



Raise
2022

The image features a stylized white line-art skyline of San Francisco buildings on a blue background. The central focus is the word "Raise" in a large, bold, white sans-serif font. Below "Raise" is the year "2022" in a smaller, bold, white sans-serif font. The skyline includes several recognizable buildings: the Transamerica Pyramid (a tall, thin tower with a pointed top) positioned behind the letter 'i'; the AT&T Tower (a tall, thin tower with a pointed top) positioned behind the letter 'e'; and the Golden Gate Tower (a tall, thin tower with a pointed top) positioned to the right of the word. Other buildings of varying heights and shapes complete the skyline. A registered trademark symbol (®) is visible on one of the buildings to the right of the word "Raise".

Raise
2022

Thank YOU

PRESENTING SPONSOR

onecause®

VISIONARY SPONSOR

iATS
payments
by deluxe

TRAILBLAZER SPONSORS

ARJUNA

bloomerang

virtuous

TRENDSETTER SPONSORS

dp
AUCTION
PACKAGES

boodleAI

DipJar

Donate
Stock

The Giving Block
A SPARTA COMPANY

iwave®

NextAfter

winspire

THOUGHT LEADER SPONSOR

DoGoodBetter
Consulting

turnkey™
seeding social good

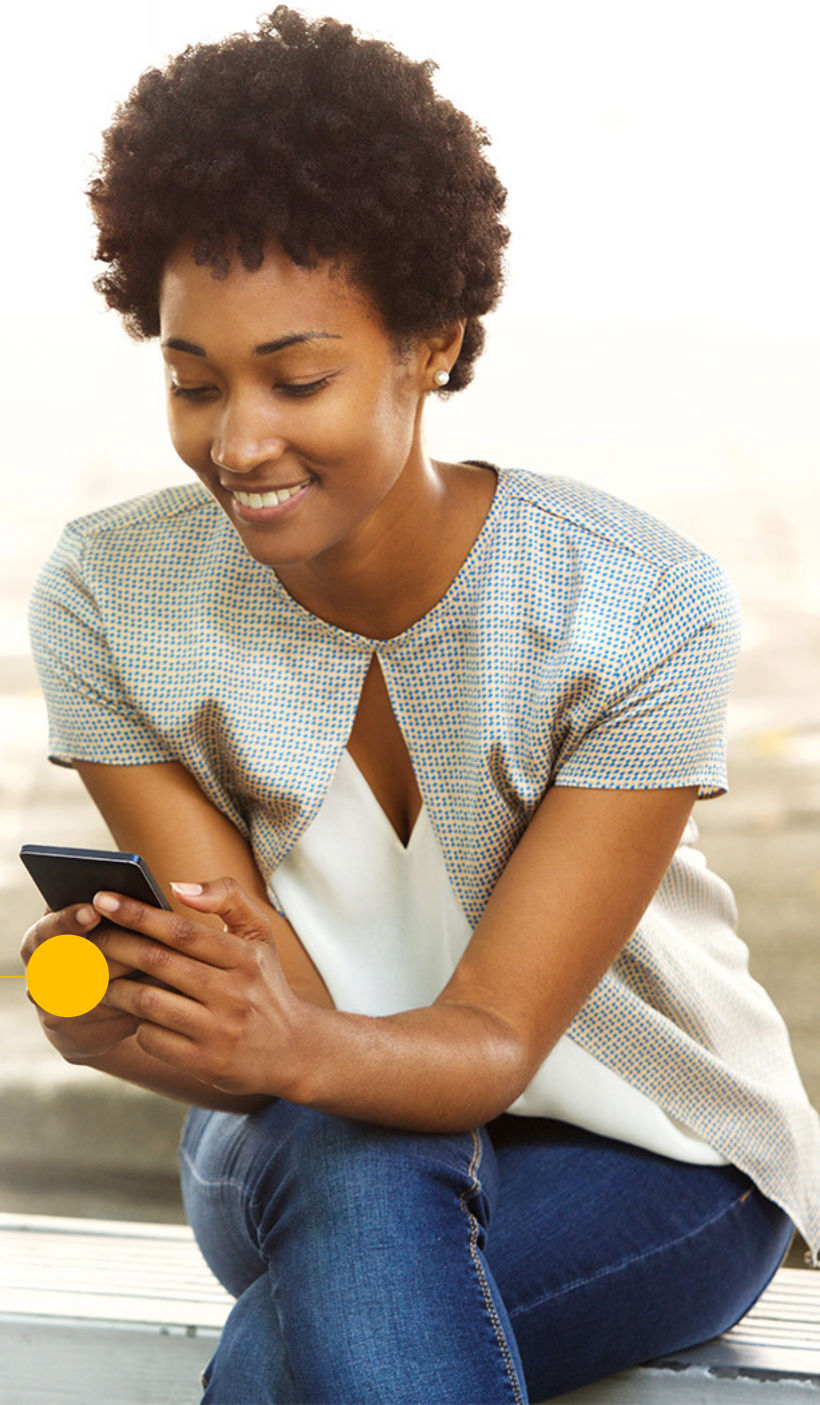
Raise®
2022

N E T W O R K I N G

Meet

#FEARLESSFUNDRAISERS

Join the fun in the RAISE App





Raise
2022

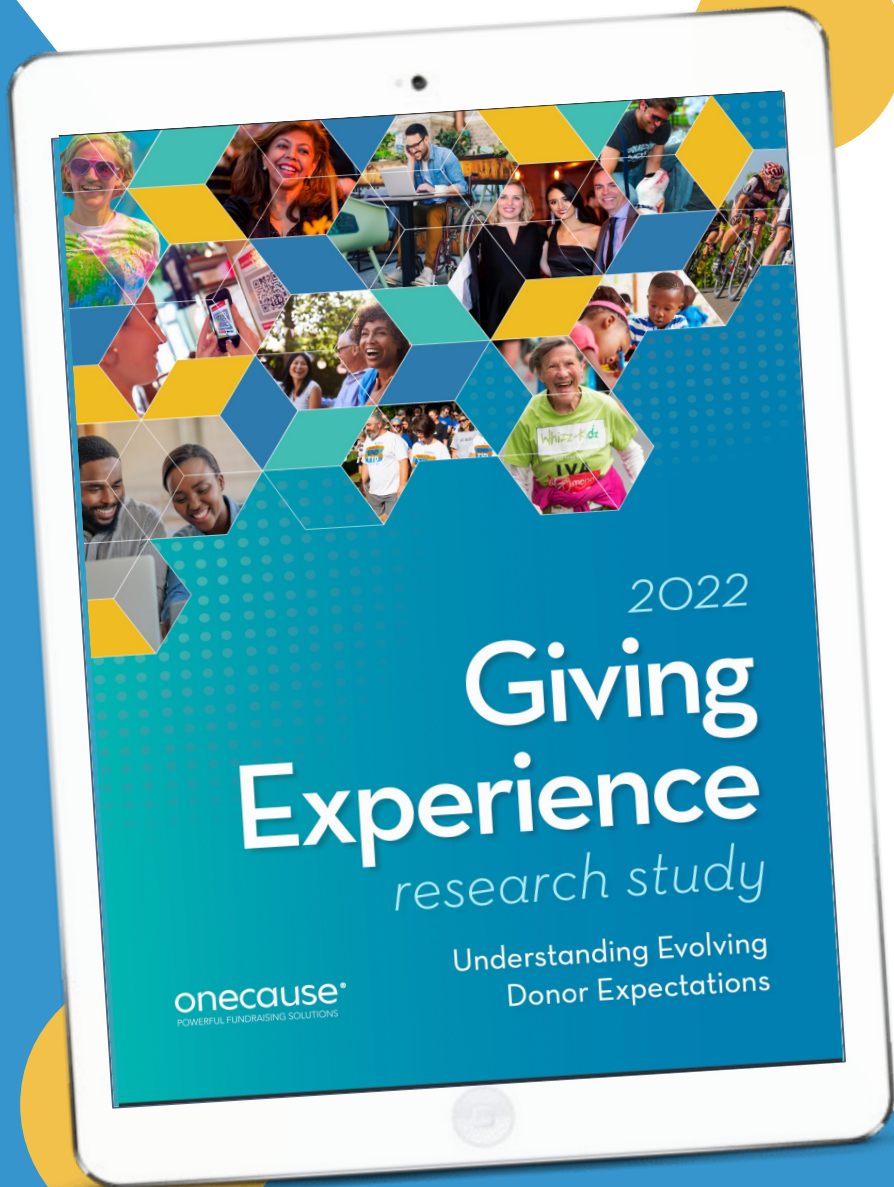
Raise[®] 2022

#FEARLESSFUNDRAISERS



Raise

THE EVENT FUNDRAISING CONFERENCE



Options Aren't Optional

Many social donors are ready for in-person events, but more than half still want virtual options.



“I would suggest always keeping some virtual aspect for people - even if limited sessions will be available as virtual, so [anyone] no matter what budget constraint can attend.”

JACKIE
MAKE-A-WISH FOUNDATION



The Word of the Year Is 'Uncertainty'

Did tech win the pandemic or not? We likely won't be able to tell for a while.

WELCOME TO 2022!

- Inflation
- High interest rates
- Global conflict
- Recession fears
- Political divides

The Top Reason

TRUST

“I trust the org to do the right thing/use the money wisely.”





YOU ARE FEARLESS

Raise[®]
2022



RAISE IS FOR YOU

City of O'Fallon
100 North Main St.
O'Fallon, MO 63366

Date August 18, 2022 2203

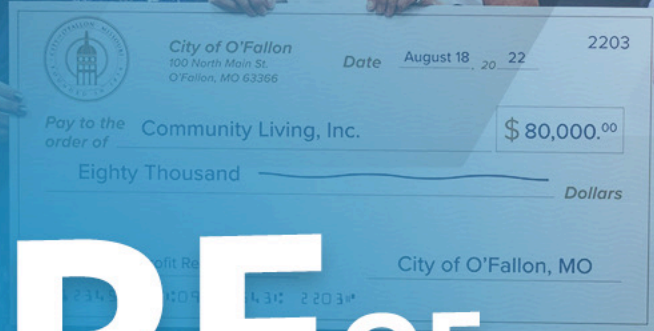
Pay to the order of **Community Living, Inc.** \$80,000.00

Eighty Thousand Dollars

Non-Profit Resiliency Grant City of O'Fallon, MO

⑆09876543⑆ 2203⑆

YOU ARE THE FUTURE OF FUNDRAISING



Raise[®]
2022






GENEROSITY
IS FOR
EVERYONE

Raise[®]
2022

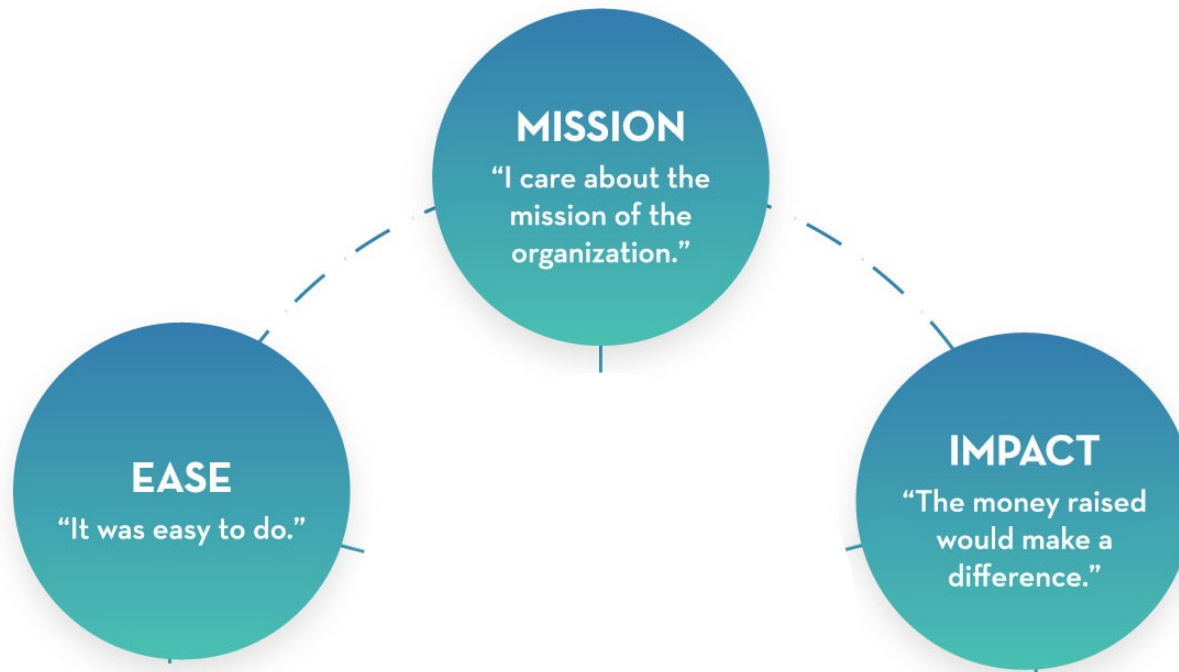
BUILD TRUST

Raise[®]
2022



ECOSYSTEM OF GENEROSITY MOTIVATORS

Raise[®]
2022



SO
WHAT?



BE CONNECTORS

BE
LISTENERS

BE INNOVATORS

Raise[®]
2022

HOW CAN I
BUILD TRUST
AND
UNLOCK GENEROSITY?





PARTNERS IN INNOVATION

Raise[®]
2022



2021 TOTAL GIVING
\$485 BILLION

INDIVIDUALS
\$327 BILLION

Raise[®]
2022



SOCIAL
DONORS
29%

1 in 3 U.S. adults
surveyed identify as
social donors

Social donor numbers up six
percentage points since 2018



THE **FUTURE** OF
FUNDRAISING

Raise[®]
2022

The OneCause Fundraising Platform

All New!



Raise[®]
2022

DO NOT BE AFRAID
OF WORK THAT HAS NO END

AVOT DE RABBI NATAN

Raise[®]
2022



WE CAN DO THIS **TOGETHER**

Raise[®]
2022

LEARN. CONNECT.

GROW.

Raise[®]
2022

HELLO
MY NAME IS
Steve





THANK YOU,

#FEARLESSFUNDRAISERS

Raise[®]
2022

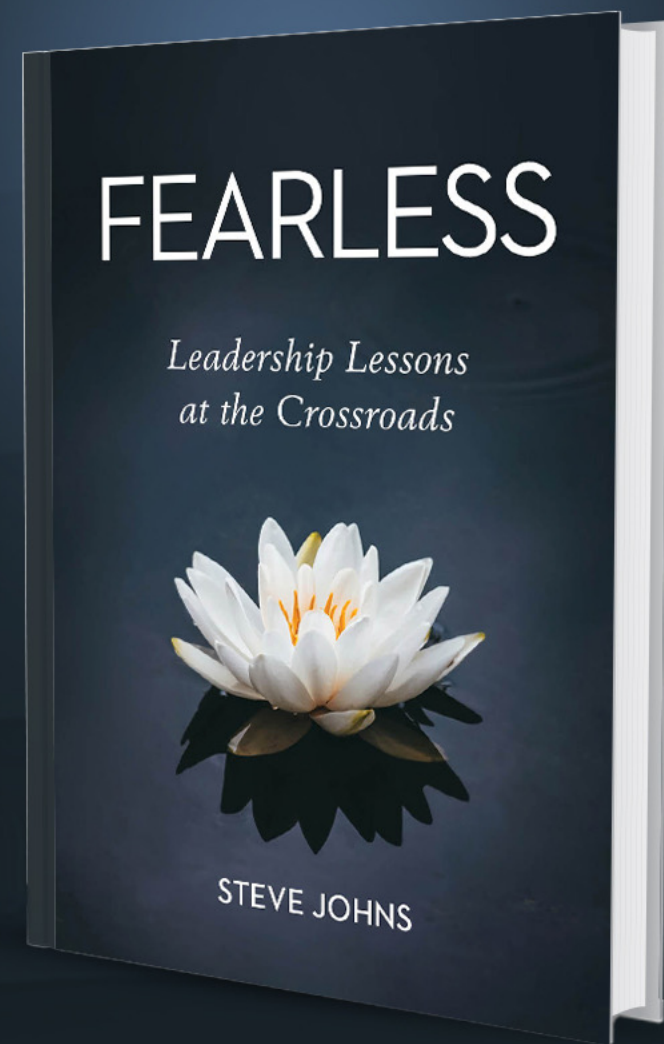
FEARLESS

Leadership Lessons at the Crossroads

By Steve Johns

'Fearless' is OUR story. Steve Johns shares the authentic journey of a team who leads with purpose, with courage to innovate with compassion for their community. It's a book you'll want to share, and a story you will see yourself in.

DEBORAH BARGE, CFRE, FUNDRAISING EXECUTIVE





THANK YOU,

#FEARLESSFUNDRAISERS

Raise[®]
2022

The image features a stylized white line-art skyline of San Francisco buildings on a blue background. The central focus is the word "Raise" in a large, bold, white sans-serif font. Below "Raise" is the year "2022" in a smaller, bold, white sans-serif font. The skyline includes several recognizable buildings: the Transamerica Pyramid (a tall, thin tower with a pointed top) positioned behind the letter 'i'; the AT&T Tower (a tall, thin tower with a pointed top) positioned behind the letter 'e'; and the Golden Gate Bridge (a suspension bridge) positioned to the right of the word. Other buildings of varying heights and shapes complete the skyline.

Raise
2022

Raise[®]
2022

RAISE AWARDS



Raise[®]
2022

RAISE AWARDS



FUNDRAISER OF THE YEAR



Jane Kobak

Associate Director of Major Giving



OPPORTUNITY
ENTERPRISES

FUNDRAISER OF THE YEAR



Jennifer Berger

Director of Development



RUBICON
PROGRAMS

BEGIN THE JOURNEY TO CHANGE.

FUNDRAISER OF THE YEAR



Megan Carfa

Operations and Development
Director



A stylized white line-art skyline of San Francisco buildings is centered on a blue background. The buildings are represented by simple outlines of various heights and shapes, including a prominent tower with a pointed top and a smaller building with a dome. The word "Raise" is written in a large, bold, white sans-serif font across the middle of the skyline. Below "Raise", the year "2022" is written in a smaller, bold, white sans-serif font. A registered trademark symbol (®) is located to the right of the word "Raise".

Raise

2022



Raise
2022

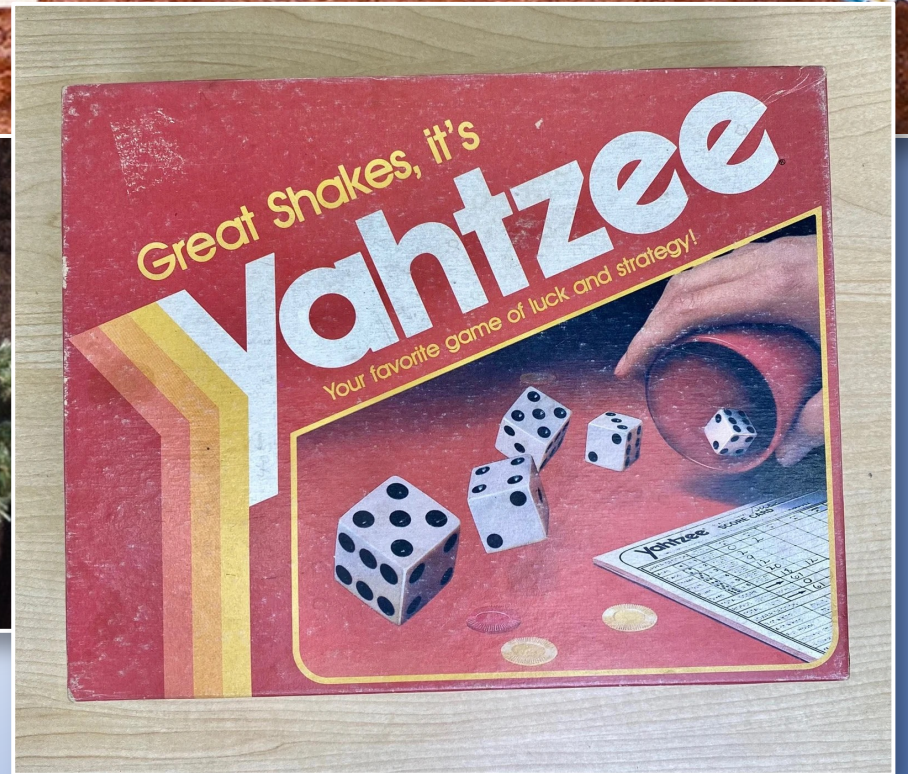
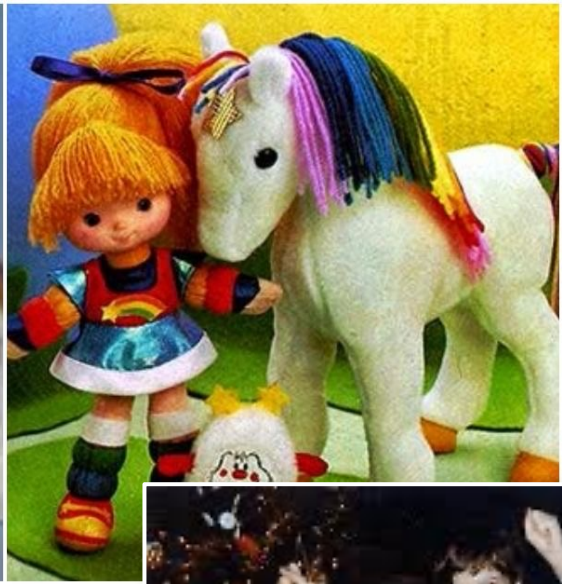


Raise[®]
2022

Leading Through Change with Optimism

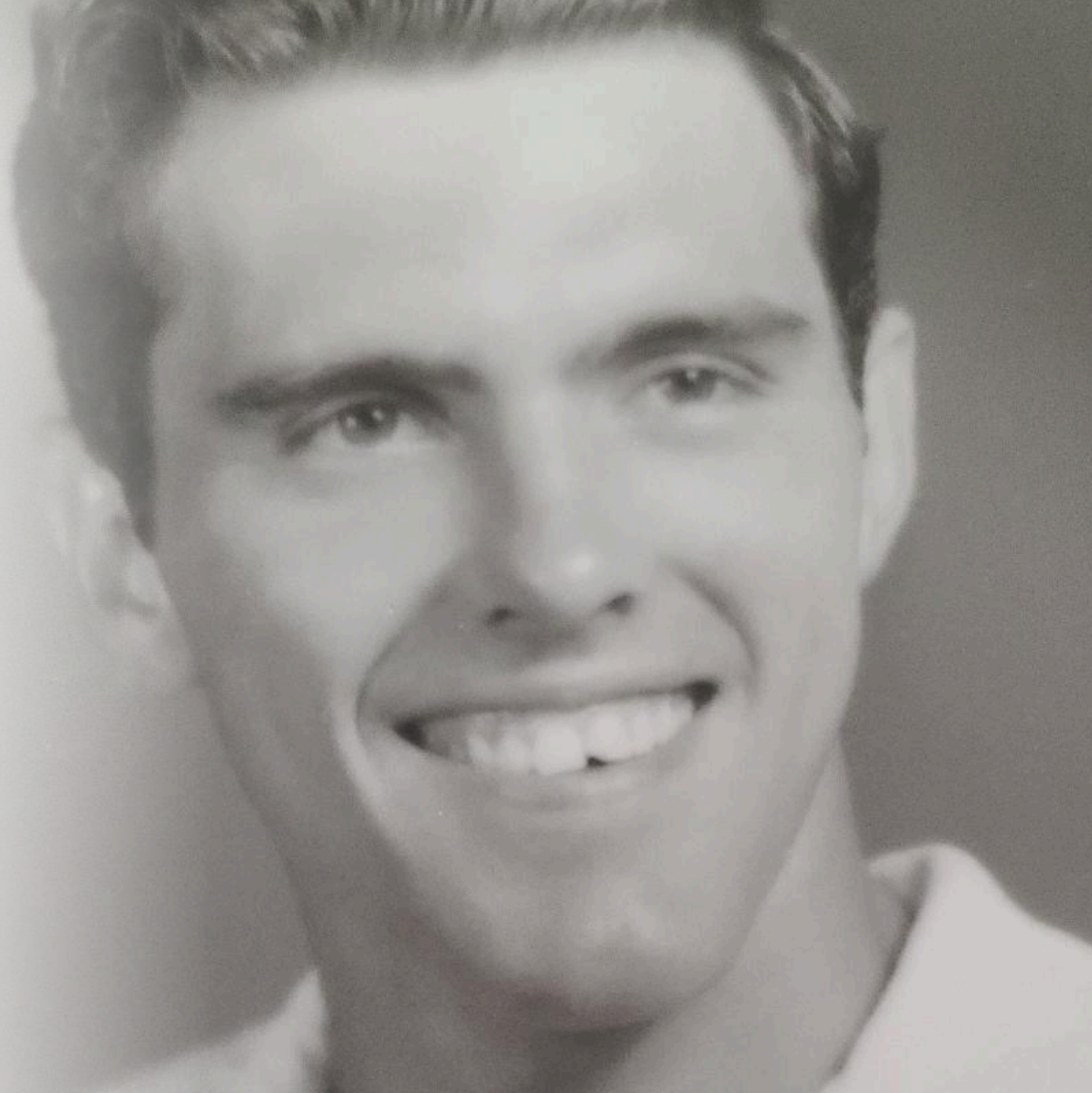
SHANNA ADAMIC





“Don’t ever stop
smiling”

- George Eugene Hilt

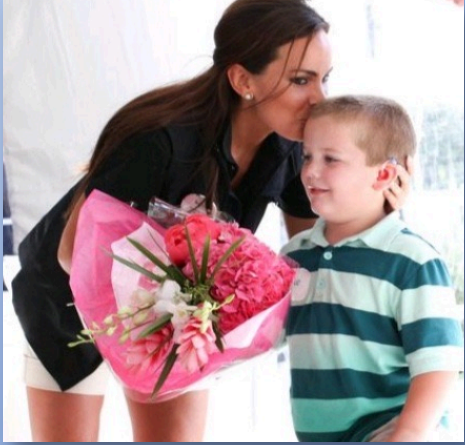












Shanna Adamic

Executive Director – Cerner Charitable Foundation

Director, Social Impact – Oracle Cerner

Speaker + People Motivator

Optimism /'äptə,mizəm/

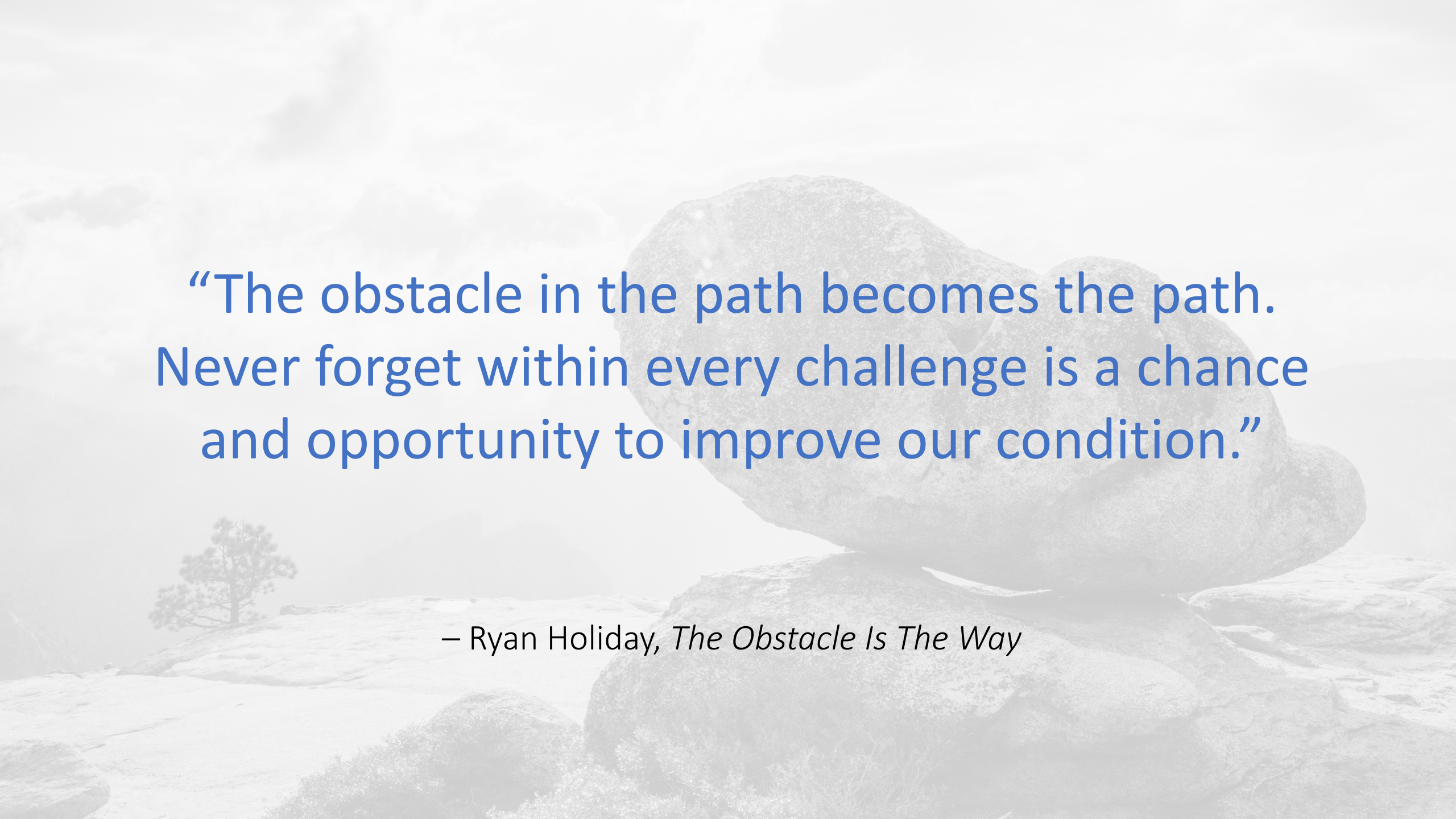
noun

1. hope and confidence about the future

"Optimists are problem solvers, and their strong belief in a better future makes them more than willing to take action."

– John Mattone, *Intelligent Leadership*



A large, smooth, grey rock is balanced precariously on top of another rock in a hazy, mountainous landscape. The background shows rolling hills and a cloudy sky, with a small tree visible on the left side of the frame. The overall scene is misty and atmospheric.

“The obstacle in the path becomes the path.
Never forget within every challenge is a chance
and opportunity to improve our condition.”

– Ryan Holiday, *The Obstacle Is The Way*





Perspective → **Action** → **Will**

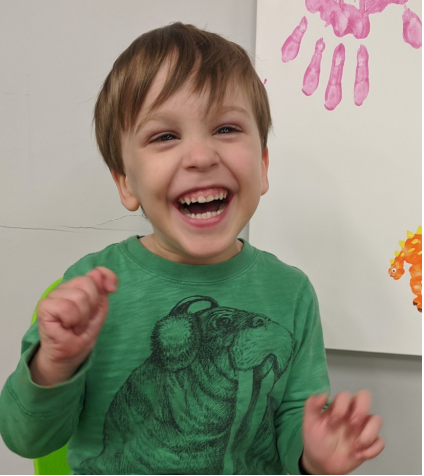
It is all about perspective





A person with their back to the camera, wearing a bright yellow raincoat, stands on a rocky, moss-covered peak. They are looking out over a vast, scenic mountain range with green valleys and snow-capped peaks under a blue sky with scattered white clouds. The text "Pause... and look around the obstacle to see all the possibilities" is overlaid in white on the image.

Pause... and look around the obstacle to see all the possibilities



CERNER
CHARITABLE
FOUNDATION



in

🐦

f

✉

🔗

HEALTH TECH

Healthcare Dealmakers—Oracle closes \$28B Cerner acquisition

Associated Press • Jun 6, 2022

Healthcare Dealmakers


mergers and acquisitions

Oracle

Cerner





A photograph of two pilots in a cockpit, viewed from behind. They are wearing headsets and light blue shirts. The cockpit is filled with various instruments and screens, and the background is bright, suggesting a window view. The text is overlaid in the center of the image.

When changing your perspective, think
about what you can't control and what
you **can**



What I *could* control
was my response, my
attitude and how I led my
team!

“The greatest predictor of success for leaders is not their charisma, influence, or power. It is not personality, attractiveness, or innovative genius.

The one thing that supersedes all these factors is *positive relational energy: the energy exchanged between people that helps uplift, enthuse, and renew them.*”

– Emma Seppala and Kim Cameron

What hadn't changed is our mission and focus to provide equitable access to healthcare to children worldwide



“Optimism is the faith that leads to achievement.
Nothing can be done without hope and
confidence.”

– Helen Keller

Perspective → Action → Will



Tap into your personal strengths.
Don't try and move the barrier, move with it!

“Too often we convince ourselves that massive results require massive action—start small.”

– James Clear, *Atomic Habits*

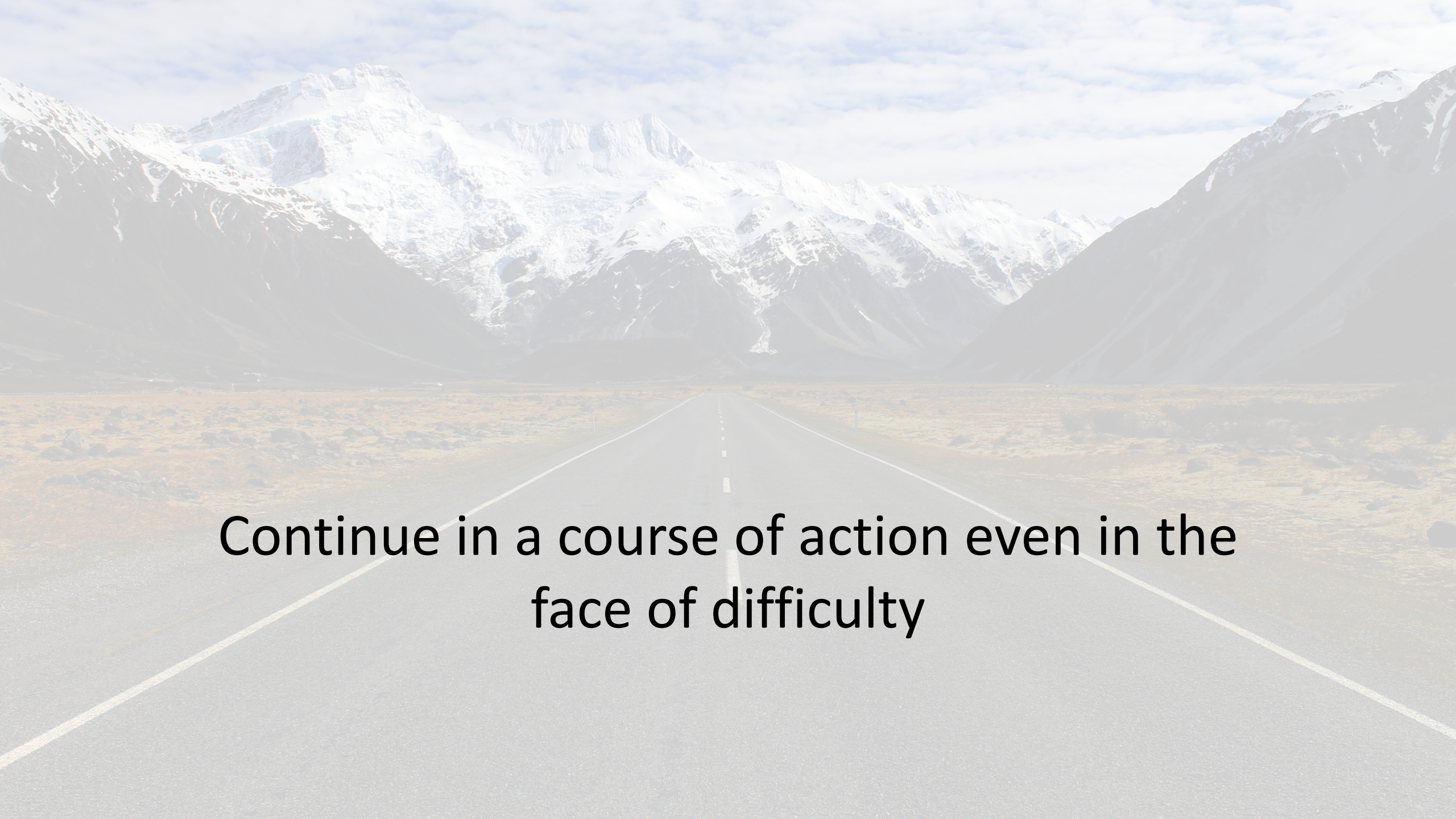




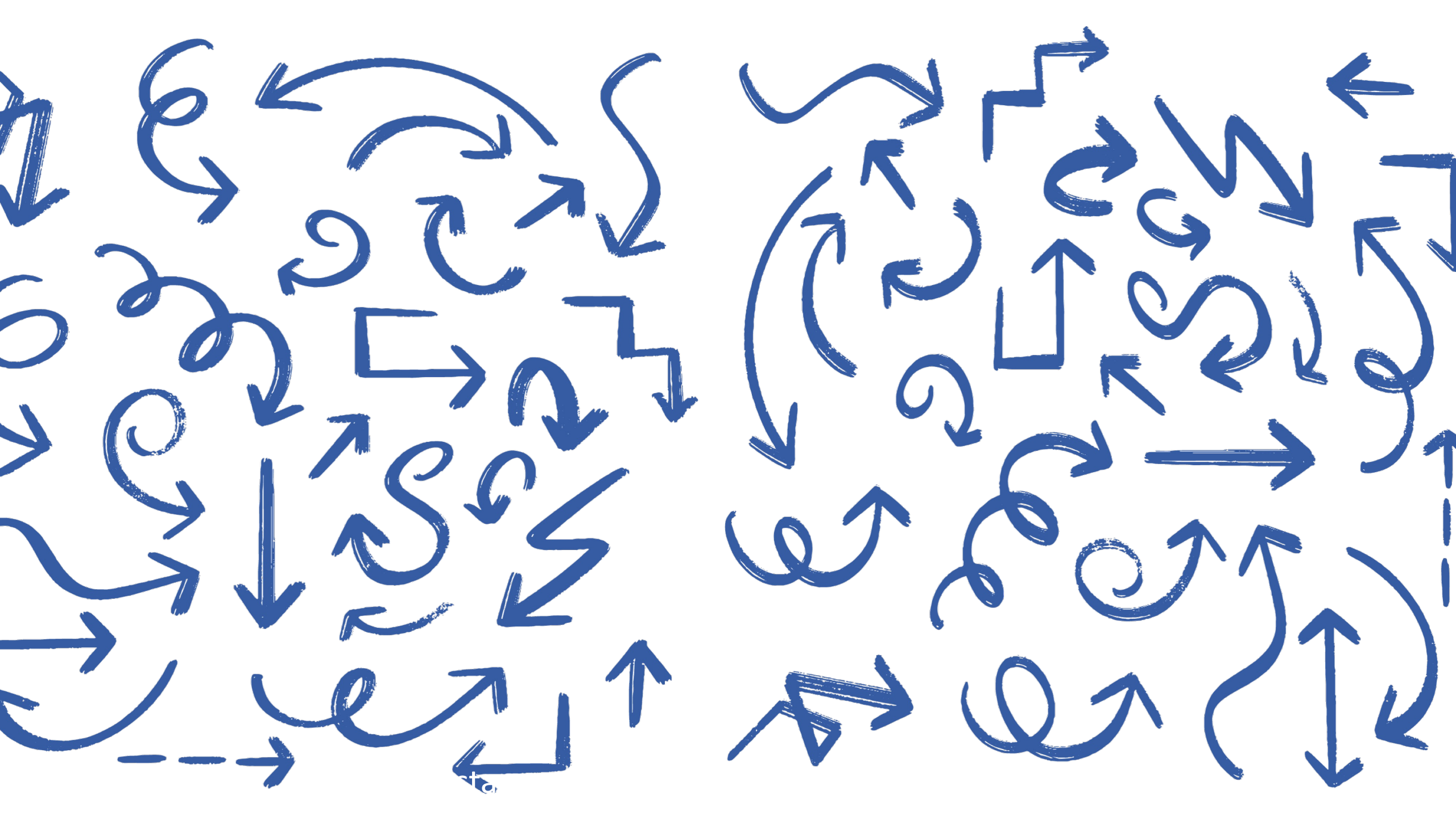
Perspective → Action → Will

“There is always light if only we are brave enough to see it. If only we are brave enough to be it.”

– Amanda Gorman

A long, straight asphalt road with white lane markings stretches from the foreground into the distance, leading towards a range of rugged, snow-capped mountains. The sky is filled with soft, white clouds. The overall scene conveys a sense of a long journey or a path leading through a challenging environment.

**Continue in a course of action even in the
face of difficulty**







Feeding the Front Lines



\$191,822 raised

23,981 meals delivered

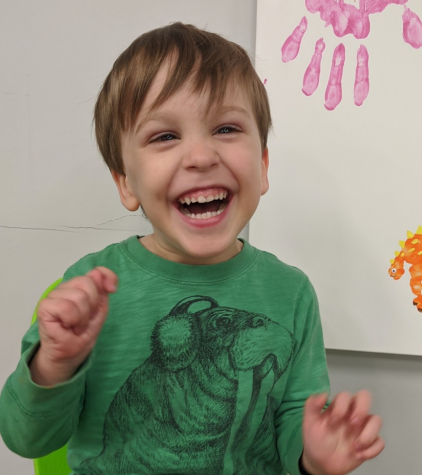
118 delivery sites



100,000 vaccinations

32 clinic days

4,250 volunteers



CERNER
CHARITABLE
FOUNDATION



Every barrier you face in life prepares you
to triumph the next!





Optimism /'ɒptɪˌmɪzəm/

noun

1. hope and confidence about the future

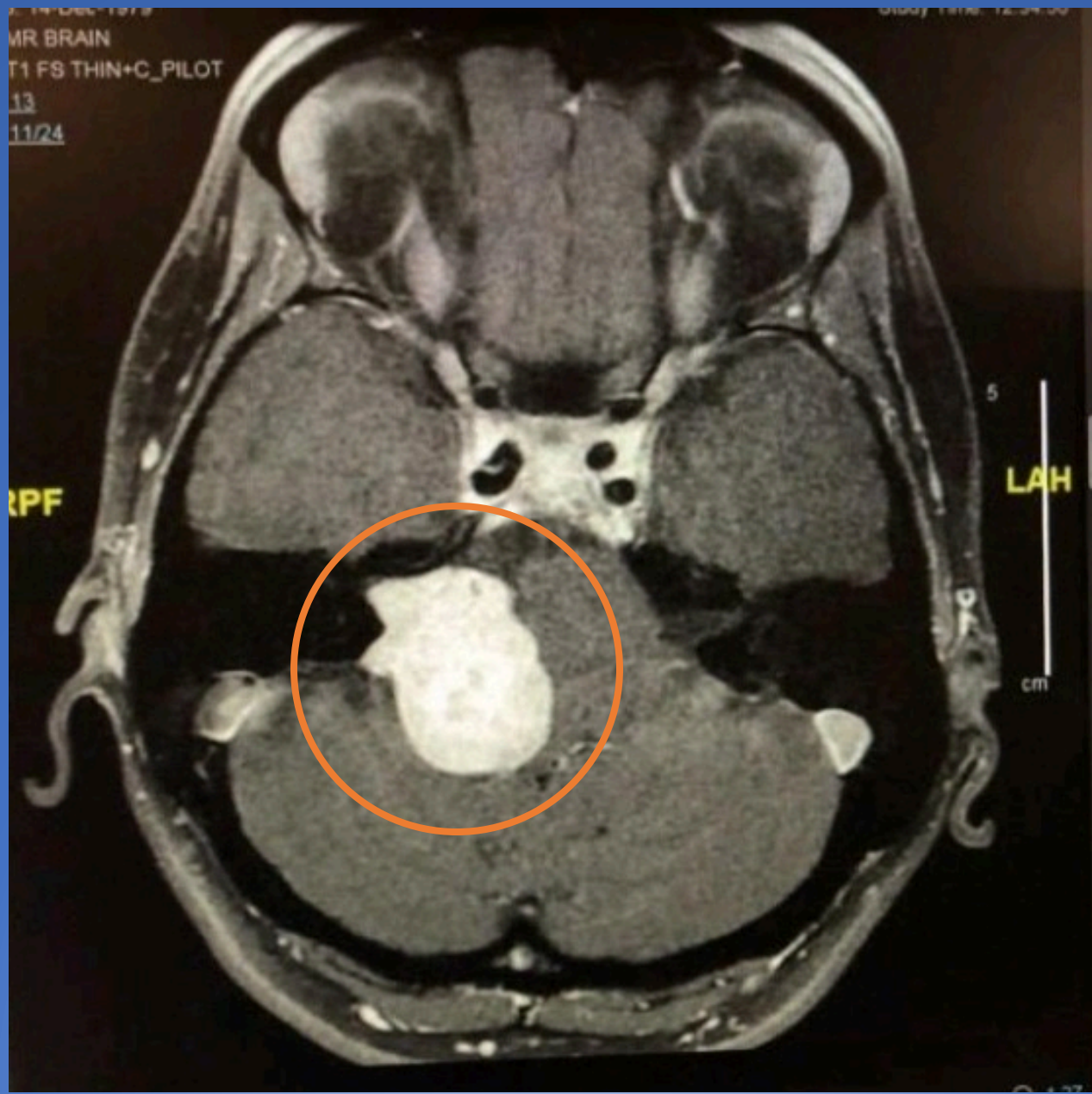
- ✓ See the opportunity instead of the challenge
- ✓ The chance versus the change
- ✓ Lead with an optimistic perspective, continual action and the will to persevere

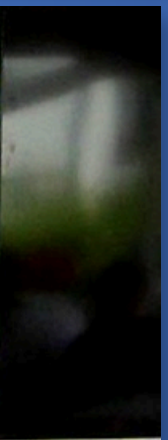
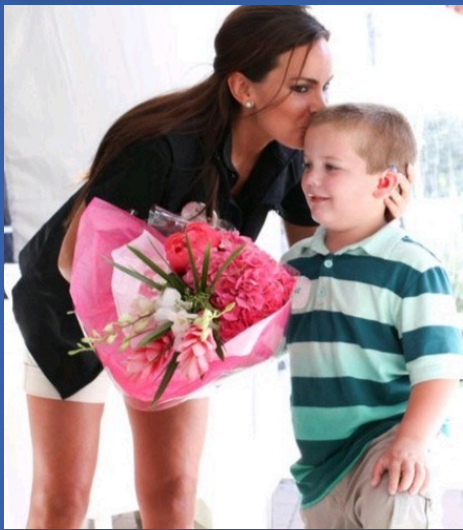


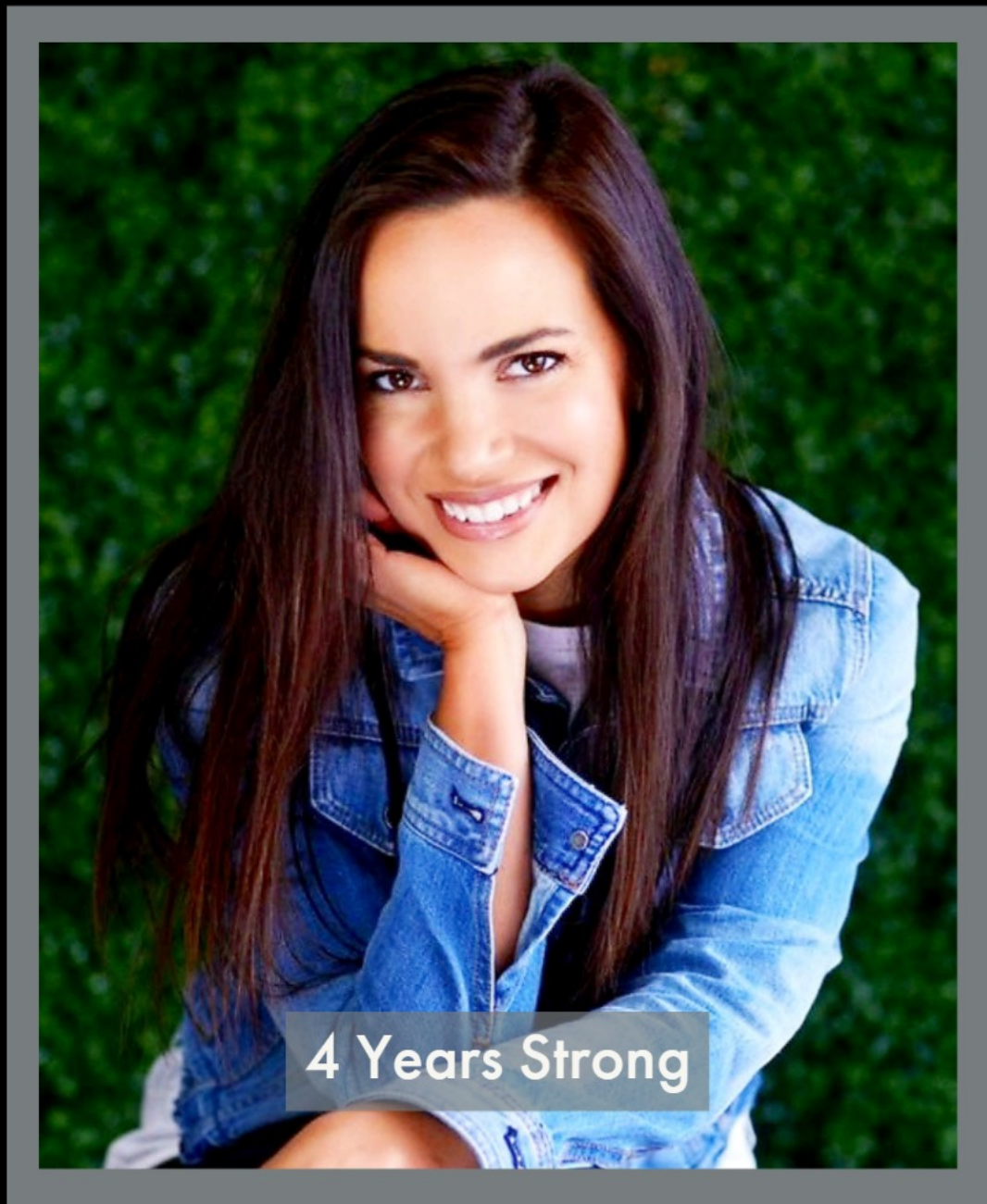
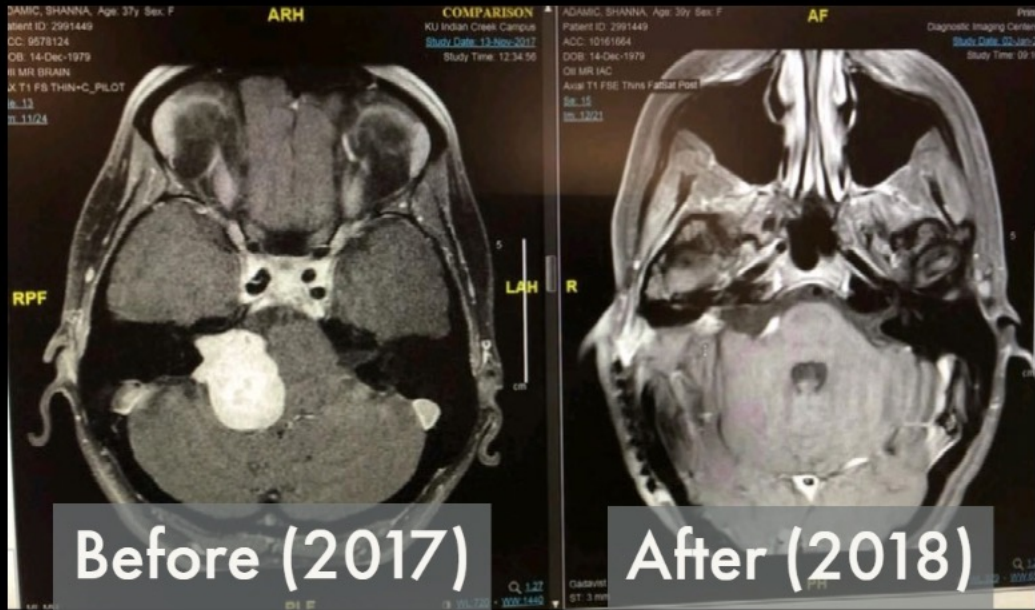
Optimism /'ɒptɪˌmɪzəm/

noun

1. hope and confidence about the future







I will smile with all my teeth

I will close my eye completely

I will chew on both sides

I will regain my balance

I will be a better version
of me!



Optimism /'ɒptə,mɪzəm/

noun

1. ~~hope~~ and confidence about the future

belief



Leading Through Change with Optimism



Shanna Adamic

Executive Director – Cerner Charitable Foundation
Director, Social Impact – Oracle Cerner
Speaker + People Motivator

 [/in/ShannaAdamic](https://www.linkedin.com/in/ShannaAdamic)

A stylized white line-art skyline of San Francisco buildings is centered on a blue background. The buildings are represented by simple outlines of various heights and shapes, including a prominent tower with a pointed top and a smaller building with a dome. The word "Raise" is written in a large, bold, white sans-serif font, with the "i" having a square dot. Below "Raise" is the year "2022" in a smaller, bold, white sans-serif font. The skyline elements are integrated with the text, with some buildings appearing to be behind or in front of the letters.

Raise

2022



Lunch

12:00 -1:15 pm

Boleo Lounge
Floor 15

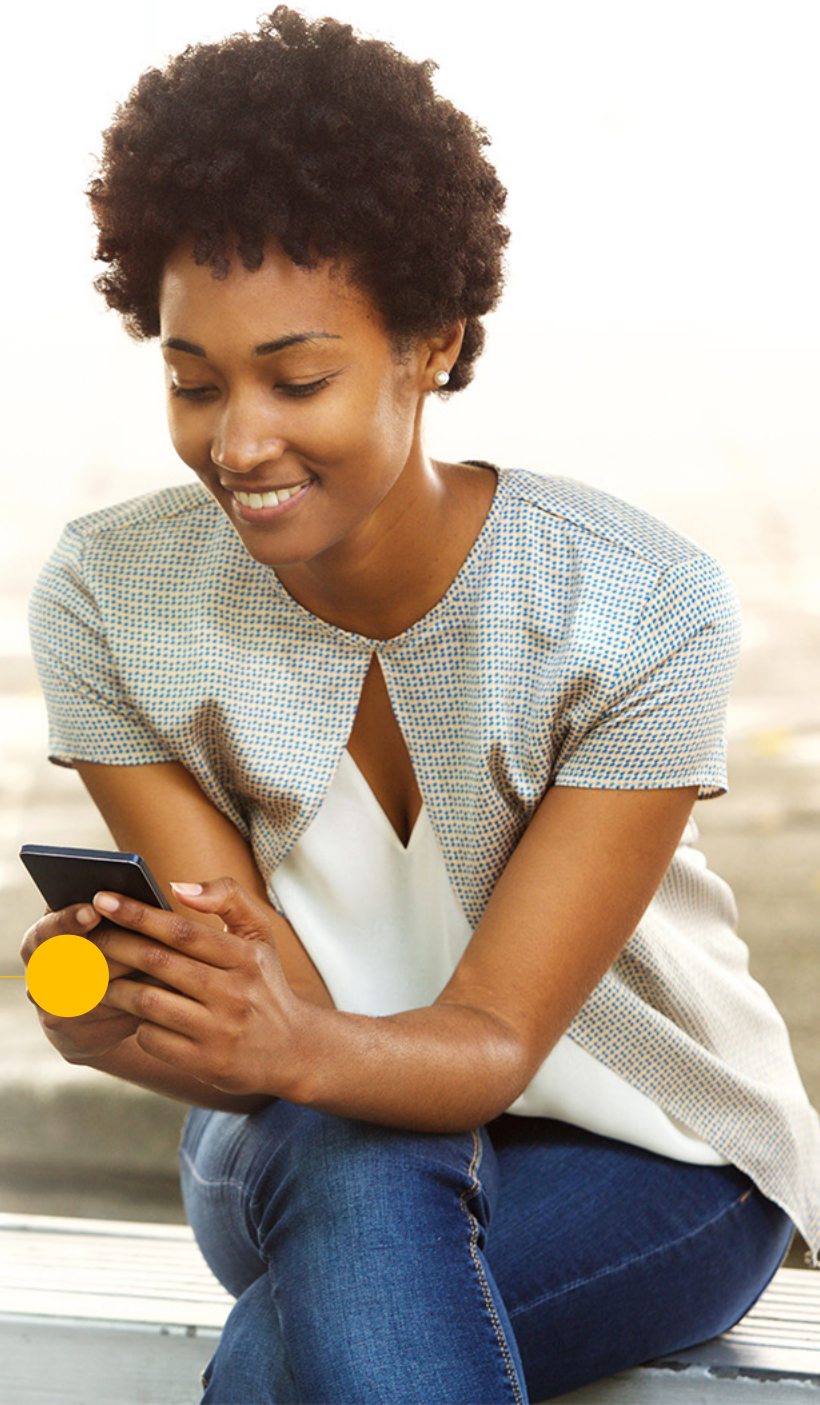
Outside of Rookery
Floor 14

N E T W O R K I N G

Meet

#FEARLESSFUNDRAISERS

Join the fun in the RAISE App



Raise[®]
2022

NONPROFIT SURVEY

Your Feedback
Is Important To Us

RESPOND IN THE RAISE APP BY 9/13 RECEIVE A STARBUCKS GIFT CARD



Thank YOU

PRESENTING SPONSOR

onecause®

VISIONARY SPONSOR

iATS
payments
by deluxe

TRAILBLAZER SPONSORS

ARJUNA

bloomerang

virtuous

TRENDSETTER SPONSORS

dp
AUCTION
PACKAGES

boodleAI

DipJar

Donate
Stock

The Giving Block
A SPARTA COMPANY

iwave®

NextAfter

winspire

THOUGHT LEADER SPONSOR

DoGoodBetter
Consulting

turnkey™
seeding social good

Raise®
2022



Raise It

event game

Head to the **“Let’s Play!”** icon in your Raise Conference App to start earning points!

Win awesome prizes!

I M P O R T A N T

Announcement

Raise[®]
2022

JASON BARNABY
FIRESTARTERS, INC



Join us for the

VIRTUAL Fearless Fundraiser Party

9/12/2022 5:00-5:30PM

Gather to recap and celebrate the end of Day



Hosted by Patrick Kirby
in the Raise Conference Web App

Join us for the Raise 2022

Fearless Fundraiser PARTY

9/12/2022 6:30-9:30PM



House of Blues Chicago
329 N Dearborn St, Chicago, IL 60654

The image features a stylized white line-art skyline of San Francisco buildings on a blue background. The buildings are represented by simple outlines of various heights and shapes, including a prominent tower with a pointed top and a smaller building with a dome. The word "Raise" is written in a large, bold, white sans-serif font, with the "i" having a square dot. Below "Raise" is the year "2022" in a smaller, bold, white sans-serif font. The skyline elements are integrated with the text, with some buildings appearing behind or below the letters.

Raise

2022

A stylized white line-art skyline of San Francisco buildings is centered on a blue background. The buildings are represented by simple outlines, including a prominent tower with a spire (the Transamerica Pyramid) and several other skyscrapers of varying heights and shapes. The word "Raise" is written in a large, bold, white sans-serif font across the middle of the skyline. Below "Raise", the year "2022" is written in a smaller, bold, white sans-serif font. A registered trademark symbol (®) is located to the right of the word "Raise".

Raise

2022

A blue-tinted photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower, with a marina full of boats in the foreground.

Raise[®]
2022

EXPLORE THE NEW FRONTIERS IN FUNDRAISING

FUNDRAISING PANEL

Welcome!

Raise[®]
2022



Brenda Asare

President & CEO
Alford Group



Pat Duffy

Co-Founder
The Giving Block



Jeannie Infante Sager

Director
Women's Philanthropy Institute



Shawn Olds

CEO
boodleAI



Steve Latham

Co-Founder & CEO
DonateStock, Inc.



Tim Sarrantonio

Director of Corporate Brand
Neon One

A blue-tinted photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower, with a marina full of boats in the foreground.

Raise[®]
2022

EXPLORE THE NEW FRONTIERS IN FUNDRAISING

FUNDRAISING PANEL

A stylized white line-art skyline of San Francisco buildings is centered on a blue background. The buildings are represented by simple outlines, including a prominent tower with a spire (the Transamerica Pyramid) and several other skyscrapers of varying heights and shapes. The word "Raise" is written in a large, bold, white sans-serif font across the middle of the skyline. Below "Raise", the year "2022" is written in a smaller, bold, white sans-serif font. A registered trademark symbol (®) is located to the right of the word "Raise".

Raise

2022