

# KEYNOTE ADDRESS

## "CRACKING THE NETWORK CODE"

As grantmakers and nonprofits look for ways to collaborate more effectively, many are experimenting by working with and through networks to achieve greater impact. Because networks are by definition loosely controlled and emergent, understanding how to effectively create and support a network can feel like a mystery. Our day begins with specific strategies for cracking the code behind the network mystique.



### HEATHER PEELER

**VICE PRESIDENT OF MEMBER  
AND PARTNER ENGAGEMENT,  
GRANTMAKERS FOR EFFECTIVE  
ORGANIZATIONS**

Heather Peeler serves as GEO's "networker in chief," engaging and mobilizing members and partners to have greater impact, and to best support nonprofit effectiveness. Most recently, Heather served as the Chief Strategy Officer at the Corporation for National and Community Service where she led the agency's strategic planning and oversaw grantee capacity building, research, and evaluation initiatives. Prior to that, she served as Managing Director of Community Wealth Ventures, helping nonprofit and foundation clients develop sustainable strategies for social change.

Additionally, Heather held leadership positions with nonprofits and for-profit companies. She served as the Executive Director of Small Press Distribution, a nonprofit located in Berkeley, California. She is co-founder of GenArt/SF, a nonprofit arts organization dedicated to increasing young people's participation in the visual arts.

# A.M. BREAKOUTS

## CANDID CONVERSATIONS... LET'S REALLY TALK

### DUCKTRAP ROOM

Tory Dietel Hopps, Dietel Partners  
Mark Swann, Preble Street

This session invites you to a candid conversation with colleagues in the grantmaking and nonprofit community about communication and relationship building. Encouraging us to stand in each other's shoes, this session will enable you to better understand potential barriers whether perceived or real, that can end up hindering positive partnerships between funders and nonprofits. We promise you will laugh and leave with tools and suggestions.

## ARE WE REALLY READY? PREPARING FOR THE IMPACT OF LEADERSHIP TRANSITIONS

### MARSHALL POINT VERANDA

Karen Foster, Organizational Consultant  
Cathy Kidman, Management Consultant

As the large Baby Boom generation approaches retirement, long-time leaders are moving aside, opening the pipeline for the next wave of decision-makers. How can nonprofit and philanthropic organizations prepare for this inevitable transition?

In this interactive workshop, you'll explore the impact of transitions - and hear from executive transition specialists who've been in the trenches and will share their experiences, best practices, and resources.

---

# A.M. BREAKOUTS

---

## **THE OPERATING SUPPORT CONUNDRUM: ARE WE ASKING THE RIGHT QUESTION?**

### **GRINDLE POINT ROOM**

Erin Cinelli, Emanuel & Pauline A. Lerner Foundation / Stephanie Eglinton, Sam L. Cohen Foundation / Susan Hall Dreher, Sexual Assault Support Services of Midcoast Maine / Cathy Ramsdell, Friends of Casco Bay

This session presents a frank conversation about how nonprofits and funders look at the issue of investing in nonprofits through support of operating expenses. The conversation hopes to re-frame the discussion and leave participants from both nonprofits and foundations with new insight into this long-standing debate.

## **BUILDING CAPACITY FOR COMMUNITY IMPACT**

### **SEAL HARBOR ROOM**

Suzanne Austin, Institute for Civic Leadership / Dr. David Dixon, Franklin Memorial Hospital / Robin Zinchuk, Bethel Area Nonprofit Collaborative / Carolyn Wollen, The Betterment Fund

Projects for the improvement of the quality of life are supported by all sectors of the community working together. Two Western Mountains communities will tell their stories—one with a very long, successful history and one which is more recent. In both examples, Maine towns take the lead in assessing what changes they want to see in their communities and how they intend to achieve them.

---

# A.M. BREAKOUTS

---

## **CONSIDERING MERGERS AS A STRATEGY FROM A POSITION OF STRENGTH**

### **GRINDLE POINT VERANDA**

Dr. Dorothy Foote, President and Head of Schools, Wayfinder Schools / Carole Martin, Consultant / Suzanne McCormick, President and CEO, United Way of Greater Portland

How can organizations identify the strengths within themselves and a potential partner to become a single entity with higher impact? Discuss stories of the synergies sought when exploring mergers and strategies for successful conclusions, including: programmatic alignment, organizational culture, simplifying client service, access issues, and dealing with leadership transitions.

## **BREAK OUT OF BUSINESS-AS-USUAL: STRATEGIES FOR INNOVATION**

### **MARSHALL POINT ROOM**

Carol Walker Aten, Common Good Ventures / Alan Furth, Cobscook Community Learning Center / Janet Henry, Senior Advisor, C.F. Adams Charitable Trust / Bushra Islam, Slim Peace / Jonathan LaBonte, Androscoggin Land Trust / Andrea Perry, Broad Reach Fund / Julia Sleeper, Tree Street Youth / Klara Tammany, The Center for Wisdom's Women

Many nonprofits and foundations have long-standing policies and approaches that, while logical and practical when established, may have reached their expiration date. Learn from some who decided to shake things up and create new strategies for revenue generation, recruiting volunteers, and relating to their communities.

---

# P.M. BREAKOUTS

---

## **IMPACT THROUGH ADVOCACY: PUBLIC POLICY TO MAKE CHANGE**

### **MARSHALL POINT VERANDA**

Sara Gagne-Holmes, Maine Equal Justice Partners  
Meg Greene, Attorney / Morgan Hynd, Maine Health Access  
Foundation / Brenda Peluso, Maine Association of Nonprofits

Leaders in Augusta and DC will be making decisions with or without us, but it is in the best interest of Maine if it happens with us. Foundations and nonprofits, together, can and should engage with our political leaders. As foundations strive to improve the impact of their giving, supporting organizations that advocate can be one of the most cost-effective methods of impacting social change.

## **CORPORATE PARTNERS: MORE IN THE BANK THAN JUST MONEY**

### **GRINDLE POINT ROOM**

Carol Colson, Bangor Savings Bank Foundation  
Frank Douglass, WEX, Inc. / Andrea Paul, The Opportunity Alliance  
Janet Wyper, L.L. Bean, Inc.

The funder/fundee relationship often involves financial contributions, but re-defining the relationship could create new, more effective ways to collaborate. This discussion explores ways to engage human capital, involve employees in projects, tap into available expertise, and maximize the potential of partnerships with the business community.

---

# P.M. BREAKOUTS

---

## **YOU THINK YOU'RE NOT WORKING IN AGING? THINK AGAIN!**

### **MARSHALL POINT ROOM**

Mark Eves, Maine Speaker of the House / Adrian Giantris, John T. Gorman Foundation / Jessica "Jess" Maurer, Maine Association of Area Agencies on Aging / Peter Morelli, City of Saco / Joe Perkins, Washington Hancock Community Agency, At Home Downeast

Demographic and economic shifts in the State will impact every sector in Maine and leaders are looking at potential opportunities, innovations, and challenges. This holistic approach goes well beyond the elderly. We'll explore what this shift means for you and your organization regardless of your area of focus.

## **ENGAGING NEXTGEN PHILANTHROPISTS AND VOLUNTEERS—WHAT'S THE SECRET?**

### **DUCKTRAP ROOM**

Will Cary, Portland Museum of Art / Josh Balk and Amanda Carbonneau, Colby Volunteer Center / Bree LaCasse, Portland Museum of Art Trustee / Kristin Majeska, Philanthropic Intelligence

How does your organization appeal to the next generation of donors, volunteers, and trustees? Younger volunteers, donors, and trustees push the boundaries of traditional approaches, so how can the nonprofit and philanthropy community respond to engage and activate this important demographic?

# P.M. BREAKOUTS

## EVALUATION & ASSESSMENT: MOVING BEYOND MEASURING SUCCESS TO UNDERSTANDING IMPACT

### SEAL HARBOR ROOM

Len Bartel, Maine Health Access Foundation / Gina Gallo, United Way of Greater Portland / Lauralee Raymond, John T. Gorman Foundation / Jennifer Roe, A Company of Girls / Shanna Rogers, Community Concepts

Regardless of the size of your organization, how can you really tell you are achieving the impact you have set out to achieve? Multiple approaches are addressed in this session, presenting existing and emerging best practices from the perspectives of both funders and their nonprofit partners and resources.

## WORKING ACROSS LINES OF DIFFERENCE: INTEGRATING DIVERSITY AND INCLUSION TO STRENGTHEN OUR IMPACT

### GRINDLE POINT VERANDA

Samaa Abdurraqib, Maine ACLU / Ben Chin, Maine People's Alliance / Alain Nahimana, Maine People's Alliance Carol Wishcamper, Consultant

Join community members and experienced leaders in exploring why a diversity and inclusion lens is critical to helping achieve your organizational mission and vision. Our presenters will share specific models of how they have improved their impact by engaging a diverse range of leaders and voices.

# WRAP-UP

## PHILANTHROPY TEAM TRIVIA ISLEBORO BALLROOM

Were you paying attention throughout the day? Your philanthropy trivia team is depending on you! Comedian Brian Brinegar leads this fun and funny test of wits, as teams of funders and nonprofits face-off for a surprise grand prize. Don't forget your (good natured) competitive spirit!

## ENDNOTE ADDRESS ISLESBORO BALLROOM

Remember how we started our day? In a fast-paced whirlwind tour, Craig Freshley presents highlights of what we heard and saw; lessons learned, the inspiration shared, and a few laughs.



## CRAIG FRESHLEY OWNER AND PRESIDENT, GOOD GROUP DECISIONS

Craig Freshley is a professional speaker, author and meeting facilitator with an inspiring attitude and a reputation for creating group efficiency, harmony, and productivity. He is the owner of Good Group Decisions in Brunswick, and author of the book, "The Wisdom of Group Decisions." Craig has degrees in Political Science & Philosophy from the University of Maine as well as a Masters in Public Policy & Management from the Muskie School for Public Service. He has worked for the Maine State Planning Office and for the Maine Development Foundation.

# ABOUT MPC

## MPC BOARD OF TRUSTEES

Board Chair Barbara Leonard, MPH,  
Vice President for Programs, Maine Health Access Foundation

Board Vice Chair Peter Taylor,  
Vice President for Program Development and Grantmaking Services,  
Maine Community Foundation

Board Secretary John Kuropchak,  
President & CEO, United Way of Eastern Maine

Board Treasurer Sarah Belleveau, Prinicpal, BerryDunn.

Miki Akimoto, Senior Vice President, Market Philanthropic Director in  
Bank of America's U.S. Trust's Philanthropic Services Group

Michael Bevilacqua, Director of Finance & Administration,  
John T. Gorman Foundation

Tory Dietel Hopps, Senior Partner, Dietel Partners

Frank Douglass, Assistant Treasurer, WEX, Inc.

Jay Espy, Executive Director, Elmina B. Sewall Foundation

Carol Geist, Trustee, The Betterment Fund

David J. Nutty, University Librarian and Director of Libraries,  
University of Southern Maine

Harris Parnell, The Offices of Donald Sussman

Andrea Perry, Philanthropic Advisor to the donor of the  
Broad Reach Fund

Michael Rayder, Jr., Senior V.P., Foundation Manager, and  
Community Development Manager, TD Charitable Foundation

Kathy Savesky, Philanthropy Advisor, A Kinder World Foundation

Janet Wyper, Community Relations Manager, L.L. Bean

# ABOUT MPC

The Maine Philanthropy Center provides leadership to promote philanthropy and increase its impact in Maine. By representing both grantmakers and grantseekers, MPC builds connections between the philanthropic and nonprofit communities to make Maine a better place to live, work, and play.

# ABOUT MPC

Thanks to our conference co-sponsors:



and to our Partner Sponsors of the Conference:



REPRESENTATIVE  
CHELLIE PINGREE AND  
DONALD SUSSMAN

**L.L.Bean**



*HayesDell*  
CAPITAL ADVISORS, LLC

and to the **John T. Gorman Foundation** and **Northeast Delta Dental**,  
for their Supporting Sponsorship of the Conference.