GET CONNECTED

WIFI

Network
IHGConnect

Password
UPSWELL2018

SOCIAL MEDIA

Share your ideas, stories, and photos on social media!

Hashtag
#upswell2018

Instagram
@weareupswell

Twitter
@upswell2018
twitter.com/upswell2018

Facebook
facebook.com/upswell2018

UPS WELL APP

Everything you need to know about Upswell LA is at your fingertips (and only some of it is in this printed schedule overview)! On the Upswell App, you can:

- Find full schedule information
- Read event descriptions
- Explore the speaker list and bios
- Customize your schedule
- Message and schedule meetings with other changemakers
- Locate events, sessions, and exhibitors
- Receive important updates and announcements
- Access Upswell presentations and materials before, during, and after the event

How to Download

- Mobile: Search "Upswell 2018" in either Apple App or Google Play stores
- Desktop: Visit upswell.org/app

Logging In

- Your username and password were sent to the email address you used to register for Upswell
- If you didn’t receive that email, click "Retrieve Login Credentials" and the email will be re-sent
- Having trouble? Stop by the information table next to the registration booth and we’ll help you out!

View the Program

- Click on the Agenda tab
- Use the navigation bar to print, email, or search your agenda

Customize Your Schedule

- Click on the Agenda tab
- Add to your schedule by clicking on the calendar icon on the bottom left

Follow the Conversation

- Click on the Social Feed tab
- Post a comment, picture, video, or presentation

Connect with Participants

- Click on the Profiles tab to find other participants
- Click on the Messages tab to send in-app messages
- Click on Groups to join or create a group of participants

Have Questions? We’re here to help.

- Visit the information table next to the registration booth
- Send an email to info@upswell.org
- Message an Independent Sector staff member on the Upswell App
WELCOME TO UPSWELL.

I believe you’re going to experience something truly new and different over the next three days. We have more than 200 separate program offerings for you, ranging from 10-minute Spark Talks to half-day Immersion Tours. We’ve printed this guide to give you a bird’s eye view and to help make sure you don’t miss that one session your heart is set on. Beyond that, however, I hope you’ll give yourself permission to explore and discover, to be surprised by ideas and connections that you never anticipated. Much like life itself, Upswell should be about the journey and not just the destination. This guide is your roadmap, but I don’t believe there’s any such thing as a wrong turn.

Dan Cardinali
President and CEO
Independent Sector
<table>
<thead>
<tr>
<th>Time</th>
<th>OUTSIDE OF THE PUBLIC SQUARE</th>
<th>IN THE PUBLIC SQUARE</th>
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<tbody>
<tr>
<td>7 A</td>
<td>Registration Opens</td>
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<td>7:30</td>
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<td>8 A</td>
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<td>8:30</td>
<td>LA Inside &amp; Out Tours</td>
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<td>8:00a-12:00p</td>
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<td>9:30</td>
<td>Please gather in the Public Square before 8:30am as buses will depart promptly at 8:30am</td>
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<td>Spotlight/Solutions</td>
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<td>Evidence-Based Pathways</td>
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<td>1:30</td>
<td>Funder Lunch*</td>
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<td>Robert Egger</td>
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<td>2 P</td>
<td>2:00a-3:00p</td>
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<td>2:30</td>
<td>Upswell Kickoff</td>
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<td>3 P</td>
<td>3:00a-4:00p</td>
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<td>3:30</td>
<td>Erik Wahl</td>
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<td>4 P</td>
<td>4:00a-5:00p</td>
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<td>4:30</td>
<td>Meet &amp; Greet Erik Wahl</td>
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<td>5 P</td>
<td>5:00a-6:00p</td>
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<td>The LA Homelessness Challenge</td>
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<td>6 P</td>
<td>6:00a-7:00p</td>
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<td>Community Dinners</td>
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* Invitation Only

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**WEDNESDAY NOVEMBER 14**

**7:15-8:00a**
Continental Breakfast

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**AT THE UPSEWELL BOOKSTORE**

Book Signing
4:20-4:45p
Bob Friedman
Eureka moments can’t wait—and neither can the Main Stage speakers! Be sure to arrive in the Public Square a few minutes early so you don’t miss a second of inspiration.

### 2:00-2:20pm

**Upswell Kickoff**

Dan Cardinali

Independent Sector

Eric Garcetti

Mayor of Los Angeles

### 3:45-4:15pm

**Erik Wahl**

Artist, Author, and Philanthropist

### 5:00-5:20pm

**Robert Egger**

Nonprofit Liberator

---

**BOOKSTORE**

Visit the Upswell Bookstore to explore big ideas from changemaking authors!

**Book Signing**

4:30-4:55pm

Bob Friedman
<table>
<thead>
<tr>
<th>Time</th>
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<th>IN THE PUBLIC SQUARE</th>
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<td>8:30-7:00a Dance Class</td>
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<td>7:00-8:15a</td>
<td>8:00-8:15a Spark Talks</td>
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<td>8:30-8:15a</td>
<td>8:00-8:15a Changemaker Challenge</td>
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<td>8:30-9:00a</td>
<td>8:00-8:30a Science &amp; Tech Demos</td>
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<td>9 A</td>
<td>9:00-10:00a</td>
<td>8:00-8:30a Reflection Lounge</td>
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<td>10 A</td>
<td>10:00-11:00a</td>
<td>8:00-8:30a Immersive Arcade</td>
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<td>11 A</td>
<td>11:00-12:00a</td>
<td>8:00-8:30a Ann Mei Chang</td>
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<tr>
<td>12 P</td>
<td>12:00-1:00p</td>
<td>8:00-8:30a Leaderosity and Nonprofit Leadership Alliance Reception</td>
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<tr>
<td>1 P</td>
<td>13:00-1:00p</td>
<td>8:00-8:30a Arcades Open</td>
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<tr>
<td>2 P</td>
<td>2:00-3:00p</td>
<td>8:00-8:30a Active and American Express Reception</td>
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<tr>
<td>3 P</td>
<td>3:00-4:00p</td>
<td>8:00-8:30a At the Upswell Bookstore</td>
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<tr>
<td>4 P</td>
<td>4:00-5:00p</td>
<td>8:00-8:30a Lego Documentation</td>
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<tr>
<td>5 P</td>
<td>5:00-6:00p</td>
<td>8:00-8:30a Leadership Embodiment Fundamentals</td>
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<tr>
<td>6 P</td>
<td>6:00-7:00p</td>
<td>8:00-8:30a Leadership Embodiment Fundamentals</td>
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<td>9:00-10:00p</td>
<td>8:00-8:30a Leadership Embodiment Fundamentals</td>
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</tbody>
</table>
| * Invitation Only

**At the Upswell Bookstore**

- **Book Signings**
  - 9:00-9:30a Ann Mei Chang
  - 11:30a-12:00p Meet Eso Won Books
  - 12:00-12:30p Robert Reich
  - 1:00-1:30p Leslie Crutchfield
  - 2:30-3:00p ECLIPSE

---

*Invitation Only*
Awards
Upswell
7:30-9:30pm
Movement
Tarana Burke
3:30-3:50pm
New York Times
Chang
Ann Mei
8:30-8:50am

miss a second of
early so you don’t
a few minutes
the Public Square
Be sure to arrive in
Main Stage speakers!
neither can the
Stage
Main

Grand Rapids
Sense of Belonging
Beyond Representation:
3:05-3:15pm
Intergenerational Poverty
An Innovative Approach
for Responsive Philanthropy
Presented by National Committee
Have to Do with Equity?
Funders, What Does Power
2:30-2:40pm
Civic Engagement & Power
1:30-1:40pm
The Value of Story
1:00-1:10pm
Building Better Movements
Inside Out
Racial Equity in Philanthropy
The Presidents’ Forum for
11:15-11:25am
Presented by Charity Network

From Social Media to Social
10:00-10:10am
From Social Media to Social Good: Turning Fans into Donors
Presented by Charlie Avery

11:15-11:25am
The Presidents’ Forum for
Racial Equity in Philanthropy
Racial Equity: Leading from the Inside Out
Presented by Kry, Inc.

12:45-12:55pm
Building Better Movements
Presented by Spin

1:00-1:10pm
The Value of Story
Presented by C100 Speak Up!

1:30-1:40pm
Civic Engagement & Power
Building a New Model
Presented by PDC California

2:30-2:40pm
Funders, What Does Power Have to Do with Equity?
Presented by National Committee for Responsive Philanthropy

2:45-2:55pm
The Currency of Love: An Innovative Approach to Breaking the Cycle of Intergenerational Poverty
Presented by L.A. Los Angeles

3:05-3:15pm
Beyond Representation: Creating a Space in Government Where Women of Color Have a Sense of Belonging
Presented by City Manager’s Office of Grand Rapids

SPOTLIGHT/PERFORMANCE
Romero Y Perez
5:30-6:00pm

WORKSHOPS
9:30-11:00am (*9:30-10:30am)
Applying Business Skills to Nonprofit Challenges*
Presented by Chicago Booth Civic Scholars Program
Location: K-Town

Board Governance in a Digital Age*
Presented by BoardWest
Location: Hancock Park East

Building Your Skills for a Race Equity Culture
Presented by Leading Education in the Center/Probe
& Building Movement Project
Location: Silver Lake-B

Designing With, Not For, Your Community
Presented by SocialNet Foundation and Knight Foundation
Location: Silver Lake-A

Diagnosing Organizational Health: A Guide to Assessment Tools
Presented by William and Flora Hewlett Foundation
Location: Doyle Heights

Extended Reality for Social Good
Sponsored by Accenture
Location: La Brea Heights

How to Use the Lean Methodology for Social Change
Presented by Leading Change
Location: Hancock Park West

Leading with Compassion
Presented by Leading Through Connection
Sponsored by Funder Institute
Location: Echo Park

Upswell / Action
Sponsored by Mergen Chase and Co.
Location: Majestic

Your 2019 Policy Game Plan
Location: Westwood

WORKSHOPS
11:30am-1:00pm
(*11:30am-12:30pm)
A Decade Review of Philanthropy and Equity in California
Presented by Building Movement Project
Location: Silver Lake A

Attract and Retain an Inclusive, Impactful Nonprofit Workforce*
Presented by Nonprofit Impact
Location: Ladera Heights

Civic Saturday at Upswell
Presented by ChangeLab
Sponsored by Funder Institute
Location: Hancock Park East

Equitable Engagement & Transforming Philanthropy
Presented by Strategy Arts
Location: K-Town

Five Steps to Greater Social Impact*
Presented by Movers and Needle
Location: Silver Lake B

How Healthy is the Nonprofit Sector?
Location: Boyle Heights

Staying Nonpartisan in a Politically Charged Environment
Location: Westwood

The Problem with Large-Scale Philanthropy
Presented by Last Square
Location: Hancock Park West

Upswell / Action
Sponsored by Mergen Chase and Co.
Location: Majestic

What to do When Machines Do Everything
Presented by Exponential
Location: Echo Park

WORKSHOPS
4:00-5:30pm (*4:00-5:00pm)
Building Values-Driven Boards
Presented by Echikunwoke Green
Location: Echo Park

Demystifying Nonprofit and Foundation Collaboration*
Presented by Foundation Center
Location: Ladera Heights

How Changemaking Mayors are Building Trust and Community
Presented by Cities of Service
Location: Silver Lake A

Incubating Grassroots Social Entrepreneurship
Presented by Coast Venture
Location: Hancock Park West

Moving Beyond Intention to Action on DEI and Talent
Presented by The Bridgegroup
Location: Silver Lake B

Starting a Marketing Revolution at Your Nonprofit*
Presented by Freytag Strategies
Location: Hancock Park East

Technology for Humans*
Presented by itself
Location: Hancock Park East

The Faith Factor in Social Purpose
Presented by Subaltern
Sponsored by Funder Institute
Location: Boyle Heights

The Policy Battle Between Idealism and Pragmatism
Location: Westwood

Upswell / Action
Sponsored by Mergen Chase and Co.
Location: Majestic

BOOKSTORE
Visit the Upswell Bookstore to explore big ideas from changemaking authors!

Book Signings
9:00-9:30am
9:30-10:30am
11:30am-12:00pm
12:00-12:30pm
1:00-1:30pm
2:30-3:00pm
Leslie Crutchfield

SCIENCE & TECH DEMOS
DEMONSTRATIONS BY ACCENTURE
9:30 AM - 11:00 AM
Innovate for Good Challengers
Apply New I.T.

11:30 AM - 12:00 PM
Critical Thinking with Virtual Reality

12:30 PM - 1:00 PM
Youth Employment Solutions with Virtual Reality

2:30 PM - 3:00 PM
Global Agriculture Data Collaboration

DEMONSTRATIONS BY YMCA OF GREATER LONG BEACH YOUTH INSTITUTE
Youth Development through Digital Media Arts and Technology: Film, Music, Photography, Graphics, 3D Printing and Product Design
8:00-8:30am
11:30am-12:00pm
12:30-1:00pm

8:30-8:50am
Ann Mei Chang
Lean Impact

2:00-2:20pm
David Brooks
New York Times

3:30-3:50pm
Tarana Burke
The ‘me too.’ Movement

7:30-9:30pm
Upswell Leadership Awards Dinner

SPOTLIGHT/PERFORMANCE
Romero Y Perez
5:30-6:00pm

FOCUS GROUPS
9:00-9:30am
Aging-in-Place in Supportive Housing
Presented by C100 Speak Up!
10:30-11:00am
Measuring Poverty Better: Introducing the Real Cost Measure to Assess What it Really Costs to Live
Presented by The Urban Lab in California
11:00-11:30am
Housing IS Healthcare
Presented by C100 Speak Up!

11:00-11:30am
We’re All Journalists Now: Meaningful Storytelling with Minimal Storylines
Presented by Whole Whale

1:00-1:30pm
Improving Access while Decreasing Disparities in Philanthropic Funding
Presented by Greenlining

1:30-2:00pm
Beyond Transforming Systems to Transferring Power
Presented by StriveTogether

2:30 - 3:00pm
Are You Advocating for Your Mission?
Presented by BoardSource

4:00-4:30pm
The Disappearing Donor and You
Presented by Campus Advocacy Fund / Stanford Center on Philanthropy and Civil Society

CHANGEMAKER CHALLENGE
12:30-1:00pm
Fundraisers, CEOs, and the Board
Presented by AFP

1:30-1:55pm
US Public High School Graduation Rate
Presented by AAY & Associates

4:30-5:30pm
The Presidents’ Forum for
Racial Equity in Philanthropy
Racial Equity: Leading from the Inside Out
Presented by Kry, Inc.

12:45-12:55pm
Building Better Movements
Presented by Spin

1:00-1:10pm
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1:30-1:40pm
Civic Engagement & Power
Building a New Model
Presented by PDC California

2:30-2:40pm
Funders, What Does Power Have to Do with Equity?
Presented by National Committee for Responsive Philanthropy

2:45-2:55pm
The Currency of Love: An Innovative Approach to Breaking the Cycle of Intergenerational Poverty
Presented by L.A. Los Angeles

3:05-3:15pm
Beyond Representation: Creating a Space in Government Where Women of Color Have a Sense of Belonging
Presented by City Manager’s Office of Grand Royal

MAIN STAGE
Eureka moments can’t wait—and neither can the Main Stage speakers! Be sure to arrive in the Public Square a few minutes early so you don’t miss a second of inspiration.
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<tr>
<th>Time</th>
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<tr>
<td></td>
<td>Main Stage</td>
<td>Spotlight Stage</td>
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<tr>
<td>9:30</td>
<td>9:30-7:00a Dance Class</td>
<td>Fitness Center</td>
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<td>7 A</td>
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<td>7:30</td>
<td>7:30-8:15a Upwell Fellows Reflection Session</td>
<td>Hancock Park West</td>
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<td>8:30</td>
<td>8:30-8:30a Kevin Washington and the YMCA of Greater Long Beach Youth Institute</td>
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<td>9:30-11:30a Workshops</td>
<td>9:00-9:40a Spark Talks</td>
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<td>12:30</td>
<td>12:30p Lunch in the Public Square</td>
<td>12:30-12:30p Focus Groups</td>
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<td>1:30</td>
<td>1:30-1:35p Get Lit</td>
<td>1:15-1:35p Dan Cardinali and Sarah Kastelic</td>
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* Invitation Only

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**FRIDAY NOVEMBER 16**

**UPSWELL CHICAGO**
**NOVEMBER 13–15, 2019**

**THE WAVE GROWS STRONGER. MARK YOUR CALENDARS.**

**UPSWELL.ORG**

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**AT THE UPSWELL BOOKSTORE**

* Book Signing*
12:30-1:00p
Cary McClelland
### Main Stage

**Eureka moments can’t wait—and neither can the Main Stage speakers! Be sure to arrive in the Public Square a few minutes early so you don’t miss a second of inspiration.**

#### SPOTLIGHT STAGE

**9:05-9:25am**
- **Spotlight/Solutions Presentation by Pineapple.org**

**11:05-11:25am**
- **Spotlight/Solutions The 6 Practices of Successful Movements Presented by Global Social Enterprise Initiative**

**12:15-12:25pm**
- **Spotlight/Solutions A Permanent Loving Home for Every Foster Child Presented by Connect Our Kids**

#### WORKSHOPS

**9:30-11:00am**
- **Advocacy Without Fear Presented by the Bridgespan Group Location: Westwood**
- **How Change Happens* Presented by Georgetown Global Social Enterprise Initiative Location: LaVerne Heights**
- **Online Fundraising in a Rapid Response World* Presented by Act Blue Location: Echo Park**
- **Tracking Racial Inequity in California Presented by Advancement Project California Location: Boyle Heights**
- **Transformative Solidarity in California - The Next Frontier of the Equity Movement Presented by The California Endowment Location: Silverlake**

**11:30-11:50am**
- **Upwell/Action Presented by JPMorgan Chase and Co. Location: Japan**
- **Weaving Equity and Inclusion into Community-Based Work Presented by United Way Worldwide Location: Hancock Park West**

**11:30am-1:00pm**
- **Aligning Organizational Ethics with 21st Century Challenges Presented by The Bridgespan Group Location: Westwood**
- **Beyond Being an Ally Presented by ActBlue Location: Echo Park**
- **Fostering a Healthy Democracy Presented by Center for Effective Philanthropy Location: Echo Park**
- **Sustaining Collective Action Through Setbacks Presented by National Independent Living Location: Westwood**
- **Taking Big Bets for Transformational Change Presented by Treehouse Location: Hancock Park West**

#### WORKSHOPS TALKS

**9:00-9:10am**
- **Sparking Impact* Presented by The Bridgespan Group Location: Westwood**

**9:15-9:25am**
- **Telling the Stories of Many: How Oral History Helps Us Map Problems and Discover Solutions Presented by Cary McClelland Location: K-Town**

**9:30-9:40am**
- **Mindful Leadership Presented by Dancet Corporation Location: Silverlake**

**10:00-10:10am**
- **Do-ocracy: A Way of Deploying Effective Resources While Relying on Limited Budgets Presented by Unfunded Location: Westwood**

**10:15-10:25am**
- **Improving Philanthropy through Crowdsourced Feedback for the Unfunded Presented by Unfunded Location: Hancock Park West**

**11:00-11:10am**
- **When You Know It Is Time to Start Presented by Tarot Foundation Location: South LA**

#### FOCUS GROUPS

**9:00-9:30am**
- **Results in the Center: Voting & Life Expectancy Presented by Independent Sector Location: Silverlake**

**9:00-9:30am**
- **Getting Real About Authentic Community Engagement Presented by Robert Wood Johnson Foundation Location: Silverlake**

**10:00-10:30am**
- **Stories of Suicide: Living Past 30 Presented by Charity Navigator Location: Echo Park**

**11:00-11:30am**
- **Collaborative Leadership: Why Collaborate? Presented by Community Resource Exchange Location: Silverlake**

**12:00-12:30pm**
- **Preaching to the Choir Presented by United Way Worldwide Location: Silverlake**

#### CHALLENGE MAKER CHALLENGE

**10:30-11:00am**
- **US Income Inequality & Economic Mobility Presented by AB盟 & Associates Location: Silverlake**

#### SCIENCE & TECH DEMOS

**9:30-10:00am**
- **Aligning Organizational Ethics with 21st Century Challenges Presented by The Bridgespan Group Location: Westwood**

**10:30 AM - 11:00 AM**
- **Enabling the Donor Experience through Blockchain Presented by Digital Partners Location: Echo Park**

**11:30 PM - 12:30 PM**
- **Youth Employment Solutions with New I.T. Presented by Elevate Corporate Wellness Location: South LA**

#### DEMONSTRATIONS BY YMCA OF GREATER LONG BEACH YOUTH INSTITUTE

**12:00 PM - 12:30 PM**
- **Youth Development through Digital Media Arts and Technology: Film, Music, Photography, Graphics, 3D Printing and Product Design Presented by YMCA of Greater Long Beach Location: Silverlake**

#### BOOKSTORE

**12:30-1:00pm**
- **Visit the Upswell Bookstore to explore big ideas from changemaking authors! Presented by Cary McClelland Location: Silverlake**

### 8:30-8:50am

**Kevin Washington**
- **YMCA of the USA Location: Silverlake**

**Elayne Carbajal, Jose Cuevas, Honesti Lawrence, Darren Mam**
- **YMCA of Greater Long Beach Youth Institute Location: Silverlake**

### 1:00-1:15pm

**Spoken Word Performance**
- **Get Lit Location: Westwood**

### 1:15-1:35pm

**Dan Cardinali**
- **Independent Sector Location: Silverlake**

**Sarah Kastelic**
- **National Indian Child Welfare Association Location: Silverlake**

### 1:35-3:00pm

**Upswell**
- **Surge ft. Ozomatli Location: Silverlake**
When you get in the swivel chair and put on your headset in the Immersive Arcade, you’re not sitting down to watch a movie. You’re strapping in to be part of a new environment. Extended reality actually convinces your brain to believe that you’ve walked in another’s shoes.

Each experience requires an appointment—and you can make as many as you like—so visit the arcade to reserve your times.
THE PUBLIC SQUARE IS ALWAYS ON

Worried about schedule conflicts with everything going on in the Public Square? Don’t worry, we have plenty of activities that are largely unscheduled or “always on,” so you can explore at your own pace.

**IS ACTION CENTER AND LOUNGE** – Stop by and see how easy it is to make your voice heard on issues affecting the entire nonprofit sector. Give us 5 minutes, and we’ll make you a more effective advocate.

**ART GALLERY** – Curated by the nonprofit Art Share LA, our outdoor gallery features the work of emerging visual artists taking on issues such as female empowerment, connection vs. disconnection, and more.

**CARDBORIGAMI** – is compact, lightweight and portable, yet designed to provide emergency shelter to those experiencing homelessness. Check out this innovative prototype in the Public Square.

**COLORING WALL** – Custom designed for Upwell, this 4-foot by 8-foot mural depicts community in urban, suburban, and rural settings. Pick a spot, grab your favorite color, and help bring the community to life.

**FOOD CARTS** – when you can’t wait for mealtime, just drop by for a nosh or a sip. You’ll find carts all throughout the Public Square, with offerings and locations that change frequently.

**GAME NETWORKING** – If you’re not a natural networker, you’ll find carts all throughout the Public Square, with offerings and locations that change frequently.

**MINORITY MAJORITY** – 1:10-1:40pm

“Minority Majority” is a collection of short plays dealing with an aspect of being a person of color in the US. Presented by: hereandnow theatre company

**UKULELE CIRCLE** – 12:00-12:30pm

Join YouTube sensation, “Ukulenny” for a free group ukulele lesson and unleash your island spirit. Presented by: KA LA Brand Music Co

**DRUM CIRCLE** – 9:05-9:45am

Tap into your inner curiosity while creating community, fostering creativity, and building character through rhythm. No musical experience is needed! Presented by the NAMM Foundation

**INTIMATE CONVERSATION WITH TANYA AGUÑIGA** – 11/14, 3:00-3:30p / Spotlight Stage

Tanya’s project, AMBOS (Art Made Between Opposite Sides), demonstrates her interests in the power of community and identity. AMBOS seeks to express and document border emotion through art made on opposite sides by providing a platform to bi-national artists along the border.

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