



Powering Philanthropic Excellence
Philanthropy Southwest's 67th
Annual Conference

presents

**Philanthropy Southwest
Community Foundations
Pre-Conference Workshop**

October 21-22, 2015

Eldorado Hotel and Spa
Santa Fe, New Mexico

Agenda

Wednesday, October 21, 2015

8:00 a.m. – 6:00 p.m.

Conference Registration

Concourse

11:30 a.m. **Box Lunches Available**

Anasazi North

12:00 noon – 1:30 p.m.

Welcome, introductions of attendees, overview of Southwest Community Foundations

CF Insights will present brief information about Southwest Community Foundations in attendance and trends as well as some of the findings from recent cost analyses they have conducted. Participants will have the opportunity to learn more about how a community foundation can utilize cost analysis tools to evaluate business model sustainability, improve efficiency to reduce costs, implement appropriate fee schedules, and build-in flexibility to fund key foundation initiatives.

Presenters: Aaron Schill, Director, CF Insights; David Rosado, Member Services Manager, CF Insights

Anasazi North

Joint Session

1:30 p.m. – 3:00 p.m.

What's Next for Southwest Community Foundations

Monitor Institute, now a part of Deloitte Consulting, LLP has conducted extensive studies of the community foundation field and has developed advice about how community foundations can prepare for the future. In this interactive session, community foundations will be challenged to consider whether current methods of doing business and earning income will work in the future, as well as some key elements to consider in strategic planning. Philanthropy Southwest has an opportunity to utilize the tools developed by Monitor to assist regional community foundations - Monitor Institute will provide an overview of how this resource can be developed and offered to southwest community foundations.

Presenter: Jess Ausinheiler, Manager, Monitor Institute

Anasazi North

Break Out Sessions

Track One: Board/CEO

3:10 p.m. - 5:10 p.m.

Development of the Community Foundation Board (CPE)

Anasazi North

Community foundation board members have a great responsibility in overseeing the community's endowment. Portfolios must be aligned with mission and constructed within a targeted risk tolerance while allowing for sufficient growth, steady income and protection of purchasing power. Board members face numerous challenges in meeting these objectives, not the least of which

include market opportunity and a constantly changing regulatory environment. This session will review a number of issues that “keep community foundation leaders up at night” and will provide advice about how community foundation boards approach risk, stay abreast of regulatory changes, and engage in critical oversight and design of an investment portfolio that is aligned with mission and provides stability and growth for a community’s future.

Presenter: Heather Myers, Managing Director of Nonprofits, Russell Investments.

Track Two: Development/Donor Services

3:10 p.m. -4:10 p.m.

Zia A

Oil & Gas – Receiving and Managing Royalties and looking ahead at a volatile market. (CPE)

A unique, common thread shared among all seven member states in Philanthropy Southwest is the production of Oil & Gas. Mineral interests from these Oil & Gas investments can be donated to community foundations in a variety of ways resulting in substantial benefits to the donor and the foundation. In this session, participants will receive an overview of Oil & Gas investment issues including things to watch for related to the receipt and ongoing management of mineral interests. Portfolio manager views and market expectations will be shared on this important but volatile asset class. **Presenters:** Glenn Pittsford, Vice President of Gift Planning; Tim Walton, Vice President for Real Estate Services, Texas A&M Foundation.

4:15 p.m.-5:15 p.m.

Zia A

Donor Services Redux – what could possibly be new?

Community foundations are continually challenged to develop fresh ideas for engaging donors. Trends, basics and possibly a few good and do-able ideas will surface in this fast-paced discussion which will feature ideas and programs from several Community Foundations. We will consider how to ensure service continuity and still keep innovation happening in your donor services area. *Be prepared to bring your ideas and your collateral to share.*

Presenter: Nancy Jones, President and CEO, Community Foundation of North Texas

Track Three: Administrative/Finance

3:10 p.m. – 4:10 p.m.

DeVargas

Tips & Ideas on Receiving Gifts of Real Estate & Limited Partnerships (CPE)

A great deal of wealth is held in real estate assets, many in the form of Limited Partnership investments. Owners of these investments may be interested in making gifts from these assets or partnership interests. Donors will want to structure these gifts to maximize the tax benefits to both the recipient nonprofit and their own personal wealth or estate. This session will describe ways in which donors have made gifts of limited partnership interests to community foundations as well as provide tax advice accountants have given prior to the gift to design the most beneficial structure. In addition, participants will learn key questions to ask and best practice gift acceptance policies to consider in accepting gifts of real estate.

Presenter: Rachel Hobbs, CPA, Planned Giving Coordinator, Waco Foundation.

4:15 p.m. – 5:15 p.m.

DeVargas

Evaluating your Investment Consultant and Governance Models (CPE)

Most community foundations outsource some or all of the investment function to outside consultants to provide unbiased analysis of investment manager performance. These consultants provide a large set of data in numerous reports to explain a portfolio’s performance, but how should a community foundation assess their consultant’s performance? As fiduciaries, do you know the appropriate questions to ask? Would your investment returns improve and your net costs decrease with a different investment governance model? Nanci Morris will provide an overview of the process she has used with clients to explore these areas and actions taken by clients based on the findings. In this session, participants learn about factors to evaluate, estimated costs, and appropriate timing of the analysis. This session will help community foundation CEOs, board members, chief investment officers, and finance directors better understand how and when such an assessment could potentially help a community foundation improve its investment performance and lower investment related expenses.

Presenter: Nanci D. Morris, CFA, Managing Director, New England Retirement Consultants LLC.

Evening Activities

5:30 p.m. – 6:30 p.m. Cocktail Reception

Presidential Patio

6:30 p.m. Arranged “Dutch Treat” Dinner at a fantastic Santa Fe restaurant in groups of up to 8 to 10 according to discussion interest

Thursday, October 22, 2015

7:30 a.m. – 8:00 a.m.

Continental Breakfast

Anasazi North

8:00 a.m. – 12:00 p.m.

Anasazi North

Leading Your Organization and Engaging Your Community in a Networked, Digital World - Knight Digital Media Center

The world is smaller and more connected than ever before. How does your audience interact and engage with you and your organization? How do you model leadership for your organization in a digital world? Participants in this workshop will learn the latest trends and patterns of use for digital tools and social media platforms from the Pew Research Center. They then will learn strategies from community foundations that are efficiently using those tools to motivate their communities for giving and acting on important issues aligned with their philanthropic mission. The session will include: The Digital Landscape in 2015: Personal. Portable. Participatory; Mobile for Community Engagement; and Leading on Social Platforms: Social Media Strategy for Foundation Leaders. Attendees will:

- hear the latest trends and patterns of use for digital tools and social media platforms
- learn strategies from community foundations that are efficiently using those tools to motivate their communities for giving and acting on important issues aligned with their philanthropic mission.

Presenters: *Lee Rainie, Director, Internet and American Life Project, Pew Research Center, Washington, DC; Amy Gahrn, Journalist, Editor, Trainer, Entrepreneur, Knight Digital Media Center Strategist and Media Consultant; Stephanie Rudat, International Speaker, Trainer, Social Activist, Los Angeles, CA*

Break Out Sessions

Track Two: Combined Donor Services/Finance Administrative

8:00 a.m. – 9:30 a.m.

DeVargas

Planned Giving: Running a Program with Limited Staff (CPE)

No matter the size of a community foundation's planned giving department, the staffing is relatively small compared to a university, hospital, or large national charity. Community foundations are regularly challenged to respond to a wide range of planned giving interests. In this session, participants will learn the elements of a basic program, where a community foundation with few resources can begin, and how to assemble a team of experienced professionals, be they paid or volunteer, to evaluate and manage planned gifts. Participants with planned giving experience will share their best ideas with the group and learn from peer community foundations.

Presenter: *Joe Carter, Director of Planned Giving, Oklahoma City Community Foundation.*

9:45 a.m. – 11:00 a.m.

The Do's and Don'ts of Donor Advised Funds (CPE)

DeVargas

The session will cover the basics of setting up and operating donor-advised funds, creative ways to use donor-advised funds and potential pitfalls to avoid. Case studies will be discussed.

Presenters: *Kris Thomas, CPA, Vice President of Accounting; Carolyn Newham, J.D., Director of Donor Relations & Fund Administration, Communities Foundations of Texas*

Track Three: Board/CEO/Program Officer

8:00 – 11:00 a.m.

Zia A/B

CEO Roundtable

Program Officer Roundtable

Board Member Roundtable

11:30 a.m. **Philanthropy Southwest Full Conference Opens**

Sweeny E/F
Santa Fe Convention Center