

UNITED WAY EMERALD COAST

NON-PROFIT SUMMIT

PRESENTED BY



OCTOBER 17, 2024



AGENDA

8:30 AM

Welcome

- Kelly Jasen and Deborah Lawson - United Way Emerald Coast
- Bernard Johnson - Regional External Affairs Manager, FPL
- Tyler Wood - Communications Specialist, CHELCO

9:00 AM

Opening Keynote in Main Auditorium

The Power of Proximity

- Gregory Haile, J.D. - Deputy Chair, Federal Reserve Bank of Atlanta

10:15 AM

Break

10:30 AM

Session 1 (Choose 1)

- Local Media's Role in Non-Profit Success (ROOM A)
- Leading Volunteers to Increase Your Capacity (ROOM B)
- Diversifying Revenue Streams: The Art of Keeping Your Eggs in More Than One Basket (ROOM C)

11:15 AM

Break

11:30 AM

Session 2 (Choose 1)

- What Companies Look for in Non-Profit Collaborations (ROOM A)
- From Snap to Share: Practical Social Media Skills and Storytelling Tips for Non-Profits (ROOM C)

12:15 PM

Lunch in Main Auditorium

Inside the Grant Process: A Conversation with Local Funders

1:30 PM

Session 3 (Choose 1)

- From Mission to Milestones: Strategic Planning for Non-Profits (ROOM A)
- Intentional Leadership: Building and Motivating High-Performing Teams (ROOM B)
- Building Bridges: Fostering Fairness and Equity (ROOM C)

2:15 PM

Break

2:30 PM

Closing Keynote in Main Auditorium

Success Tactics; The 10 Basic Laws of Success

- Bert Thornton - Retired Vice Chairman Emeritus, Waffle House

3:30 PM

Closing

Join us for Happy Hour at Wood Foot Beer Co.!



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FPL



A Touchstone Energy
Cooperative

NBI

PROPERTIES INC
Commercial & Investment Real Estate

Dustin Parkman

Florida Blue
Foundation



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OPENING KEYNOTE

9 - 10:15 AM



Gregory Haile J.D.

Deputy Chair, Federal Reserve Bank of Atlanta

Gregory Haile, J.D., is a Senior Fellow at Harvard's Mossavar-Rahmani Center, focusing on economic mobility, workforce engagement, and AI in national security. He is also Deputy Chair of the Federal Reserve Bank of Atlanta, the first educator in 70 years to hold this role, and chairs the Audit and Operational Risk Committee. Haile served as president of Broward College, leading it to a top-10 national ranking and securing its largest grant and gift. He has over 20 years of board experience, is a Council on Foreign Relations member, and holds degrees from Columbia and Arizona State University.

CLOSING KEYNOTE

2:30 - 3:30 PM



Bert Thornton

Retired Vice Chairman Emeritus, Waffle House

Bert Thornton, born in New Orleans in 1945 and raised in Tampa, FL, attended Georgia Tech on a football scholarship, where he was a member of Alpha Tau Omega and graduated in 1968. After serving in Vietnam as an artillery officer, he worked at NCR before joining Waffle House in 1971. Rising through the ranks, he became President and COO, later retiring as Vice Chairman Emeritus. Bert is active at Georgia Tech, holds several board roles, and authored two mentoring books. He lives in Perdido Key, FL, with his wife Kathy and their three daughters, all Georgia Tech graduates.



Scan QR code to view the full bios of keynote speakers

BREAKOUT SESSION 1 10:30 - 11:15 AM

Leading Volunteers to Increase Your Capacity

Looking to boost your nonprofit's capacity through better volunteer engagement? This session will offer practical strategies for empowering volunteers, creating meaningful programs, and harnessing their strengths to drive your organization's impact. Learn how to turn volunteer management into a powerful tool for increasing efficiency and expanding your reach.



Diane Fraser
Executive Director
Emerald Coast Science Center



Candy Nowling
Executive Director
Matrix Community Outreach Center, Inc.

Diversifying Revenue Streams: The Art of Keeping Your Eggs in More Than One Basket

You've heard the expression, "Don't put all your eggs in one basket." The reason is that if the basket falls, you could break all your eggs. If your eggs are in multiple baskets, you have a much better chance of getting home safely with enough eggs to make that cake!!! The Objectives of this breakout include: Income options for nonprofits; the value of revenue diversity, Fundraising lessons from previous crises, Tools for prioritizing and protecting your core work, How to engage your donors more effectively.



Lindy Wood, MSN
Founder & President
Westonwood Ranch

Local Media's Role in Non-Profit Success

Join a panel of experts as they discuss how press and media outlets can amplify your organization's mission and impact. This session will dive into best practices for building strong relationships with journalists, creating compelling narratives, and leveraging different media platforms to highlight your stories and community successes. Gain valuable insights on how to raise awareness, increase engagement, and strengthen your organization's presence in the community.



Bobby Parker
Principal & Chief Creative Officer
Parker Gene Creative



Steve Barber
Publisher
Scarlet Magazine



Jared Williams
Web Design and Content Marketer
Get the Coast



McKenzie Burleigh
Publisher
Rowland Publishing

BREAKOUT SESSION 2 11:30 - 12:15 PM

What Companies Look for in Non-Profit Collaborations

In an era where corporate social responsibility is key, understanding what motivates businesses to partner with non-profits is essential. Hear from local business leaders as they share what drives their support for specific organizations, how they differentiate between corporate donations and sponsorships, and what makes a sponsorship truly valuable. Learn how to position your nonprofit to attract and maintain meaningful corporate partnerships.



Maureen Bierman
Marketing Director
Step One Automotive Group



Bernard Johnson
Regional External Affairs Manager
Florida Power & Light



Neko Stubblefield
Senior VP of Membership and
Community Development
Eglin Federal Credit Union



Sarah Peavy
Marketing Director
Emerald Coast Harley-Davidson



Emily Cowan
Vice President of Member
Services & External Affairs
CHELCO

From Snap to Share: Practical Social Media Skills and Storytelling Tips for Non-Profits

Are you ready to transform your social media strategy and storytelling skills? 'From Snap to Share: Practical Social Media Skills and Storytelling Tips for Non-Profits' will help you take steps towards enhancing and optimizing your social media efforts to make a bigger impact on your non-profit organization's brand awareness, reach, fundraising, and more.



Shaye Smith
Director of Marketing
The Center for Sales Strategy, LeadG2, Up Your Culture



VENUE WIFI

Beachside Guest
(Leave password blank)



LUNCH PANEL 12:15 - 1:30 PM

Inside the Grant Process: A Conversation with Local Funders

Sit down for a lunch panel with local grant funders as they share valuable insights into their funding processes, tips for submitting successful applications, and key information that can help your organization stand out. This discussion will provide non-profits with practical advice on how to strengthen proposals, avoid common pitfalls, and build stronger relationships with funders to increase your chances of securing support.



Ashley Saba
Market Development Manager
Florida Blue



April Wilkes
Executive Director
St. Joe Foundation



Mary Tinsley
Chair of the Grants Committee
Impact100 NWF



Kelley Fuller
Founder
100+ Women Who Care Emerald Coast

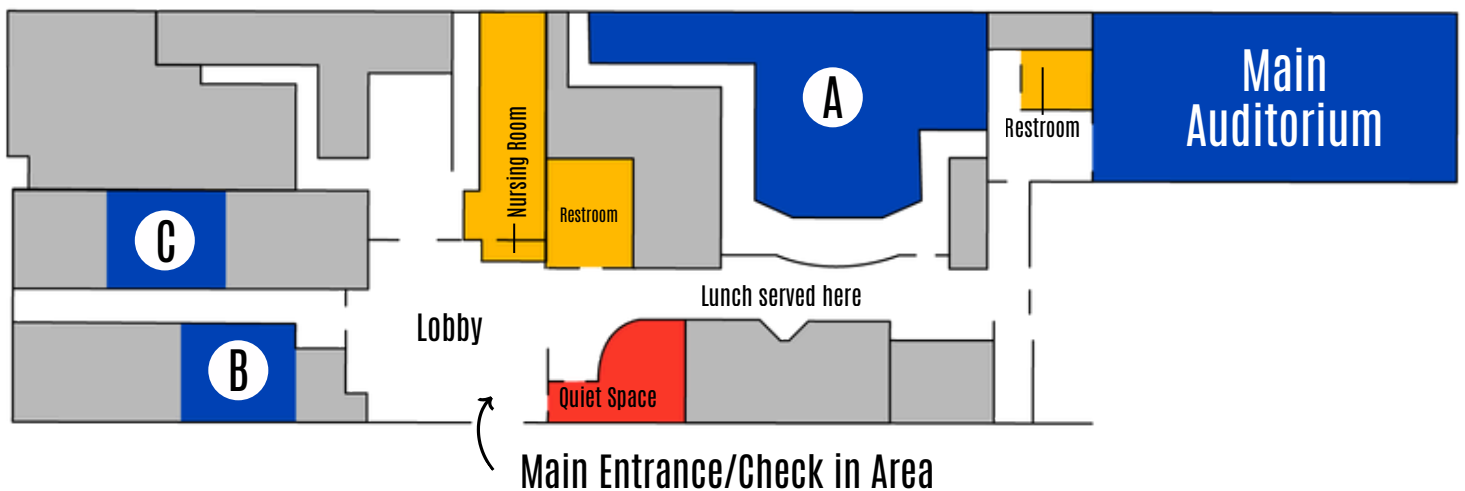


Kelly Jasen
President & CEO
United Way Emerald Coast



Scan QR code to view detailed bios of all speakers and panelists

VENUE MAP



BREAKOUT SESSION 3 1:30 - 2:15 PM

From Mission to Milestones: Strategic Planning for Non-Profits

In a rapidly changing world, effective strategic planning is essential for non-profit organizations to achieve their mission and make a lasting impact. This course will equip you with the tools and knowledge to develop a comprehensive strategic plan that aligns your organization's goals, resources, and activities.



Thomas Greek
Life and Leadership Coach
Thomas Greek Coaching

Intentional Leadership: Building and Motivating High-Performing Teams

Building strong teams starts with intentional leadership. By clearly defining and documenting a strategic vision with SMART goals, leaders can develop OKRs and KPIs that align at every level—organization, function, team, and individual. When employees understand their responsibilities, what success looks like, and how they'll be supported—whether through peers, tools, mentorship, or strong management—they are empowered to succeed and drive growth. This session will explore how a collaborative, goal-driven environment fosters natural culture-building, where teams focus on achieving shared outcomes rather than competing for recognition.



Ryan Harris
SVP Strategic Growth, Sr. Management Consultant
Think Consulting

Building Bridges: Fostering Fairness and Equity

Unconscious biases are deeply ingrained attitudes and perceptions that affect our understanding, actions, and decisions without our conscious awareness. These biases are formed based on our experiences, upbringing, cultural background, and societal influences. This training will equip participants with the knowledge and tools necessary to recognize and mitigate unconscious biases in themselves and others. By fostering awareness and promoting inclusive behaviors, individuals can create a more equitable and welcoming environment where diversity is valued, and everyone has the opportunity to thrive.



Wanjiku Jackson
Emerald Coast Community Advocate
Kristina's B.E.E.S. (Business, Education, & Enrichment Services)



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NOW ACCEPTING NON-PROFIT PARTNER AGENCY APPLICATIONS!

Partnering with United Way Emerald Coast brings many benefits but also offers your organization's plenty of opportunities to collaborate, exchange ideas, and create mutually beneficial partnerships that will enhance your services. And best part... it's FREE!

- Eligible to apply for grant funding*
- Priority status in receiving disaster funding when applicable*
- Opportunities to mobilize volunteers
- Notifications about in-kind donations
- Free notary services
- Marketing opportunities
- Reduced designations fees
- Discounted rate on all UWEC Non-profit Trainings
- Opportunity to participate in Non-profit Roundtables to network with other non-profit leaders
- Receive priority consideration to collaborate with UWEC on staff-led initiatives
- Opportunities to reserve UWEC's Community Room at no cost
- Opportunity to rent UWEC's photobooth at a low cost for your event(s)
- Opportunities to speak at UWEC events, campaign activities, and/or host an agency tour
- Ability to form connections and collaborate with other non-profits and corporate partners

*These benefits do not apply to organizations in the Friends of UWEC tier.

Scan QR code for a quick check list of requirements
When you are ready to apply, please visit www.united-way.org/certification
For questions and additional information, please contact volunteer@united-way.org

