



UPSWELL[®] 2023

Powered by  INDEPENDENT
SECTOR  SVP DALLAS

Join us in Dallas-Fort Worth
November 15-17, 2023



What is Upswell?

Upswell is a locally grounded, community-informed, and nationally relevant platform driven by the voices and experiences of leaders from across the country. Independent Sector created Upswell in 2018 to be a central meeting place for community activists, nonprofit leaders, philanthropists, academics, journalists, and others partnering to build a better future for us all.

Powered by Independent Sector and Social Venture Partners Dallas, the 2023 Upswell Summit will take place on November 15-17 at the Dallas Sheraton (400 Olive St., Dallas, TX 75201). Leaders from across the country will gather in-person to strengthen their collective sense of belonging and trust, prioritize self and community care, and better collaborate toward the systems changes we need to build a healthy and just nation.

In addition to our first in-person Summit in three years, we will continue holding virtual events known as Upswell Pop-Ups to engage leaders across the country leading up to our annual convening.





What is Independent Sector?

As a vital meeting ground, Independent Sector is a Washington, DC-based nonprofit that advances our mission by fostering a sense of belonging, catalyzing action, and providing policy leadership across the full breadth of the charitable sector.

Our organizational strategies are results-centered and racial equity-focused. We believe the country's charitable nonprofits and foundations should be healthy and equitable, and have a targeted focus on Native, Black, Latinx, Asian, and other communities of color.

Independent Sector has held an annual meeting for sector leaders every year since its founding in 1980. Formerly known as the Independent Sector Annual Conference, we rebranded as Upswell in 2018.

Learn more at IndependentSector.org/Upswell

Dallas and Fort Worth

The community of changemakers in Dallas and Fort Worth has a legacy of impact. Their learnings, experiences, and accomplishments over the course of decades offer a unique national value.

As a facilitator of social impact, Social Venture Partners (SVP) Dallas hosts Dallas' longest-running event for social innovation, bigBANG!, which is focused on driving deeper conversations and innovative solutions for positive community change.

Independent Sector and SVP Dallas are combining the power of bigBANG! and Upswell to amplify this year's impact. Continuing the tradition of homegrown Texas convenings, the 2023 Upswell Summit will incorporate the local roots and deep community engagement at the heart of bigBANG! conferences.

We want to learn from you how Upswell can accelerate the changework that's already underway in Dallas and Fort Worth, diving deep to understand local challenges and successes.



A Philosophy of Co-Creation

What's happening in Dallas-Fort Worth that the entire country should know about? Each year, the Upswell design team works in collaboration with the hosting community to co-create a program that highlights local issues.

An Infusion of Social Capital

Access and equity are two essential components of Upswell. Through fellowships and subsidized registrations, we create the opportunity for anyone to participate. By facilitating connections between a diverse group of colleagues – from heads of major institutions to emerging young professionals – Upswell will help Dallas-Forth Worth changemakers develop a stronger national network.

A National Spotlight

Upswell brings together thousands of mission-driven individuals from across the entire country, including national influencers like funders, corporate leaders, and media partners. Every one of these changemakers will have the opportunity to experience Dallas-Fort Worth, build authentic local relationships, and share what they learn with their own communities.

A Lasting Effect

A three-day surge of energy is powerful, but Upswell 2023 will be a success if it has a positive impact on the local community. With national attention and a deeply engaged community of changemakers, how can we add lasting value to Dallas-Fort Worth? The answer might be obvious or it might take some brainstorming and exploration. Either way, we're excited to roll up our sleeves and create a long-term legacy during our time in your community.



Building a Healthy and Racially Just Nation

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

In addition to the Upswell Summit in Dallas-Fort Worth, we will continue to hold Upswell Pop-Ups throughout 2023. Pop-Ups are half-day experiences designed to make sense of where we are and prepare for what's next. They're also a dynamic chance for participants to recharge and refocus, make new connections, and find new inspiration to move our communities forward.

Because we are deeply committed to being community informed, our themes may shift as we learn with and from the local leaders and organizations in Dallas-Forth Worth. But every Upswell event include thought leadership and skill building in:



**Racial
Justice**



**Self &
Community Care**



**Bridging
Differences**



**Public
Policy**

The 2023 Upswell Summit will be comprised of many moving parts and countless opportunities for changemakers to share ideas, develop and refine solutions to challenges, and connect with allies.



Community Immersion

Local context is essential to changework. You can't get that from a simple site visit – and especially not from a microphone or screen. To see how all of the pieces fit together to create lasting change, we have to get out into the community. That's a critical element of Upswell.

Inside & Out Tours

Designed in collaboration with community leaders, these half-day tours take you on a journey of social innovation into the heart of the host city's most dynamic neighborhoods where you'll have the chance to participate like a local, rather than just observe as an outsider.

Community Dinners

Upswell Community Dinners demonstrate firsthand how food and mission can go together. You'll enjoy a smorgasbord of local dishes and discussion about education, health, the arts, economic development, and more. Sit down and break bread with strangers, go home with new friends, ideas – and maybe even a solution or two.



Knowledge Sharing and Skills Building

We know that there’s no such thing as a “one size fits all” approach to changework – and every person in the Upswell community has a different learning/thinking/imagining/doing style. So, Upswell enables you to customize your experience to gain the knowledge and skills you need to become an even more effective changemaker.

We also know that every changemaker has something to learn and something to contribute. Rather than limiting the spotlight to a handful of people, Upswell offers hundreds of opportunities for knowledge sharing.



Main Stages

Main Stages will feature inspirational and timely talks from foremost thinkers in the social good space to engage our minds, strengthen our resolve, and empower us to act! **Audience Size: 1500+**

Workshops

Our slate of interactive workshops led by leaders with deep expertise and lived experience will help you hone critical new skills to meet challenges and opportunities in your community.

Audience size: 25-500

Exchanges

Piloted during the pandemic as a way to stay connected while isolated in our homes, Exchanges are an opportunity to for changemakers to actively share their reactions to topics discussed on the Main Stages.

Audience size: 25-75

Focus Groups

In small-group exchanges, you can hone in on critical issues and explore challenges, lessons learned, and new solutions.

Audience Size: 10-20

Reflection Lounge

This is where your mind, body, and spirit come into alignment. From new leadership techniques to yogic practices to self-care healing rituals, you'll leave finding yourself refreshed and ready for new challenges.

Audience Size: Varies by activity



Spark Talks

These fast-paced, quick talks showcase a big idea to an engaged audience.

Audience Size: 50-100+

Spotlight Stage

With a mix of interactive demonstrations, dynamic performances, and spirited debates, this stage tends to create some of Upswell's most buzzworthy moments.

Audience Size: 200+

Science and Tech Demos

Science and technology innovations are rapidly advancing the ways we do changework. These demonstrations don't tell you how - they let you actually experience the future with your own senses.

Audience Size: Varies of activity

Music

Unleash the power of sound and rhythm with interactive musical experiences. You might join a youth orchestra, learn to harmonize on the ukulele, or unleash your emotions into the cathartic outlet of a drum circle. No previous musical talent required!

Audience Size: Varies on the activity

**Additional elements may be added as planning continues.*



Social Collision in the Public Square



Unlike traditional exhibit halls, the Public Square is the hub around which all activity at Upswell will revolve. Giving you many different ways to learn and experience social collision, the Public Square includes exhibit space, informal gathering spaces, and presentation stages will provide a range of opportunities and venues where organizations and individuals can discuss critical issues, share solutions, and exchange ideas.



Program and Thought Leadership

Upwell creates a platform to elevate the insights from civil society’s most impactful and inspiring minds. Centering the experiences and voices of Black and Native leaders, other leaders of color, and other communities often at the margins of our society, each speaker brings their expertise, lived experience, wisdom, and bold ideas to guide our own paths toward a healthy and just nation.

Examples of Past Sessions

- Transforming Society Through Bridging
- You are Not What You Produce: Honoring Labor and Rest
- Centering Disability in Pursuit of Racial Justice and Health Equity
- Black Leaders Redefining Intersection of People, Animals, and Nature to Save the Planet
- Federal Policy State of Play for Nonprofits
- Power and Philanthropy: Co-Creating Equity

Past Speakers



Angela Davis
Activist



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



Han Ren
Licensed Psychologist, Educator & Mental Health Influencer



LaTosha Brown
Co-Founder, Black Voters Matter Fund



David Brooks
Chairman, Weave: The Social Fabric Project



Raquel Willis
Award-Winning Writer and Activist



Tarana Burke
Activist & Founder, Me Too movement



Eric Liu
Co-Founder and CEO, Citizen University



Edgar Villanueva
Principal, Decolonizing Wealth Project and Liberated Capital



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



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



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



SNAPSHOT: UPSWELL 2018

Los Angeles

220 EVENTS

Upswell was collaboratively designed to allow participants to customize an experience that matched their ambitions, missions, and learning styles. Over three days, it featured 220 different events.

1,506 CHANGEMAKERS

More than 1,500 changemakers from across the country participated in Upswell LA, representing an incredibly diverse range of missions, geographies, and perspectives.

127 PARTNERS

Upswell LA was co-created by 127 different sponsors, exhibitors, and presenting organizations. From quick talks to virtual experiences to community events and beyond, each partner added something unique to the mix.

249 SPEAKERS

Upswell LA was energized by insights and inspiration from 249 speakers, including David Brooks, Tarana Burke, and Los Angeles Mayor Eric Garcetti.

Bridging the local and national

To create Upswell LA, we rolled up our sleeves and worked with the community to design an experience that brought the city's solutions, challenges, and culture into sharp focus for a national audience.

In Los Angeles, locally produced programming and thought leadership was infused into every facet of Upswell. LA changemakers led sessions about measuring poverty, building movements, and using new tech to save our ecosystems. Local artists energized attendees with soul-stirring music, powerful poetry, and vibrant art. Then Los Angeles Mayor Eric Garcetti captivated a huge audience with stories of the city's incredible progress toward a more equitable future. And some truly enormous local ideas were explored with the brightest minds from across the nation:

LA Homelessness Challenge

The United Way of Greater Los Angeles hosted a high-energy event that showcased innovative service solutions that could help make homelessness a problem of the past.

California Equity Accord

What does a more equitable California look like? And what kinds of policy changes could help create it? Under the leadership of PolicyLink, 70 changemakers joined together to chart a course forward.

The Collision of Science, Technology, and Change

Upswell's youngest changemakers – teenagers from the YMCA of Greater Long Beach Youth Institute – spent three days demonstrating how film, music, photography, product design, and 3D printing are critical tools for building a better tomorrow.



18

COMMUNITY EVENTS

From the streets of Skid Row to the gritty Hollywood that few people know, Upswell LA featured 18 authentic, in-depth community experiences.

30%

LOCAL PROGRAMMING

Of the 220 events that took place at Upswell LA, 67 were produced by LA-area changemakers.

30%

LOCAL SPEAKERS

On the Main Stage and in the Public Square, 73 of Upswell LA's 249 featured speakers hailed from the Greater Los Angeles community.



SNAPSHOT: UPSWELL 2019

Chicago

At the end of Upswell LA, we shared a note that said, “In 2019, the wave grows stronger.” Our ambition is for the Upswell community to continue strengthening in size, representation, engagement, energy, and impact every year.

Chicago showed what’s possible when we aim higher. With your help, imagine what we can accomplish in Dallas-Fort Worth.

310 EVENTS (+40%)

In Chicago, with 310 unique events on the schedule – many happening concurrently – there were more than 296,000 different ways to experience Upswell 2019.

1,540 CHANGEMAKERS

With a huge group returning to Upswell for a second year and a new wave of doers and dreamers embarking on their first experience, the Upswell community grew in Chicago.

239 PARTNERS (+28%)

Upswell Chicago nearly doubled the number of co-creators, each one contributing to the Upswell experience in a powerful way.

319 SPEAKERS (+25%)

Upswell offers a platform for every voice to be heard. From short talks to panel discussions, data-driven roundtables to meditative practices – and with Main Stage speakers like award-winning journalist Michele Norris, Mayor Lori Lightfoot, social good inventor Mick Ebeling, and renowned artist Theaster Gates, to name a few – Upswell 2019 amplified the voices of big thinkers of every kind.

Elevating local know how

Upswell LA proved that we could draw a big, national audience for an authentically place-based experience. So with Upswell Chicago, we dug even deeper into the local community to highlight the best innovations and inspirations that could change the way changework is done across the country.

For anyone who attends year after year, Upswell is sure to feel very different – and that’s by design. Here are just a few of the ways that we deepened our community roots to grow a different kind of experience in Chicago:

Scholarships Local voices are essential, but many of the most effective community changemakers can’t afford the cost of a national gathering. So for 2019 we doubled the scholarships earmarked specifically for Chicago.

Community Organizers If we want to expose our audience to the authentic sights, tastes, and ideas of Chicago, we couldn’t curate that from hundreds of miles away. Instead, we partnered with three well respected community organizers who worked for almost a year to help us identify the best that Chicago has to offer.

Accelerator Long before we arrived in Chicago, we started asking the question, “What should we leave behind?” To help find an answer, we convened a diverse group of nearly 50 local leaders dubbed the Upswell Accelerator. Over 8 months, they agreed on a racial equity framework that could become a model for cities across the country.

Focus Groups With the help of our community partners, we ventured into neighborhoods well beyond the Loop to test the racial equity framework in communities where it was needed the most. With input from more than 200 diverse Chicagoans, our focus groups captured the imagination of city government.



20

COMMUNITY EVENTS

Through immersive tours and purpose-driven dinners, changemakers ventured out to experience the real Chicago.

20%+

LOCALLY PRODUCED CONTENT

62 unique events on the Upswell Chicago program showcased the powerful work that’s transforming lives in Chicagoland.

27%

LOCAL SPEAKERS

86 of Upswell Chicago’s 319 speakers were local.



Upswell Reach and Impact

+65

Net Promoter Score average across Upswell events

31,000

Subscribers to our Upswell communications

630,500

Total Social Media Impressions

13,000

Total registrants engaged since 2018

Upswell Summit

- **53%** of attendees and **75%** of speakers identified as BIPOC
- **55%** of attendees who attended Summits 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 programming
- **66%** of attendees were from nonprofit/charitable organizations

Upswell Pop-Ups

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



Upswell 2023 Sponsorship Opportunities

We are pleased to offer a range of opportunities for Upswell 2023. Investors will be acknowledged in five major sponsorship categories or four exhibit categories, with suggested benefits and visibility opportunities available at each level. Independent Sector looks forward to working with you to craft a partnership package that meets your needs for connection and visibility, matches your program and issue interests, and is within your budget.

For more information and to discuss opportunities, please contact Laura Marqués-Jackson, Partnerships Manager, at lauraj@independentsector.org or 202-467-6171.

Catalyst

\$200,000+

- Special acknowledgement from Independent Sector leadership during all 2023 Upswell events
- 15 one-year Independent Sector memberships to pass along to your grantees/network
- Premium name and logo placement on the Summit tote bag provided to all event attendees at check-in

Transformer

\$100,000+

- Publicly recognized by the CEO of Independent Sector during the Opening Main Stage presentation
- Opportunity to provide a brief video that will run during a Main Stage session at the Summit
- Participation in the Funder Circle *(for local Dallas sponsors only)*

Builder

\$50,000+

- Opportunity to co-design a workshop at the Upswell Summit
- Prominent recognition as a host for a Community-Building Event such as Community Tour or Community Dinner
- 10x10' Exhibit booth in our Public Square, with a chance to connect directly with attendees, provide materials, and capture leads

Mover

\$25,000+

- Opportunity to design a 20 minute Spark Talk Presentation
- Logo and link on the Upswell website for the duration of 2023
- 10x10' Exhibit booth in our Public Square, with a chance to connect directly with attendees, provide materials, and capture leads*

Connector

\$10,000+

- Opportunity to design a 10 minute Spark Talk session
- Recognition in 2023 Independent Sector annual report
- Name and logo placement on all materials related to the Summit, including press releases, blog posts and network-wide communication

*Exhibit booths are subject to availability

Upswell 2023 Sponsors

TRANSFORMERS



Metropolitan Dallas

Upswell 2023 Sponsors

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Creative
Leadership

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 **Bonterra**



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**We're building a healthy
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