Upswell’s Purpose in 2021

What’s possible?

That’s the question that drives changemakers. And not in a “things could be a little better” kind of way, because possibility isn’t about small changes.

Throughout more than a century of impact, civil society – made up of community activists, nonprofit and foundation leaders, philanthropists, and social entrepreneurs – has wielded the enormous power of possibility to do nothing less than transform our nation in our most critical moments of need.

It’s time to do so again.

The pandemic continues to plague us in the most literal sense. With unequal force, the scourge of racism robs us of opportunity, wellness, and prosperity. We’re poisoned by partisanship and distrust, infected with disinformation, and aching for the comfort of community.

So, let’s focus and do something about it.

Let’s lead with the magnitude of ambition and consequence that this extraordinary historical moment demands. Let’s take up our mantle as changemakers to create a measurably healthier and more just nation. Let’s do the work to truly understand what ails our communities, organizations, and sector. In fact, let’s interrogate the very concept of what it even means to be healthy – and then figure out how we can collaborate to make it so.

In 2021, from the Pop-Ups to the Summit, Upswell is all about health and racial justice. A two-piece puzzle of both extraordinary simplicity and complexity.

To solve it, we need your energy and optimism. Your expertise and curiosity. Your relentless commitment to turning the abstract into the actual.

The work starts with each of us as individuals. And through our organizations and movements, we’ll change our shared society to realize the future we know is possible.

Let’s get healthy together.
The Year Ahead

Upswell is a growing wave of energy, experiences, and engagement.

Our clear purpose: fighting for racial justice and getting the nation healthy, in every sense of that word.

Over the course of this year, our events will explore dynamic dimensions of those challenges. Then, in October, we’ll unleash everything – knowledge, innovation, and boundless ambition – into a three-day summit that will push the limits of what’s possible when we work together.

Upswell Pop-Up

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 30</td>
<td>The Vital Intersection of Trust and Racial Equity</td>
<td>There are a lot of high hopes for 2021. But hopes don’t simply manifest themselves into reality. If we’re going to fundamentally change our society, we need to repair some of our deepest wounds first – starting at the vital intersection of trust and racial equity.</td>
</tr>
<tr>
<td>May 11</td>
<td>You Can’t Change Systems Without Advocacy</td>
<td>Transformative change is within reach, so we’ll explore what our ongoing crises have taught us about the mechanisms of effective advocacy – and how we can (and must) use collective action to move quickly toward a healthier and more equitable future.</td>
</tr>
<tr>
<td>Jul 27</td>
<td>Let’s Talk About Money</td>
<td>Do we actually have enough resources in this sector? Are they getting to Black, Native, Latinx, and other communities of color? How well are we accounting for our ongoing crises? And what are our data telling us about whether we are moving in the right direction or need a major course correction?</td>
</tr>
<tr>
<td>Sep 14</td>
<td>People Power Changework</td>
<td>As we shape our strategies and build our movements, it’s non-negotiable that we focus on the health of our people. Let’s take an honest look at how we’re really doing and consider creative, intentional, and impactful strategies for taking care of our people so that we’re fully charged for the work ahead.</td>
</tr>
<tr>
<td>Oct 20-22</td>
<td>Upswell Summit 2021</td>
<td>What can we accomplish with three days together? The answer might surprise you. The Upswell summit brings together thousands of changemakers, hundreds of speakers, brilliant thought leaders, inspired innovators, and powerful creators to fully unleash our community’s potential.</td>
</tr>
</tbody>
</table>
The Upswell Community

Upswell is for anyone who believes in a society where every person can thrive.

Powered by Independent Sector, we’re a diverse and vast community of relentless changemakers. Nonprofit and foundation professionals, organizational leaders, philanthropists, innovators, artists, corporate citizens, community activists, and social entrepreneurs of every kind of mission for good. Creating a healthy and racially equitable nation will require nothing less than the absolute best that each of us has to offer – including you.

2020 Reach

- Attendees were from **48 states** and **14 countries**.
- Upswell brought together more than **5,000 attendees** (+200% from 2019)
  - **2,023 registered** for the Upswell Summit (+69% over 2019)
  - Pop-Up series generated **3,786 individual registrations** for the seven events.
- Average # registered for Pop-Ups = **535**
- **55,030 follow our social media channels***
- **66% of attendees** were from nonprofit/charitable organizations
- **203,554 unique pageviews** for the Upswell website
- **806,983 organic social media impressions** in 2020*

2020 Impact

- **91% were satisfied to very satisfied** with Upswell 2020
- **85% are very likely to attend** Upswell in the future
- We had **70 sessions** with over **150 speakers**
- **64% of speakers identified as BIPOC**

* Includes Independent Sector channels.
Our Success is Created through Partnerships

Upswell is grounded in the belief that when people connect, they share, learn, innovate.

We depend on strong partnerships to achieve our shared goals – among organizations, participants, and sponsors. We are pleased to offer a range of partnership opportunities. Investors will be acknowledged in six major categories, with suggested benefits and visibility opportunities available at each level.

The Upswell team looks forward to working with you to craft a partnership package that leverages your expertise and experience, matches your program and issue interests, meets your needs for connection and visibility, and is within your budget.
# Upswell 2021 Partnership Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Sustainer $250,000</th>
<th>Transformer $150,000</th>
<th>Builder $50,000</th>
<th>Mover $25,000</th>
<th>Single Pop-Up Sponsorship $10,000</th>
<th>Connector $7,500</th>
<th>Activator $2,500</th>
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<tbody>
<tr>
<td><strong>CONTENT</strong></td>
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<tr>
<td>Main Stage speaker recommendation or introduction (Upswell Summit and/or Pop-Up)</td>
<td>✔️ Summit</td>
<td>✔️ Pop-Up</td>
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<tr>
<td>Opportunity to co-design a session at the Upswell Summit or Pop-Up</td>
<td>✔️ Summit and Pop-Up</td>
<td>✔️ Summit or Pop-Up</td>
<td>✔️ Pop-Up</td>
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<tr>
<td>Opportunity to co-design or recommend speakers for panel participation at the Upswell Summit or Pop-Up</td>
<td>✔️ Summit and Pop-Up</td>
<td>✔️ Summit or Pop-Up</td>
<td>✔️ Pop-Up</td>
<td>✔️ Pop-Up</td>
<td>✔️ Pop-Up</td>
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<tr>
<td>Opportunity to design a Spark Talk (Upswell Summit)</td>
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<td>✔️</td>
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<tr>
<td>Topic table in Lounge on Wednesday, Thursday or Friday (Upswell Summit)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td>Provide on-demand video content (Upswell Summit)</td>
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<tr>
<td>Feature your work or grantees on our blog</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<td><strong>BRANDING</strong></td>
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<tr>
<td>Sponsor profile in sponsor section of virtual platform</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Profile includes: logo visibility, featured video or static image, organization description and contact information, social media links, product videos, downloadable resources, 1:1 chat and video meetings with organization representatives</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Profile listing in virtual platform</td>
<td>✔️</td>
<td>✔️</td>
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<td>Large display</td>
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<td>Medium display</td>
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<td>Small display</td>
</tr>
<tr>
<td>Special acknowledgment from IS leadership (Upswell Summit and/or Pop-Ups)</td>
<td>✔️ Summit and Pop-Up</td>
<td>✔️ Summit or Pop-Up</td>
<td>✔️ Pop-Up</td>
<td>✔️ Pop-Up</td>
<td>✔️ For single Pop-Up</td>
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<tr>
<td>Scrolling banner on the event reception page</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Logo/link on Upswell website</td>
<td>Logo/Link</td>
<td>Logo/Link</td>
<td>Logo/Link</td>
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<tr>
<td>Logo visibility for Pop-Ups (emails, landing page, and day-of recognition)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Acknowledgment on social media</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
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<tr>
<td>Recognition in 2021 Independent Sector annual report</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
</tr>
<tr>
<td>Logo in pre- and post-event email blasts (Upswell Summit and/or Pop-Ups)</td>
<td>✔️ Large</td>
<td>✔️ Medium</td>
<td>✔️ Small</td>
<td>✔️ Small</td>
<td>✔️ For single Pop-Up</td>
<td>✔️ Small</td>
<td>✔️ Small</td>
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</tbody>
</table>
## Upswell 2021 Partnership Opportunities (continued)

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<tbody>
<tr>
<td><strong>ENGAGEMENT</strong></td>
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</tr>
<tr>
<td>Networking table in Lounge during the networking hour on Wednesday (Upswell Summit)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Free staff registrations for Upswell Summit</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Upswell Summit registrations for grantees/network</td>
<td>100</td>
<td>75</td>
<td>50</td>
<td>25</td>
<td>25</td>
<td></td>
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</tr>
<tr>
<td>Independent Sector membership for grantees/network</td>
<td>25</td>
<td>15</td>
<td></td>
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<tr>
<td>Real-time analytics of sponsor profile engagement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Post-event audience impact report</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>
Thought Leadership

Upwell creates a platform to elevate the best thinking, boldest ideas, and most innovative approaches to doing good.

Recent Speakers

**Angela Glover Blackwell**
Founder in Residence, PolicyLink

**David Brooks**
Chairman, Weave: The Social Fabric Project

**Sherry Salway Black**
Chairperson, First People’s Fund

**Jody Williams**
Nobel Peace Prize Laureate

**Isabel Wilkerson**
Author, *Caste: The Origins of Our Discontents*

**Joy Marsh Stephens**
Director of the Division of Race and Equity, City of Minneapolis

**Eric Liu**
Co-Founder and CEO, Citizen University

**Alejandra Y. Castillo**
CEO, YWCA USA

**Edgar Villanueva**
Author, *Decolonizing Wealth: Indigenous Wisdom to Heal Divides and Restore Balance*

Past Speakers

**Ibram X. Kendi**
Author, *How to Be an Antiracist*

**Stacey D. Stewart**
President and CEO, March of Dimes

**Rev. Samuel Rodriguez**
President, National Hispanic Christian Leadership Conference (NHCLC)

**Dr. Chenjerai Kumanyika**
Assistant Professor of Journalism and Media Studies, Rutgers University

**Fatima Goss Graves**
President and CEO, National Women’s Law Center

**Terence Lester**
Founder / Executive Director, Love Beyond Walls

**Rev. William J. Barber II**
President & Senior Lecturer, Repairers of the Breach

**Marc Morial**
President & CEO, National Urban League

**Stephen Heintz**
President and CEO, Rockefeller Brothers Fund

**Tarana Burke**
Activist & Founder, Me Too movement

**Theaster Gates**
Founder, Rebuild Foundation

**Michele Norris**
Founding Director, The Race Card Project

**Mick Ebeling**
Founder, Not Impossible Labs

**Lori Lightfoot**
Mayor of Chicago

**Michael McAfee**
President & CEO, PolicyLink

**Eric Garcetti**
Mayor of Los Angeles
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- Accenture
- AT&T
- Bank of America.
- Charles Koch Foundation
- Deloitte.
- American Express
- MacArthur Foundation
- Campion Foundation
- Robert W. McCormick Foundation
- Edna McConnell Clark Foundation
- ActBlue
- Peter & Peterson Foundation
- Candid.
- Wells Fargo
- W.K. Kellogg Foundation
- The Joyce Foundation
- American Arts
- NICWA
- First Nations Development Institute
- The Ford Foundation
- United Way of Metro Chicago
- Annenberg Foundation
- California Community Foundation
- The California Endowment
- Ford Foundation
- NAMM Foundation
- Quicken Loans
- JPMorgan Chase & Co.
- Springboard Partners
- Blue of California
- AB CHARITIES
- Blackbaud
We’re Excited to Connect

With Upswell 2021 fast approaching, we’re eager to quickly design a partnership that connects your mission to huge network of changemakers across the country.

Please reach out by emailing us at partnership@independentsector.org

About Independent Sector

Upswell is powered by Independent Sector, the only national membership organization that brings together a diverse community of changemakers at nonprofits, foundations, and corporate giving programs working to strengthen civil society and ensure all people in the United States thrive. As the vital meeting ground, we advance our mission by fostering a sense of belonging, catalyzing action, and providing policy leadership across the full breadth of the charitable sector.