

OUTCOMES FROM JUNE 7, 2017 MENDING POVERTY CONFERENCE

The ***Tenth Annual MENDING Poverty Conference*** was held Wednesday, June 7, 2017 at the headquarters of MEND - Meet Each Need with Dignity in Pacoima. Focused on ***understanding philanthropy***, the conference was attended by 130 people.

Three generations of the family of legendary entertainer Lawrence Welk opened the conference - his daughter, Shirley Welk Fredricks; her daughter, Lisa Parker, current CEO of the Lawrence Welk Family Foundation; and her daughter, Gillian Parker, UCLA freshman and on the advisory boards of two foundations. They talked about the importance of family and relationships in philanthropy, and the model for multi-generational family involvement that the Lawrence Welk Family Foundation pioneered. Greetings also were provided at this session by Amy Wiese of Kaiser Permanente, one of the conference's principal sponsors.

After a networking break so conference participants could connect with each other, three workshops were presented:

- (1) Making Big Change in Nonprofits: The Change Capital Project*
- (2) How Motivations for Giving Are Different in Different Generations*
- (3) How Advisors to the Wealthy Can Help Your Nonprofit Connect*

Workshop speakers were philanthropic and community leaders. They included Claire Knowlton of the Nonprofit Finance Fund, Mitchell Singer of Rockefeller Philanthropy Advisors and Jeffrey Schaffer of Janis Minton Consulting.

After a special recognition for former MEND CEO Marianne Haver Hill and VNR Executive Director Dr. Thomas E. Backer, Wells Fargo executive Jessika Roque greeted conference participants at the beginning of the lunch plenary session. Then Tara Roth, CEO of the Goldhirsh Foundation, led a discussion with Aspiration.com founder Joe Sanberg and Economic Security Project ED Natalie Foster. Both discussed their innovative approaches to philanthropy, which concentrate on increasing the incomes of people living in poverty. Sanberg's work focuses on

promoting wider use of the California Earned Income Tax Credit, and Foster's on providing guaranteed income to poor people.

The conference's hosts were *MEND* and *Valley Nonprofit Resources*. Conference sponsors were Association of Fundraising Professionals, Boston Private Bank, David Bohnett Foundation, California Community Foundation, Child and Family Guidance Center, Child Care Resource Center, Community Foundation of the Valleys, El Nido Family Centers, Habitat for Humanity, Kaiser Permanente, LA Family Housing, Landegger Baron Law Group, Neighborhood Legal Services of Los Angeles County, Office of Councilmember Bob Blumenfield, Office of Supervisor Sheila Kuehl, The Ralph M. Parsons Foundation, The California Endowment, The California Wellness Foundation, Union Bank, Wells Fargo and Youth Policy Institute.

A Planning Committee chaired by David Factor of Executive Service Corps of Southern California and Tara Roth of the Goldhirsh Foundation guided development of the conference.

The conference evaluation showed that overall satisfaction with the conference was "high" or "very high" for 95% of participants, and 85% said that the likelihood of their attending the conference again next year also was "high" or "very high." Overall satisfaction with the keynote speakers was "high" or "very high" for 89% of participants, and 88% of participants rated satisfaction with conference networking opportunities as "high" or "very high."

We would like to hear from you if you have ideas about taking action from MENDING Poverty 2017, or about how to shape a successful conference day for a possible MENDING Poverty 2018.

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