hardships.



DYA CAMPOS

Director of Governmental and Public Affairs, H-E-B

Upon graduation from Southwestern University in Georgetown, Texas, Dya Campos joined Vinson & Elkins LLP as a Governmental Affairs consultant representing its attorneys and clients in the Texas legislature. In 2004, Campos was recruited to HillCo Partners, the top governmental affairs consulting firm in Texas, as the youngest lobbyist in the state at the time. After completing several successful legislative sessions, Campos was tapped by H-E-B to lead Public Affairs for the company's San Antonio headquarters and the San Antonio/West Texas retail operations region. In her role at H-E-B, Campos oversees the charitable giving program, community affairs and serves as the director of media relations and spokesperson for the H-E-B headquarters. Campos also leads the Governmental Affairs division and H-E-B's legislative efforts at the Texas State Capitol. In 2015, Capitol Insider named Campos one of the top corporate governmental affairs influencer in Texas.

LUNCHEON PRESENTATION

The Power of Partnership: How Business and Nonprofit Leaders
Address Social Challenges Together

Cecilia then devoted her life to serving others. She has been a teacher, vice-principal, and principal at several Catholic schools across Texas, and later went on to another noble calling working in senior health care services. She currently serves on the board of several educational organizations

and is an active member of many philanthropic groups.
Cecilia believes strongly in giving back. Her signature initiative as First Lady combines the two things that she is most passionate about — Texas and philanthropy. She calls it *Texanthropy*, and through it she promotes volunteerism and service

to others across Texas.
Cecilia has also partnered with
the Texas Department of Family
and Protective Services Network
of Nurture, an initaitive to raise
awareness about the ways Texans
can support the children and
families in the state's child welfare
system.



MICHAEL GUERRA

Chief Resource Officer, San Antonio Food Bank

Michael Guerra is the Chief Resource Officer at the San Antonio Food Bank in San Antonio, TX. In this executive leadership role, Guerra oversees more than \$140 million in annual food sourcing and fundraising for the Food Bank's mission. He has direct oversight for the marketing, communications, volunteer management, fundraising, food sourcing, and capital campaigns efforts of the San Antonio Food Bank and New Braunfels Food Bank. Prior to joining the Food Bank in 2011, Guerra served many years as nonprofit and faith leader in Austin, TX. Guerra also spent a decade as an adjunct instructor at St. Edward's University (Austin) and guest lecturer at the LBJ School of Public Affairs (University of Texas at Austin), teaching in the areas of social policy and nonprofit management.



MODERATED BY

ROBERT RIVARD

Editor & Publisher, Rivard Report

Robert Rivard is the founder, editor, and publisher of the nonprofit Rivard Report, serving engaged citizens San Antonio. He directs a full-time staff of 19 journalists and business team colleagues at their offices in historic St. Paul Square. Rivard also writes a monthly column for the Opinion section of the Washington Post and washingtonpost.com. Rivard has worked for five Te xas newspapers over his 42-year career, including his time as executive editor and vice president-news of the San Antonio Express-News from 1997-2011. He worked for Newsweek magazine as a foreign correspondent in Central America covering the region's civil wars in the 1980s, and as its global chief of correspondents and senior editor in New York from 1985-89. Rivard is the author of *Trail of Feathers*, a nonfiction book chronicling the disappearance and murder of Express-News reporter Philip True in Mexico in 1998, and his long pursuit of True's killers through Mexico's corrupt justice system.

SPECIAL THANKS TO



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ADVISORS

OneStar Foundation is grateful to the leaders of these San Antonio area organizations, the Nonprofit Management Alliance of Texas (NMAT) and the Academic Affinity Group (AAG) for their guidance in designing the 2019 Texas Nonprofit Summit.

Big Brothers Big Sisters of South Texas
Christian Assistance Ministry (CAM)
Department of Human Services at City of San Antonio
Family Service
Federal Emergency Management Agency (FEMA)
Office of Emergency Management at City of San Antonio
Office of the Mayor at the City of San Antonio
SA 2020
San Antonio Area Foundation
San Antonio Food Bank
The Doseum
The Nonprofit Council
United Way of San Antonio and Bexar County

YMCA of Greater San Antonio



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Center for Nonprofit Support, San Antonio Area Foundation

East Texas Center for Nonprofits

Executive Service Corps of Houston

Galveston County Mutual Assistance Partnership

Mission Capital

Nonprofit Management Center of the Permian Basin Southeast Texas Nonprofit Development Center

Texas Grants Resource Center

The Waco Foundation

The Nonprofit Resource Center at the University of Texas Rio Grande Valley

United Way of Greater Houston Nonprofit Connection Volunteer Center of Lubbock

ACADEMIC AFFINITY GROUP MEMBER ORGANIZATIONS

The Nonprofit Resource Center at the UTRGV

Center for Civic Engagement, UT-El Paso

Graduate Certificate Program, College of Public Policy, The University of Texas at San Antonio

Department of Public Administration & Partnerships for Strong Communities, University of North Texas

Bush School of Government and Public Service, Texas

A&M University

School of Urban & Public Affairs, UT-Arlington RGK Center for Philanthropy and Community Service, University of Texas

Center for Philanthropy and Nonprofit Leadership, Rice University

Community Service Program, Baylor University
The Texas Hunger Initiative, Baylor University School
of Social Work

Nonprofit Management and Microfinance, C.T. Bauer College of Business, University of Houston

David M. Underwood Chapter of the Nonprofit Leadership Alliance at the University of Houston's Graduate College of Social Work

University of Houston-Downtown Nonprofit

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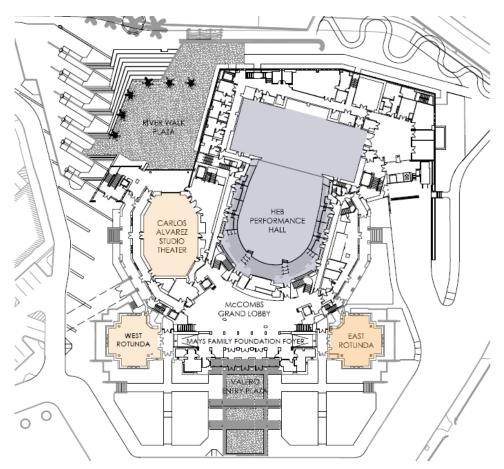
serve your community?



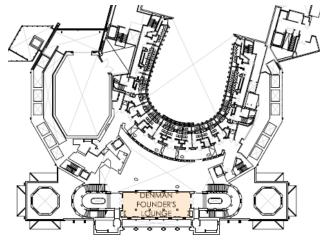




For more information, visit onestarfoundation.org or e-mail americorps@onestarfoundation.org



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