



UPSWELL[®] 2020

OCTOBER 14-16 | ONLINE

A Virtual Experience for Good

Designing a Just and Healthy Nation

What is Upswell?

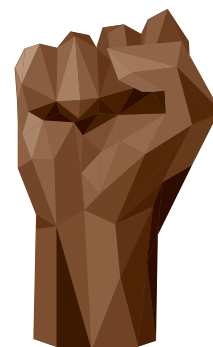
In a typical year, Upswell – powered by Independent Sector – would be the unusual place where thousands of changemakers of every mission for good gather to accelerate their work, innovate their approaches, and creatively collaborate.

This isn't a typical year.

2020 has fundamentally unsettled us, calling into question how we live, who we see, and what we value.

As changemakers, we have an extraordinary opportunity to propose – and collectively engineer – an immediate future that doesn't just help our communities survive, but actually reimagines society so that every person can thrive.

This year, Upswell is about two things exclusively:



ANTI-RACISM



COVID-19

These two challenges affect every single one of us, no matter our specific mission area or geography. They are issues that we cannot address alone or in limited collaboration. They demand our full focus and deepest thinking, our best resources and highest commitment. They require more of our energy, more of our talent, more of our ingenuity.



Evolving for a Virtual World

As the pandemic dismantled familiar routines for building community – and as the devastation of racial injustice continually reminds us that our sense of “normal” was never good enough to begin with – one thing has become abundantly clear:

If we’re going to deliver on the ambition of seizing this moment in history, then we need to do so much more than just observe computer screens.

Over the course of 2020, we’ve rigorously tested and refined innovative ways of coming together – leveraging technology and creative design to deliver impactful, action-oriented experiences. We’ve also doubled down on the idea that Upswell

isn’t about a single event that happens just once a year. It’s about building a lasting community of changemakers whose work together is ongoing.

Leading up to this year’s summit in October, we have produced six Pop-Up events. Each one has tested new ideas and methods of engagement, while focusing intently on the two issues that define our work together.

At Upswell 2020 – from rousing Main Stage events to hyper-personal opportunities for deep connection – we’ll leverage every ounce of learning, innovation, and momentum to create an unforgettable experience that will make a permanent difference for decades to come.

What Upswell Looks Like This Year

As we've built an entirely virtual environment from the ground up, our approach has been to strike a balance between program elements that feel familiar and new ones that push the boundaries of what we can do together when we're apart.

At the 2020 Summit

MAIN STAGE In energetic talks, high-profile speakers and performers in the social good space will expand our minds and fill our souls for the tasks ahead.

WORKSHOPS Workshops go deep, providing an interactive venue for honing or acquiring new skills, and a wide variety of ways for exploring exactly how changework happens.

SPARK TALKS Through quick bursts of energy and information, these short talks allow for a rich diversity of ideas, perspectives, and experiences to be shared broadly.

PANELS Upswell's panels aren't typical. They're about testing out new configurations and seeing what happens when unusual groups of brilliant thinkers are put together and tasked with interrogating intractable problems.

GET UNSETTLED These facilitated conversations are about urgent issues that aren't easy to discuss. The idea is to create safe space where people can truly challenge each other – and themselves – in constructive, supportive ways.

MEET THE SPEAKERS Sometimes asking a speaker a question in a chat box isn't enough. These limited-capacity, intimate conversations directly connect speakers with a few participants for meaningful exchanges.

LESSONS LEARNED The world has experienced a seismic shift in 2020. These sessions are about major insights from just the past few months – not old research, not recycled work, but brand-new lightbulb moments that can illuminate our path forward.

COLLECTIVE ACTION Virtual learning has a tendency to feel passive – information shared, information received. But to truly seize the opportunities before us, we're going to overcome the virtual barrier by engineering effective ways of collaborating on our most pressing challenges.



UPSWELL[®]
POP-UPS

Year-Round Engagement

Upswell exists in a perpetual cycle. Over the course of the year, we gather energy from across the country as our community's members engage with each other. That energy grows exponentially and culminates in a tremendous wave of inspiration and action at each year's summit.

As the pandemic has forced us to reimagine this cycle, we've found incredible success with Upswell Pop-Ups – ongoing virtual engagements that thematically connect to the summit while testing new tools for collaboration and idea sharing. In 2021, we plan to scale up these events.

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 2020 Partnership Opportunities

	Sustainer (\$250,000)	Transformer (\$150,000)	Builder (\$50,000)	Mover (\$25,000)	Connector (\$10,000)	Exhibitor (\$1,200)
Main Stage Speaker Introduction	✓					
Opportunity to Recommend up to 2 Speakers for Workshop Session	✓	✓				
Opportunity to Recommend up to 2 Speakers for Panel Participation	✓	✓	✓	✓		
Spark Talk	✓	✓	✓	✓	✓	
Virtual Exhibit Booth	✓	✓	✓	✓	✓	✓
Upswell Pop-Up Session	4	3	2	1		
Welcome Video	✓					
Website Visibility	Logo/Link	Logo/Link	Logo/Link	Logo	Logo	Logo
Special Acknowledgement from IS Leadership	✓	✓				
Opportunity to Distribute Materials	✓	✓	✓	✓	✓	✓
Acknowledgement on Social Media	✓	✓	✓			
Recognition in 2020 Annual Report	✓	✓	✓	✓	✓	
Logo in Pre- and Post-Event Email Blasts	✓ (large)	✓ (medium)	✓ (small)			
Blog Post	3	2	1			
Post-Event Analytics	✓	✓	✓	✓	✓	✓
Free Registrations	20	15	10	5	3	2

Meet the Upswell Community

The Upswell community is as diverse as the people who call the United States home. We strive to build a nation where every person can thrive by connecting a vast network of changemakers across missions, geographies, and differences.

We're excited to introduce you to them.



2,467+

registered for an Upswell virtual event in 2020

53,265

follow our social media channels

43

states have been represented by Upswell participants in 2020

5,465+

participated in an Upswell event in the last three years

60,136

unique individuals visited upswell.org in 2019

62%

of participants work for nonprofits or charities

31,694

subscribe to Upswell's email list

595,886

social media impressions were made in 2019

58%

of Upswell speakers are persons of colors

12%

of participants work for philanthropic organizations

Thought Leadership

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

2020 Speakers

Over the course of series of Upswell Pop-Up events in 2020, we have had the opportunity to share the very best thinking from determined changemakers who are using their agency to make sense of our unsettled times.



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



Tonika Lewis Johnson
Founder, The Folded Map Project



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

Past Speakers



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



Ozomatli

Meet Our Supporters

Upswell 2020 Anchor Supporters



Legacy Partners



We're Excited to Connect

With Upswell 2020 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.



**BUILDING
COMMUNITY**



**ACCELERATING
IMPACT**



**LEADING ON
POLICY**