

Minutes of AGF Program Committee Meeting  
September 14, 2009  
12:00 pm – 1:30 pm  
The Flinn Foundation

In attendance: Jacky Alling, Rosemary Gannon, Pat Miles, Barbara Poley, and Don Snider were in attendance. AGF staff attending the meeting were Marissa Theisen, Erin Dow, and Heather Smith.

Don Snider called the meeting to order at 12:05 pm.

Review of 2009 Program Stats (attendance and ratings)

Don Snider asked Marissa Theisen to update the committee on the 2009 program schedule. Marissa reviewed the 2009 program summary noting that most program ratings were very good and all programs were well attended.

Discussion of Remaining Programs for 2009

Marissa Theisen reviewed the final upcoming programs for 2009. The September reception for the CSF conference has 35 registrants. There will be no program scheduled in October due to the 3<sup>rd</sup> Annual Art of Giving Luncheon that month.

Marissa expressed that she has attempted to contact Steve Alley at the Community Foundation for Southern Arizona to schedule the November program, but has not received an enthusiastic response. She also spoke with Sharon Foltz at Tucson Electric Power who felt that it would not be a good time to have a program in Tucson due to the economy and a reduction in philanthropic activity. Marissa expressed that she would like to host the program with Mark Kramer, speaking on the topic of Breakthroughs in Shared Measurement and Social Impact in Phoenix and open up the possibility of having other groups meet with Mark while he is here to maximize his time. She also suggested webcasting the program if groups in Tucson and Flagstaff would be interested in watching, in order to maximize reach of the program. The committee agreed that Mark Kramer's topic would make a good program and that offering to provide a live web broadcast to folks in Tucson and Flagstaff would be an effective way to present the program. Marissa agreed to send committee members the executive summary of the FSG report on Shared Measurement and Social Impact.

The December program will highlight funder collaboratives with panels/speakers from the Choose to Help fundraising campaign and the Summer Youth Collaborative. Rosemary Gannon asked if they should add the My Arts Community collaborative, but the committee decided that it would be better to highlight that program in conjunction with a program on social media. Marissa agreed to get in touch with Brian Spicker and Ed Portnoy (Choose to Help campaign) and Bob Berger (Summer Youth Collaborative) to invite them to present at the December program. Marissa committed to sending Program Committee members a list of questions to be addressed by the presenters in order to get feedback on the focus of these presentations. She will also discuss with them the idea of inviting a grantee from each collaboration to also serve on the panel.

## Brainstorm Program Ideas for 2010

Marissa Theisen noted that program ideas included a list of previously brainstormed ideas from the committee as well as suggestions solicited from members in the last month. She highlighted two ideas that she had added to the list: GEO Report, On the Money and Earned Income Power Ideas. The committee discussed many of the proposed ideas. Several of the ideas had more in-depth discussion.

1. Social Justice Grantmaking – Several members have suggested interest in a program focused on social justice and social change and ways to measure impact. Marissa mentioned that this was a current discussion among national philanthropic thought leaders. A recent report by the National Center for Responsive Philanthropy (NCRP) - *Criteria for Philanthropy at its Best* - has generated significant “heat and light” on this topic. Marissa agreed to send committee members a link to a self test which allows foundations to assess how well they are meeting the NCRP proposed benchmarks ([www.ncrp.org/paib/self-test](http://www.ncrp.org/paib/self-test)) If committee members find the self-test useful, AGF might incorporate it into the program developed on this topic.
2. Asset Based vs. Needs Based Grantmaking - Jacky Alling provided a brief overview of what Asset Based Community Development is. Barbara Poley noted that her foundation had previously brought in John McKnight to discuss asset based community development and thought it might be good to bring him back to Arizona. Marissa suggested that Barbara might be a presenter on this topic, highlighting The Hopi Foundation’s experience with asset based community development. Barbara said she would be happy to participate.
3. Reviewing Financial Statements - This is a topic that bears repeating on a regular basis. Marissa suggested that, based on feedback from members, this would be a topic to be addressed in a half-day workshop. She mentioned that GEO had recently published a report, On the Money, which addressed the challenges in nonprofit finance and how funders can help. She suggested that the half-day program might involve a summary of this report’s findings followed by a workshop on interpreting financial statements. Committee members agreed this might be a good program for nonprofits as well.
4. L3C and B Corporations – A new topic that has recently emerged is the L3C and B Corporations that represent new corporate structures that blend social purpose with a for-profit structure. Ellis Carter emailed a suggestion, and Marissa agreed, that this might be an interesting new topic to explore to help funders understand how they can expand their impact by revising investing strategies to include more mission-related investments. Jacky Alling agreed, stating this would be a good follow up to Luther Ragan’s presentation last February. She suggested that this program could provide a roundtable discussion of what AGF members have adopted in terms of program related investments and other mission-related investments.
5. Technology Innovations/Social Media - There was interest in exploring the topic of technological innovations that impact grantmaking. Of particular interest was the use of social media. Marissa suggested the topic of social media was sufficiently robust that it would be best addressed in a separate program. She suggested that AGF could schedule an informal session to allow members to compare notes on use of innovative technology like the online grant application process recently adopted by the Phoenix Suns.

6. “The Arizona We Want” - Jacky Alling suggested a program on a report by the Center for the Future of Arizona that is entitled “The Arizona We Want” to be released in mid-October. The committee agreed that this would be a good program to invite nonprofits to, and suggested it would be a good topic for January 2010. Jacky will contact Lattie Coor about presenting the report in January.
7. Mergers and Collaborations – Rosemary Gannon felt that this topic was timely with the recession decreasing the amount of funding that grantmakers can give. While we have not yet seen a significant increase in nonprofit collaborations, some experts are expecting more next year as the economic reality really sets in. Marissa stated this topic was last addressed several years back when AGF brought David LaPiana to Arizona.
8. Impact of Economic Recession on Arizona’s Nonprofit Sector - Rosemary Gannon suggested bringing in an economist to speak about how the economy is affecting spending and philanthropy and how these differences will affect nonprofits. Jacky suggested making this a joint session with nonprofits. Marissa reported that the Alliance of Arizona Nonprofits had recently hired a consultant to organize programs relating to the impact of the poor economy on Arizona nonprofit and the potential to access ARRA funding. The committee agreed that the program would best be hosted by the Alliance of Arizona Nonprofits with support from AGF (similar to the program in April regarding Stimulus funding).

Don asked that the committee select a program for January and possibly February so that Marissa could get started on planning before the next meeting. The committee agreed that the program on “The Arizona We Want” would be the first choice for January. The committee also discussed several ideas for an informal program in February, including a roundtable on what new technology/social media are being used by foundations or a follow up to the MissionWise program on brainstorming earned income power ideas for grantees. Marissa agreed to survey members to see if she could find those who might have examples for either topic and will get back to the committee.

#### Set Date for Next Meeting

The committee agreed to meet again in November to firm up ideas for the first quarter programs of 2010. AGF staff will circulate possible dates to the committee to determine the next meeting date.

The meeting adjourned at 1:35 p.m.