

Welcome & Brief Overview of the Event

Jennifer Richey, Founder of the Cause Marketing Summit

3:00 - 40:40

Exclusive interview with COVID-19 Survivor and Founder of Survivor Corps

Diana Berrent, Founder of Survivor Corps

Join us to hear how Diana's experience surviving COVID-19 has led to the largest database of COVID-19 survivors in the World and their plans to support studies, including long term longitudinal studies focusing on long term survivors.

40:44 - 1:07:28

Building Profit-Purpose Partnerships during a Recession

Brittany Hill, CEO and Founder, Accelerist

Brittney will discuss its new study on Building Profit-Purpose Partnerships During a Recession, best practices and proven strategies for seizing opportunities during unsettling times, and a preview of expected partnership trends for 2021.

1:07:29 - 1:39:54

Supporting Civil Rights: An important conversation about how to be a better ally and meaningful ways to get involved with the Civil Rights Movement across the globe.

Keni Thacker, Founder, 100 Roses From Concrete &

Francilia Wilkins Rahim, CEO and Owner, R.F. Wilkins Consultants, Inc.

In the height of the pandemic, people continue to take to the streets and advocate for broad reform measures across the Nation. Everyone from small-town influencers to the NBA are speaking out about their support of Black Lives Matter. We invite you to join us for a conversation between diversity and inclusion expert, Keni Thacker and Chief Executive Officer and Owner of R.F. Wilkins Consultants, Francilia Wilkins Rahim about the issues facing us today and ways to work together to help solve them.

1:39:55 - 2:28:19

We're All in this Together

Mollye Rhea, President, For Momentum

Nathan Measom, Manager of Corporate Partnerships, Best Friends Animal Society

Janelle Lin, SVP of Partnerships & Business Development, DonorsChoose

Devi Thomas, Global Head of Social Impact Communications, Salesforce.org

Listen to hear how smart and creative partners from all sectors have stepped up in a major way to help corporate partners and businesses during the Pandemic.

2:28:20 – 3:33:53

Moms on a Mission: Boss Moms Building Businesses and Families while Supporting Causes

Pamela Peckerman, Founder and CEO, Hustle Like a Mom

Dr. Zabina Bhasin, Founder & Owner, In KidZ

Stacy Igel, Founder & Creative Director, BOY MEETS GIRL®

Nicole Young, TV Host & Writer, thebeautifulbody.com.

This powerful panel of boss moms is redefining what it means to be a working parent while supporting causes they care about. If you think you don't have enough time in the day, think again. Hear from women who are juggling businesses, brokering partnerships, and infusing our communities with vital support.

3:33:54 – 3:55:40

Improving Morale and Employee Engagement in a Pandemic - Yes, it is possible!

Lisa Burke, Culture Coach, Energage

Lisa Burke gives us insight into the current state of employee engagement and creative ways to improve morale and increase productivity during these very uncertain times. Rally your colleagues and learn what it takes to help foster a healthier work environment.

Welcome Back & Brief Overview of the Day

Jennifer Richey & Team CMS

1:44 - 26:29

There is No Normal, Only New: Social Activism in a Covid-19 World

Drew Train, Managing Partner, OBERLAND

OBERLAND's Co-Founder, Drew Train, will discuss their agency's study, "There Is No Normal, Only New" done in partnership with Guardian U.S. and real-time insights platform Suzy. Drew will discuss their findings in a new post-Covid-19 world and how their agency is responding to an increased demand for brands and nonprofits to respond collectively to the increase in need for support. Oberland has found that 83% of Americans are stressed during Covid-19. Tune in for more information on how the Pandemic has changed consumer behavior and brand focus.

26:30 - 1:03:40

Rodan+Fields & buildOn: Serving in Solidarity and Collaborating through Crisis

Carrie Pena, Chief Experience Officer, buildOn

Kari Hayden Pendoley, Global Head of Social Impact, Rodan+Fields

This dynamic and powerful duo has been able to pivot and re-shape their entire partnership to respond to the needs of their community and consultants. Listen in to hear how Rodan+Fields, has built a corporate social responsibility program from the ground-up and worked to foster a lasting partnership with buildOn to help underserved youth reach their full potential.

1:03:41 - 1:43:19

Partnership Secrets from 35+ Years of Cause Marketing Matrimony

Maureen Carlson, Chief Programs and Marketing Officer, Children's Miracle Network

Ever wonder why some partnerships last decades, like Goldie Hawn and Kurt Russel while others fizzle in the first year like Britney and what was that guy's name? This year has put some of the longest and most dedicated cause partnerships on shaky ground. Hear from Chief Programs and Marketing Officer, Maureen Carlson, on how her team has mastered the formula to grow and adapt with their corporate partners.

1:43:20 - 2:28:26

Innovative and Multidimensional Collaborations Transform Partnerships to Support Collective Action

Susanne Halling Duffy, Impact Partnerships Specialist, Mälardalen University

Samir Goel, Co-Founder and Co-CEO, Esusu

Marshall Lauck, Chief Growth and Marketing Officer, Bob Woodruff Foundation

Erik Wolsky, Director of Partnerships and Community Engagement, Allbirds

This panel will give you insider information on how to navigate the rapidly evolving approaches behind mission-driven partnerships and how they are reshaping the way we do impact-driven work and cause partnerships.

2:28:27 - 3:12:54

Reaching New Yorkers When Your Marketing Budget is Non-existent

Nina Robbins, Program Director, F.Y. EYE

F.Y. Eye is a nonprofit agency and ad network in New York City on a mission to connect people in need to the knowledge and services they deserve. Tune in to hear about their incredible network and unique agency offerings for nonprofits. F.Y. Eye helps nonprofits regardless of budget get the word out through low-cost and no-cost marketing and advertising services.

3:12:55 - 3:41:13

Blue Star Families & Macy's Discuss the success of their 7 digit cause marketing campaign aimed at helping active-duty military families across the US

Penny Bolden, Senior Director of Cause Partnerships, Blue Star Families

Michelle Hall, Manager of Cause Execution, Macy's

Listen in to hear how Blue Star Families leveraged their existing partnership Macy's to grow from a 5-figure donation to over 7-figure donation in just a few years. Through membership engagement, marketing and PR, understand how a small nonprofit with a big mission is able to grow through smart relationship building and employee engagement.

3:41:14 - 3:51:03

Presenting the Awesome Possum Award to....

Stacey Lea Flanagan, Director of Health and Human Services, Jersey City, NJ
with a special video tribute from Lisa Buksbaum, CEO & Founder, Soaringwords

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FEATURED SPEAKERS



Diana Berrent, Founder at Survivor Corps HQ

Diana Berrent was one of the first people in her area to test positive for COVID-19. While scrambling to get medical information and testing, she became an advocate and activist for herself and others. Diana started Survivor Corps and became its founder in her bedroom while she nursed herself back to health. Since that time more than over 100,000 members have joined the Survivor Corps Facebook group page. Diana's goal is to activate and enroll as many others to join Survivor Corps, the Peace Corps of the COVID Generation, in order to connect, support, educate and motivate those affected by COVID-19 (and their colleagues, families and friends) - to mobilize as many as possible to support all ongoing Scientific, Medical and Academic research to donate plasma, find a cure and help to develop a vaccine.



Zabina Bhasin, Founder & Owner of In KidZ

Zabina Bhasin, M.D. ("Zee") grew up surrounded by diversity - in her family, neighborhood, and city. When she had kids of her own that she realized how few multi-cultural resources there were to educate kids about the beauty of the world's different cultures. And as her children got older and befriended kids of different races and ethnicities, she realized her childhood and training as a child psychiatrist could make a difference. Zee turned her passion for making cultural connections into a movement. Seeing other parents struggling to navigate that delicate balance between traditional cultures and western lifestyle Zee realized she could reach more children through creative cultural experiences than as a physician. Enlisting additional "culture expert" parents, she started curating the thematic Culture Boxes that are the heart and soul of In KidZ.



Penny Bolden, Senior Director Cause Partnerships, Blue Star Families

Penny Bolden is an experienced and adaptive leader who knows how to bring brand and social value to cause marketing campaigns. Six years ago she landed her dream job at Blue Star Families, drawing on her acquired skills in business development, relationship management and strategic marketing, to support military families in creative and impactful ways. Penny's daily motivation comes from working on a cause she truly cares about.



Lisa Burke, Culture Coach, Energage

With almost ten years of experience working with top workplaces across the U.S., Lisa Burke has translated survey results from countless organizations into improvement inspired by the best. Her practical, hands-on experience helps her empower leaders across all industries to connect to their employees in meaningful ways with real bottom-line results. All together, this allows her to fulfill her and Energage's shared passion of making the world a better place to work together.

FEATURED SPEAKERS



Maureen Carlson, Chief Programs & Marketing Officer, Children's Miracle Network Hospitals

With two decades of corporate social responsibility (CSR), nonprofit executive management and agency leadership experience, Maureen Carlson is a sought-after influencer helping nonprofits dramatically increase their fundraising and companies maximize their social good. Maureen has held executive positions in blue-chip nonprofits and successful social impact agencies where she ignited more than \$150 million in incremental fundraising and billions of positive branding impressions for her nonprofit relationships and corporate clients. She is currently the Chief Programs and Marketing Officer at Children's Miracle Network Hospitals a nonprofit that raises funds for 170 children's hospitals across the U.S. and Canada.



Samir Goel, Co-Founder & Co-CEO, Esusu

Samir Goel is the Co-Founder and Co-CEO of Esusu, the leading financial technology company helping individuals save money and build credit. Esusu's groundbreaking rent reporting platform captures rental payment data and reports it to credit bureaus to boost credit scores. The company's mission is to provide financial solutions that pave a permanent bridge to financial access and inclusion. Prior to Esusu, Samir Co-Founded Transfession, a nationally recognized non-profit that uses technology to ensure that excess food goes toward underserved communities across New York City. Transfession has rescued over 2 million pounds of food and impacted 1.8 million lives.



Michelle Hall, Manager of Cause Execution, Macy's

Michelle Hall is Manager of Cause Execution at Macy's. In this role, she oversees all customer-facing giving initiatives. Throughout her time at Macy's, Michelle has worked on campaigns that have raised over \$100 million for charities like Make-A-Wish, Breast Cancer Research Foundation, Blue Star Families and more.



Susanne Halling Duffy, Impact Partnership Specialist

Susanne is dedicated to creating sustainable business and social impact partnerships. She just completed a 2 year project as External Relations Strategist at Mälardalen University, Sweden, bringing her experience from her Corporate Relations role at City University of New York John Jay College. Previously, Susanne was Vice President of Resource Development at United Way of Tri-State and collaborated with corporations and local organizations to create impactful initiatives for the NY, NJ, CT region and, at United Way Worldwide's Global Corporate Leadership program, she led a network of over 1,200 local United Ways in targeted strategic corporate partnership and fundraising -- resulting in \$30 million in direct funding annually.

FEATURED SPEAKERS



Brittany Hill, CEO and Founder, Accelerist

Brittany Hill is the CEO and Founder of the partnership intelligence SaaS platform where some of the industry's most prolific brands and nonprofits prospect, value, access and measure their events and partnerships with each other. As a passionate data seeker and trend translator, Brittany specializes in using analytics and innovations to support B-corporations and Fortune 1000 companies as well as enterprise and federated nonprofits in their pursuit of sustainable events and partnerships. In her role, Brittany spearheads social impact product development and leads a talented team who has supported 100s of customers in effectuating social change. Brittany holds over 15 years of experience in the entertainment, nonprofit and agency sectors, with a consistent specialization and commitment to purpose-driven work.



Stacy Igel, Founder & Creative Director of BOY MEETS GIRL®

Stacy is Founder & Creative Director of BOY MEETS GIRL®, a purposeful, edgy, and young contemporary athleisure brand worn by celebrities such as Rosario Dawson, Mindy Kaling, Nina Dobrev, and Kendall Jenner. BOY MEETS GIRL® brand's iconic boy and girl silhouette logo has been featured in publications including InStyle, Teen Vogue, Allure, Women's Wear Daily, and The New York Times, among others. The brand has been giving back since inception after 9/11, with continuous limited edition collections that give back to organizations such as the Young Survival Coalition, The National School Climate Center's BullyBust Program, Human Rights Watch, and more. She is also the co-creator and co-host of the podcast #MOMSGOTTHIS for mompreneurs.



Marshall Lauck, Chief Growth and Marketing Officer, Bob Woodruff Foundation

Marshall joined the Bob Woodruff Foundation in 2018, focusing on the integration of marketing, communications and fundraising. His unique experience with military/veteran issues, from recruiting to non-profit branding, have helped BWF define its brand identity, fulfill its mission, and achieve unprecedented growth. In 2018 and 2019, Marshall led BWF to consecutive record years, including acquisition of the Got Your 6 brand and strategic partnerships with the NFL, the State of Qatar, and Craig Newmark Philanthropies.



Mijanelle Lin, Senior Vice President, Partnerships & Business Development, DonorsChoose.org

Janelle Lin joined DonorsChoose.org in 2011, bringing with her nearly two decades of strategy, fundraising and management expertise in the nonprofit sector. In her role as SVP of Business Development, Janelle builds partnerships with corporations and foundations to support public school teachers and classrooms. These partnerships span all fifty states and function on both local and national levels, and brought \$66M of classroom funding in 2019. Prior to joining DonorsChoose.org, she served as Vice President for PlumDistrict.com, Managing Director of Step Up Women's Network, and Director of LA's BEST afterschool enrichment program.

FEATURED SPEAKERS



Nathan Meason, Manager of National Corporate Partnerships, Best Friends Animal Society

Nathan Meason is an award winning corporate philanthropic development & marketing professional. During his more than 20-year career in the non-profit sector he's had the privilege of working for respected organizations such as the American Red Cross, Huntsman Cancer Foundation, and the Girl Scouts of the USA. Currently, he is with Best Friends Animal Society, the only national animal welfare organization focused exclusively on ending the killing of dogs and cats in America's shelters. He's helped build cause marketing partnerships with some of the world's most influential brands including Zappos, Google, TikTok, Skechers, Warner Bros., and Anheuser Busch.



Pamela Peckerman, Founder and CEO, Hustle Like a Mom

Pamela is the creator of Hustle Like a Mom and a serial entrepreneur who has been producing and hosting events for over a decade. This seasoned On-Air Expert, frequently appears on top morning shows including Good Morning America, Fox & Friends, Good Day NY, ABC Houston and NBC Miami Mix, sharing time-saving tips for busy moms. As mom of two, Pamela understands the need for community, and authentic connections with other like-minded women that are doing, creating and redefining what it means to be a working mom. Hustle Like a Mom is a multi-media platform and events brand focusing on empowering and educating moms to build a successful bridge from mom life to entrepreneur life.



Kari Hayden Pendoley, Global Head of Social Impact and Environmental Social Governance, Rodan + Fields

Kari is the Global Head of Social Impact and Environmental Social Governance at Rodan + Fields. Kari launched and leads the Environmental Social Governance practice at Rodan + Fields which includes targets for diversity & inclusion, reduced packaging, and stakeholder reporting. Kari leads the Prescription for Change Foundation giving over \$12M to 1.3M students in its' history. Under Kari's leadership youth education programming was launched across the United States, Canada, Australia and Japan; including emergency and emerging market grants within Puerto Rico, Malawi, and Ecuador. She co-designed a marquee service immersion experience with grantee buildOn that has been studied by McKinsey and replicated by Salesforce, GE, and other major corporations.



Carrie Pena, Chief Experience Officer, buildOn

Carrie Pena is the Chief Experience Officer and a member of the executive leadership team of buildOn (www.buildon.org), a 25-year old non-profit organization that's mission is to break the cycle of poverty, illiteracy, and low expectation through U.S. based service-learning programs and by build schools across the globe. As fourteen-year veteran of the organization, Ms. Pena leads the organization's experience team which is focused on designing and delivering compelling in-person and digital experiences that build solidarity and drive support and action for buildOn's mission. She is responsible for the organization's marketing, digital fundraising, fundraising events, immersive U.S. service experiences, and digital community organizing.

FEATURED SPEAKERS



Francilia Wilkins Rahim, MBA, Chief Executive Officer, Owner at R.F. Wilkins Consultants, Inc.

Francilia is the CEO and Founder of R.F. Wilkins Consultants, Inc., a development and management consulting firm dedicated to leveraging project management to drive the success of the nation's businesses. Francilia has led the company in raising more than \$877 million for clients through grant writing, advocacy and events: growing its reputation in the ranks of top-performing management consulting firms, owned by a minority woman. She has aided in the development of numerous city-wide diversity and inclusion initiatives and continues to advocate for equal opportunity for minority real estate developers, contractors, and small businesses.



Mollye Rhea, Founder and President, For Momentum

Mollye Rhea founded For Momentum in 2003, she recognized that she was leading one of very few agencies that specialized in cause marketing. On a daily basis, Mollye realizes her goal of strengthening communities by cultivating partnerships between nonprofit organizations and corporations—a goal she envisioned as a result of a volunteer opportunity she had early in her career. Mollye has a unique 360-degree perspective of what fosters success in strategic cause partnerships. In her 25+ years in the field, she has developed sponsorship strategies for dozens of nonprofit organizations and hundreds of brands.



Nina Robbins, Program Director, F.Y. Eye, Inc.

Nina Robbins, a civic-minded entrepreneur and native New Yorker, joined F.Y. Eye in 2018 as Program Director. Under her leadership, F.Y. Eye has expanded its reach, enhanced its service offerings, and deepened its impact in New York's nonprofit community. Creative and resourceful, Nina leads with purpose and ensures F.Y. Eye fulfills its mission to connect people in need to the knowledge and services they deserve. F.Y. Eye operates a digital network of over one hundred screens throughout the City's five boroughs, offering nonprofits and government agencies a strategic vehicle for their message distribution. Previously, Nina Robbins served as the Urban Innovation Project Manager at Citymart, where she led open innovation challenges with New York, Philadelphia, Long Beach and Eindhoven.



Keni Thacker, Founder, 100 Roses From Concrete

Keni is a pioneer of change and is committed to expanding diversity efforts, and the impact he has made on future leaders does not go unnoticed. He is an award-winning influencer and diversity advocate devoted to outreach programs and mentorship. In 2017, he was named one of the 4A's 100 People That Make Advertising Great. He also received a citation from the City of New York/Borough of Brooklyn for a long record of diversity, inclusion, and mentoring efforts in advertising in 2019. He is also the founder of 100 Roses From Concrete, a network for men of color in advertising, marketing media, and public relations. Through the Roses, he recently created the G.R.O.W.T.H. Initiative, a virtual agency program for multicultural college students who may have lost their internships due to the coronavirus pandemic.

FEATURED SPEAKERS



Devi Thomas, Global Head, Social Impact Communications, Salesforce.org

Devi is a cause communicator and purpose marketer who leads Salesforce.org's social impact storytelling. As the social impact center of Salesforce, Salesforce.org propels the mission of over 40K nonprofits and schools with technology. Devi heads global messaging, market insights and communications and is driven to tell stories that need to be told. Devi has a background at the UN Foundation and Cone Communications, among other brands where she specialized in CSR and cause-related marketing.



Drew Train, Managing Partner, OBERLAND

After racking up more than a dozen national and global awards for cause marketing and driving social change through traditional, digital, social and mobile campaigns, Drew Train set up shop as Managing Partner of OBERLAND, a purpose driven branding agency founded with Bill Oberlander. Before launching OBERLAND, Drew started the social good practice at J. Walter Thompson New York, called JWT Ethos. In that role, Drew worked with corporate, nonprofit and public sector brands who play a role in driving change on the big-picture issues society faces. By leading an integrated team, Drew leveraged the potential of CSR strategy, communication planning, branding and advertising to create positive, lasting change.



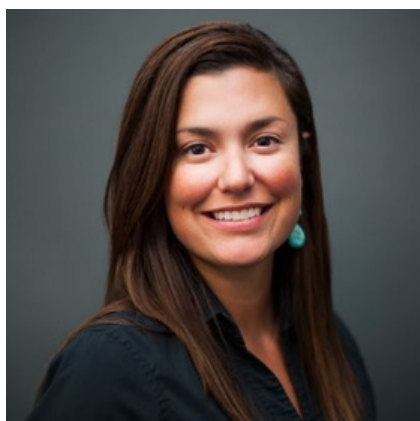
Erik Wolsky, Director, Partnerships and Community Engagement, Allbirds

Erik lives in Oakland, CA and has worked at major brands and start ups alike, with a goal of integrating community programs and philanthropy in his work. In his time at Levi Strauss & Co. he built skateparks for underserved communities in over 8 cities, as well as building community spaces in 3 cities, providing tools, resources, and services for urban cyclists. The goal was to connect Levi's with these niche communities in authentic ways that give back. Currently, Erik is leading the development of strategies for brand partnerships and community engagement at Allbirds that will continue his focus of supporting the community and doing good through marketing campaigns.



Nicole Young, TV Host, writer and founder of thebeautifulbody.com

Nicole Young is a NYC based journalist who's written engaging articles for The NY Post, USA Weekend, The Huffington Post and Reader's Digest. A respected voice of authority in the lifestyle space Nicole hosts and produces on-air content for outlets. Strongly committed to the health is wealth philosophy, Nicole created her digital platform thebeautifulbody.com to share content focused on taking a head-to-toe approach to health esteem through food, fashion and wellness. Passionate about recipe development and making "healthy food taste familiar AND full of flavor", Nicole has collaborated on tasty health-centric creations for food and beverage brands including Driscoll farms, Blue Diamond Almonds, HouseFoods Tofu, Smithfield Foods and Paton Tequila.



Jenn Richey, Founder, Cause Marketing Summit

Jenn has over 10 years of experience working in both the public and private sectors. She has worked for brands like Comedy Central, the Partnership for a Healthier New York City and Public Health Solutions. Most recently, she served as the Associate Director of Corporate Partnerships for the Young Survival Coalition. There she managed over 20 corporate partnerships and campaigns to drive revenue and awareness. Jenn strives to connect and share ways to penetrate the public around pertinent issues via effective communications and outreach strategies. Her passion is in forging relationships between for-profit businesses and cause-minded nonprofit organizations to shape real change and raise money. When she's not working on the Summit or with clients, she is busy being a new mom to identical twins, Ethan and Graham.



Keesha White, Lead Advisor, Cause Marketing Summit

Keesha is skilled in the art of collective impact. She knows how to tackle the world's toughest problems through engaging and empowering organizations, corporations and employees. Keesha White leads through service. She takes great joy in seeing people live in their highest possibility and coaches leaders into a realm of massive action and extraordinary results. Keesha has taken her passion for health and happiness from counseling expats in China to equity research in Zimbabwe. Her laughter, leadership and dedication to the human resilient spirit has re-engaged communities in resource poor nations and created new programming in developing cities globally.



Jaci Fletcher, Communications and Partnerships Strategist, Cause Marketing Summit

Jaci is a passionate marketing and communications professional with more than 13 years' experience in the nonprofit sector. Her tenure at organizations, including the Women's Refugee Commission and Young Survival Coalition, has helped her to fully understand the unique challenges nonprofits face to effectively communicate their missions and reach those that need them most. Jaci is currently the Director of Marketing at the 14th Street Y, a community center in the heart of the East Village that's a part of Educational Alliance, a downtown Manhattan non-profit that serves 50,000 New Yorkers annually. In addition to her full-time work, she's a board member of the NYC Chapter of Young Nonprofit Professional Network.



Kendelle Conrad, Marketing Coordinator, Cause Marketing Summit

Kendelle is a senior at the University of Pittsburgh College of Business Administration studying marketing and international business. She has traveled to over 20 countries, and most recently studied abroad in Sydney, Australia. While in the "land down under," she worked at Taronga Conservation Society Australia as a marketing intern focusing on conservation, digital and content marketing, as well as web design. Her interests include brand marketing and marketing strategy. In her free time, you can find Kendelle practicing yoga, reading, and in the kitchen cooking her family her favorite vegan meals.