



COUNCIL *on* FOUNDATIONS

RURAL PHILANTHROPY CONFERENCE

JULY 25–27, 2011

INNOVATE»IMPLEMENT»IMPACT

KANSAS CITY MARRIOTT DOWNTOWN, KANSAS CITY, MO

Welcome to Kansas City!

We're delighted to welcome you to the third biennial Council on Foundations Rural Philanthropy Conference, **Innovate, Implement, and Impact**. The future of rural philanthropy is ripe with new opportunities despite scarce resources. This conference was specifically designed with the future in mind, and we hope you leave with new ideas and strategies.

The planning committee created three thematic tracks, each with its own lineup of experts to share innovative strategies. Each track is structured to share and help you learn about successful best practices and equip you with tools to replicate them in your own region. Choose your track and join your colleagues for some stimulating conversations.

Effusive thanks go to our host, the Greater Kansas City Community Foundation, for opening Kansas City to our conference. You don't want to miss our evening of networking at Kauffman Stadium, home to the Kansas City Royals, or that famous Kansas City barbecue. And be sure to take advantage of the free time to explore the city.

One last thing: Please fill out the evaluation forms for the conference. You can find these at the registration desk and in each of the breakout rooms during the concurrent sessions. Your comments help us plan future conferences.

Thank you for joining us, and we hope you enjoy your time together!



Kevin Walker



Sherece West



Steve Gunderson

Join the conversation on Twitter, #COFKC



Monday, July 25

9 a.m. **Registration Opens**
Foyer Outside Colonial Ballroom

10 a.m. **Preconference Session:**
Disaster Grantmaking and Preparedness
Truman A Room

Funders often need to act quickly and effectively after a disaster strikes. Join four leaders involved with various aspects of disaster grantmaking as they discuss preparedness and mitigation, coordination with regional leaders, and effective long-term recovery strategies.

Regine Webster, executive director, Center for Disaster Philanthropy

John Cooper, program director, MDC

Margaret Doughty, founder, Literacy Powerline

Jean Paul Chaurand, senior vice president, Greater Kansas City Community Foundation

Noon **Break**
Foyer Outside Colonial Ballroom

12:30 p.m. **Opening Luncheon Plenary**
Demographics in Rural America
Colonial Ballroom



Robert Groves,
*Director, U.S.
Census Bureau*



Mil Duncan,
*Research
Director,
AGree*

It's no secret that rural demographics are changing. Population shifts and evolving economics are just a few of the challenges rural funders face as they seek to serve their communities effectively. Join a discussion about the latest demographic trends and how to successfully navigate them in your community.

The opening plenary session is sponsored by The Annie E. Casey Foundation.

2:30 p.m. **Break**
Foyer Outside Colonial Ballroom

Concurrent Sessions

Choose one track to follow throughout the conference.

Track One: Creating and Capturing Philanthropic Resources in Rural Communities

1

This track features strategies and programs for rural funders seeking to identify and build philanthropic resources. Sessions explore ways to raise awareness of philanthropic investment, capture and retain wealth within rural communities, and create long-term investment strategies for future sustainability and growth.

Track Two: Public Policy's Role in Rural America's Future

2

This track addresses how public policies affect rural areas and strategies for developing successful advocacy campaigns. Sessions look at the keys to effective advocacy and tools you can use to establish partnerships with government agencies.

Track Three: Philanthropy's Role in Building a New Rural Economy

3

This track uses case studies to focus on successful strategies for building sustainable economic growth in rural areas. Sessions address the concept of regionalism and examine best practices you can use in your own community.

3 p.m.

Concurrent Sessions: **Round One**

1

Track One: **Identifying Community Assets**

Truman A Room

This session provides an introduction to the Rural Development Philanthropy framework, a community-led approach that creates locally controlled assets and invests them to strengthen rural areas. You'll look at a range of philanthropic assets and discuss successful ways of growing them.

Janet Topolsky, Community Strategies Group, Aspen Institute; **Peter Pennekamp**, Humboldt Area Foundation; **Sherry Ristau**, Southwest Initiative Foundation; **Racheal Stuart**, New Hampshire Charitable Foundation; **Nancy Van Milligen**, Community Foundation of Greater Dubuque; **Jeff Yost**, Nebraska Community Foundation

2

Track Two: The Importance of Successful Advocacy Campaigns
Roosevelt Room

How do you build momentum to affect public policy and educate policymakers? Leaders from the Center for Lobbying in the Public Interest and the Alliance for Justice will provide a tutorial on effective advocacy roles and the components of successful advocacy campaigns.

Abby Levine, legal director of advocacy programs,
Alliance for Justice

Erin Skene-Pratt, consultant, Skene-Pratt Consulting

3

Track Three: An Orientation on Economic Regionalism
Truman B Room

Rural areas have embraced various forms of economic regionalism for decades. You'll learn the basic components of regionalism, discover how funders have employed the concept, and examine case studies.

Brian Dabson, vice president and COO, RUPRI, and director,
Rural Futures Lab

4:30 p.m.

Break

Foyer Outside Colonial Ballroom



6 p.m.

Networking Event: An Up-Close Look at America's Pastime

Through the gracious hospitality of the Greater Kansas City Community Foundation, join us for an evening at Kauffman Stadium—home of the Kansas City Royals. Tour the infield and visitor's dugout while enjoying world-famous Kansas City barbecue. Don't miss this terrific opportunity to network in one of America's most beautiful ballparks.

Tuesday, July 26

8:30 a.m. **Morning Plenary**
Keeping the Transfer of Wealth at Home in Rural America
Colonial Ballroom

In an era of severe budget cuts and government gridlock, rural communities face significant financial challenges. At the same time, studies have found many rural communities harbor tremendous wealth. Hear from rural leaders who are not only sustaining this wealth but using it to improve their communities. You'll leave this plenary session with ideas for taking advantage of wealth transfer in your own community.

Don Macke, director of strategic engagement, Center for Rural Entrepreneurship
Bob Sutton, president, South Dakota Community Foundation
Jeff Pickering, president and CEO, Kern Community Foundation
Donnell Mersereau, vice president, community foundations,
Council of Michigan Foundations
Jeff Yost, president and CEO, Nebraska Community Foundation
Steve Gunderson, president and CEO, Council on Foundations

9:45 a.m. **Break**
Foyer Outside Colonial Ballroom

10 a.m. **Concurrent Sessions: Round Two**

1

Track One: The Keys to Building Financial Assets

Truman A Room

Review the different types of philanthropic assets in rural communities, then learn how to build and capture them. Come prepared to share stories from your region with other attendees.
(See track designers on page 2.)

2

Track Two: Raising Awareness of Community Issues Through Advocacy

Roosevelt Room

Community engagement and education is critical to build awareness and develop successful advocacy campaigns. Hear from individuals leading this work as they share their stories and answer questions to help you develop a plan for your own campaign.

Gary Stangler, executive director, Jim Casey Youth Opportunities Initiative

Dianna Walters, associate, Jim Casey Youth Opportunities Initiative
Lavina Grandon, policy and education director,
Rural Community Alliance

3

Track Three: Economic Regionalism in Action*Truman B Room*

Hear an in-depth analysis of ways economic regionalism has worked in various parts of the country and see how rural leaders have sustained regional rural economies.

Neil Cuthbert, vice president of programs, The McKnight Foundation

Joe Black, president, Southern Bancorp Capital Markets

Nancy Straw, president, West Central Initiative

11:30 a.m.**Break***Foyer Outside Colonial Ballroom***Noon****Luncheon Plenary****A Conversation With Henry Bloch and Tom Bloch***Colonial Ballroom*

Henry Bloch,
Cofounder
and Honorary
Chairman,
H&R Block



Tom Bloch,
Founder,
University
Academy

Originally from the Kansas City area, the Bloch family has been instrumental in the success of many of the region's major initiatives. In 1955, Henry and his brother Richard founded H&R Block, which today is the largest commercial tax-preparation firm in the world. Henry's son, Tom, was the company's CEO before resigning in 1995 to become a math teacher and the cofounder of University Academy, an urban college-preparatory charter school. Join us to hear Henry and Tom's personal philanthropic stories firsthand.

1:30 p.m.**Break***Foyer Outside Colonial Ballroom*

2 p.m.

Concurrent Sessions: **Round Three**

1

Track One: Leave No Resource Uncovered

Truman A Room

Financial resources are important, but they can't always solve a problem. Funders and leaders can use other assets to build and sustain long-term community viability.

(See track designers on page 2.)

2

Track Two: Successful Public-Philanthropic Partnerships

Roosevelt Room

Public-philanthropic partnerships have enjoyed great success, but navigating the complexities of these partnerships can stop a project before it even starts. You'll examine two case studies featuring thriving partnerships to learn the keys to working with federal agencies.

Nancy Van Milligen, president and CEO, Community Foundation of Greater Dubuque

Shelley Poticha, director, Office of Sustainable Housing and Communities, U.S. Department of Housing and Urban Development

Doug O'Brien, senior adviser to the secretary, U.S. Department of Agriculture

3

Track Three: Regional Economic Development: Keys for Success

Truman B Room

Access to capital and higher education are two key components for success. Hear about ways to implement programs that spur development.

Jim Applegate, vice president for program development, Lumina Foundation for Education

Bradley Clark, president, Surmount Partners

Christopher Coro, deputy director of adult education and literacy, U.S. Department of Education

Margaret Doughty, founder, Literacy Powerline

4:15 p.m.

Discussion Roundtables

Colonial Ballroom

Join representatives from federal agencies and foundation leaders for a discussion about government grant programs and legislation affecting rural philanthropy. Funders will have an opportunity to share their insights to ensure that rural communities are fully represented in guidelines for agency grants and other government funding programs.

Wednesday, July 27

8:30 a.m. **Morning Plenary**
A Look Back: The National Rural Funders Collaborative
Colonial Ballroom

For the past 10 years, the National Rural Funders Collaborative has expanded resources for families and communities in regions of persistent poverty—especially where concentrations of poverty and communities of color overlap. Hear about the successes and lessons learned from the funders’ and grantees’ perspectives. **Jim Richardson**, executive director, National Rural Funders Collaborative

10 a.m. **Break**
Foyer Outside Colonial Ballroom

10:30 a.m. **Closing Plenary**
Defining Philanthropy’s Role in Society
Colonial Ballroom



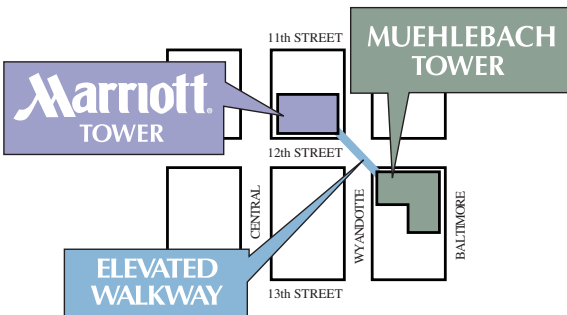
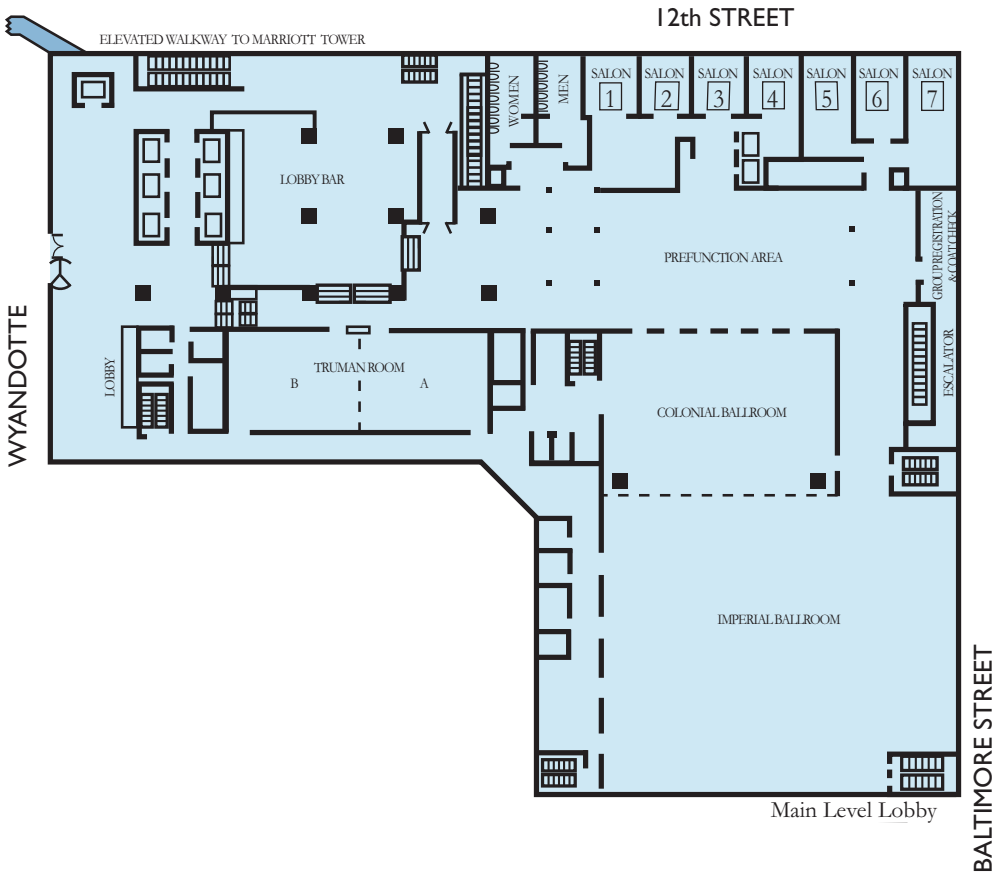
Tom Vilsack,
*U.S. Secretary of
 Agriculture*

Public policy’s impact in rural communities is significant. However, a growing budget deficit has caused harmful funding cuts to rural programs. U.S. Secretary of Agriculture Tom Vilsack will discuss the federal government’s plans for engaging rural America in this time of dwindling resources and provide insight about the White House Rural Council.

(Lunch will be provided at the end of the session.)

Noon **Conference Adjourns**

MUEHLEBACH TOWER



2011 Rural Philanthropy Conference Planning Committee

Sherece West (*cochair*)
President and CEO,
Winthrop Rockefeller Foundation

Kevin Walker (*cochair*)
President and CEO,
Northwest Area Foundation



Ivye Allen
President, Foundation for the Mid South

Peter Pennekamp
Executive Director, Humbolt
Area Foundation

Brenda Chumley
Senior Vice President of Administration
and Executive Director, Community
Foundation of Wyandotte County,
Greater Kansas City
Community Foundation

Jim Richardson
Executive Director, National Rural
Fundors Collaborative

Mil Duncan
Research Director, AGree

Sherry Ristau
President and CEO, Southwest
Initiative Foundation

Wade Fauth
Vice President and Director of Grants,
Blandin Foundation

Miriam Shark
Associate Director, Philanthropic Part-
nerships and Strengthening Rural Fami-
lies, The Annie E. Casey Foundation

Sarah Hicks
Chief of Staff, National Indian
Child Welfare Association

Racheal Stuart
Senior Program Director, The Neil and
Louise Tillotson Fund, New Hampshire
Charitable Foundation

Melissa Johnson
Executive Director, Neighborhood
Fundors Group

Nancy Van Milligen
President and CEO, Community
Foundation for Greater Dubuque

Dominik Mjartan
Vice President, Corporate
Strategy and Communications,
Southern Bancorp

Jeff Yost
President and CEO, Nebraska
Community Foundation

The Council on Foundations appreciates the generous support of the Winthrop Rockefeller Foundation for sponsoring this conference.



COUNCIL *on* FOUNDATIONS

IT'S GOOD TO GROW

Summer is here and it's time to plant the seeds to grow your career in philanthropy. Take advantage of these Council on Foundations learning opportunities:

- **Fall Conference for Community Foundations**
September 19–21 in San Francisco
- **Essential Skills and Strategies Course**
October 12–13 at Council Headquarters
- **Global Grantmaking Institute**
December 1–2 at Council Headquarters

For more information visit www.cof.org/education

