



# Upswell is a community of changemakers who are transforming our nation into a healthy and racially just society.

## How do we do that?

**We build community.** Across various missions, organizational types, leadership styles, changemakers build a shared sense of community to achieve ambitious goals we have for our sector and nation. We strive to be locally grounded, community-informed, and driven by the voices and experiences of Black, Native, people of color, LGBTQ+ individuals, people with disabilities – to lead organizations and systems toward our shared vision. Together, this equity-centered, results-driven community of changemakers has assets – trusted relationships, lived experience, ancient wisdom, resources, power, and access – to ensure all people in the U.S. can thrive.

As leaders and practitioners – whether at institutions or in community-based movements – we must take care of ourselves and one another. **Self and community care** is tantamount to our shared liberation. Racial justice and equity are only possible when we are able to tackle the hardest parts of this collective struggle and lean into our shared opportunity.

**We bridge difference toward justice and belonging.** Even among like-minded groups, each of us brings our own cultures, societal burdens, and privileges. Finding ways to build bridges across our shared humanity while acknowledging and appreciating what makes each of us different is the way we create true belonging and a just nation.

We look inward at ourselves, have hard conversations about the way we do our work, and rethink how power is shared in our own structures. We deeply engage members of our communities with curiosity and humility, understanding that a genuinely equitable society is one that we must co-create.

**Join us** for a series of virtual Upswell events throughout 2022 to connect local experiences with national perspectives and transform our sector and nation to one where we all thrive.

# The Year Ahead

**Upswell is about harnessing the shared power, experiences, and wisdom of our nation's changemakers to forge a healthy and just society. And we can't do that with just a single event.**

So, think of Upswell as an arc of action. Each virtual Pop-Up – every conversation, connection, collaboration – builds with intention toward a virtual Summit that will unleash the enormous energy we've been gathering all year.



We're living through wildly unpredictable times. And as we collaborate to solve unexpected challenges, it's vital that we continually reassess the world around us. Pop-Ups are half-day virtual experiences designed to make sense of where we are and prepare for what might happen next as we aim to build a healthy and just nation. They're also a dynamic chance for you, as a tireless advocate for your mission and community, to recharge and refocus, make new connections, and find new inspiration for pushing forward.

This half-day event will provide a mixture of thought leadership from our Main Stage, workshops, and the intimate, unfiltered experience of an Exchange to create a holistic experience for attendees.



What if we harnessed everything we've learned and accomplished in 2022 – and in the previous two tumultuous years – and forged it into single day of virtual impact? It's a day to make sense of progress and take stock of our potential. It's an opportunity to create new relationships and deepen existing ones. It's an unmissable chance to bring the biggest ideas, boldest thinkers, and best strategies into clear focus.

The Virtual Upswell Summit will be a one-day event where we will convene thought leaders, inspired innovators, and powerful creators through a series of Main Stages, workshops, and small-group networking events. Scheduled one week after the Midterm elections, we will amplify the learnings and reflections from the previous Upswell events, tackle what the political landscape means for our communities, and look ahead to 2023.

No matter your mission, your location, or your title, the most important place to be this year is wherever you are on November 15 – because our shared journey towards a healthy and racially just society will accelerate with unrivaled force. And you won't want to fall behind.

# 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 just nation will require nothing less than the absolute best that each of us has to offer – including you.

## Upswell Reach & Impact

- +61 Net Promoter Score average across Upswell 2021 events (increase of 19 points from 2020)
- 30,025 subscribers on our Upswell newsletter
- 15.7% audience growth on Twitter and 8.8% increase in engagement on Facebook
- 153,375 unique pageviews for the Upswell website

## Upswell Pop-Ups and Exchanges

- Pop-Ups averaged 386 registrants per event with Exchanges averaging 60
- 39% of attendees and 82% of speakers identify as BIPOC for Pop-Ups, with 60% of attendees and 100% of speakers identifying as BIPOC for Exchanges
- 93% of participants said they “received useful information that would make my organization and community healthier and more equitable”

## Upswell Summit

- 53% of attendees and 75% of speakers identified as BIPOC
- 55% of attendees who attended the Summit were new to the Upswell community
- Attendees are from 47 states and 6 countries
- 88% are “very likely” to attend Upswell in the future
- 87% were satisfied to very satisfied with Upswell 2021
- 66% of attendees were from nonprofit/charitable organizations



# **Our Success is Created through Partnerships**

Upswell is grounded in the belief that when people build trusted relationships, they share, learn, heal, grow, and 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 2022 Partnership Opportunities

	Sustainer \$150,000	Transformer \$100,000	Builder \$50,000	Mover \$25,000	Connector \$10,000	Activator \$5,000
<b>YEAR-ROUND BENEFITS</b>						
Special acknowledgement from IS leadership during all 2022 Upswell events	✓	✓				
One-year Independent Sector membership for grantees/network	25	15				
Logo/link on Upswell website for the duration of 2022	✓	✓	✓	✓	✓	
Logo on sponsor recognition slide at all Upswell 2022 events	✓	✓	✓	✓		
Post-event audience impact report per event	✓	✓	✓	✓	✓	✓
Recognition in 2022 Independent Sector annual report	✓	✓	✓	✓		
Feature your work or grantees on our blog	3	2	1	1		
Dedicated email to broader Upswell audience. Sponsor provides the content and IS sends on your behalf (approx. 30k subscribers total)	1	1				
Dedicated email to segmented group from the Upswell audience. Sponsor provides the content and IS sends on your behalf. (approx. 30k subscribers total)			1	1	1	1
<b>VIRTUAL SUMMIT</b>						
Opportunity to provide a Main Stage speaker recommendation or introduction	✓					
Opportunity to co-design a workshop and have it featured in the On-Demand library post event	✓	✓	✓			
Opportunity to provide a brief video that will run during a Main Stage session				✓		
Opportunity to design a twenty-minute Spark Talk presentation and have it featured in the On-Demand library post event				✓	✓	
Sponsor profile in sponsor section of virtual platform <i>Profile includes: logo visibility, featured video or static image, organization description and contact information, social media links, product videos, downloadable resources, booth chat, 1:1 chat and video meetings.</i>	✓	✓	✓	✓	✓	✓
Profile listing in virtual platform	Large display	Medium display	Medium display	Small display	Small display	Small display
Real-time analytics of sponsor profile engagement	✓	✓	✓	✓	✓	✓
Free staff registrations for Upswell Summit	20	15	10	5	3	2
Upswell Summit registrations for grantees/network	100	75	50	25	15	5
Logo in pre- and post-event email blasts	✓	✓	✓	✓	✓	✓
Sponsor acknowledgement on social media with a tag to your organization	✓	✓	✓			

\$195each

## Upswell 2022 Partnership Opportunities (continued)

	Sustainer \$150,000	Transformer \$100,000	Builder \$50,000	Mover \$25,000	Connector \$10,000	Activator \$5,000
<b>POP-UPS &amp; EXCHANGES</b>						
Opportunity to have a panelist participate during a Main Stage session	✓	✓				
Opportunity to provide a brief video that will run during a Main Stage session			✓			
Logo in pre- and post-event email blasts	✓	✓	✓			
Sponsor acknowledgement on social media with a tag to your organization	✓	✓	✓			
Unlimited free staff registrations	✓	✓	✓	✓	✓	✓



# Thought Leadership

Upswell creates a platform to elevate the insights from civil society's most impactful and inspiring minds. Each bring their own lived experience, expertise, wisdom, and bold ideas to guide our own paths toward a healthy and just nation.

## Recent Speakers



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



**Dr. Buster Soaries**  
Co-Chair, Heal America  
and Founder of dfree®



**Angela Davis**  
Activist



**Elisha Rhodes**  
Interim CEO, YWCA



**LaTosha Brown**  
Co-Founder,  
Black Voters Matter Fund



**Han Ren**  
Licensed Psychologist,  
Educator & Mental Health  
Influencer



**Gail Christopher**  
Executive Director,  
National Collaborative  
for Health Equity



**Edgar Villanueva**  
Principal, Decolonizing  
Wealth Project and  
Liberated Capital



**John A. Powell**  
Director, Othering &  
Belonging Institute



**Rami Nashashbi**  
Founder and Executive  
Director, Inner-City Muslim  
Action Network (IMAN)



**Rep. Betty McCollum**  
4th District – Minnesota  
US House of  
Representatives



**Robert Bullard**  
Distinguished Professor  
of Urban Planning and  
Environmental Policy,  
Texas Southern University



**Antong Lucky**  
President,  
Urban Specialists

## Past Speakers



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



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



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



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



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



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



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

# We're Excited to Connect

With Upswell 2022 year-round, we're eager to quickly design a partnership that connects your mission to our huge network of changemakers across the country.

**Please reach out by emailing us at  
[partnership@independentsector.org](mailto: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**