



UNITING FOR GOOD

THE POWER OF PARTNERSHIP IN

PHILANTHROPY

This one-day conference serves as an engaging platform to bring together nonprofit leaders, UTA faculty, and students for an immersive exploration of the latest trends, strategies, and tools shaping fundraising & development today. Through engaging plenary sessions, hands-on workshops, and meaningful networking opportunities, participants will gain actionable insights and innovative approaches to strengthen their impact. By fostering collaboration and dialogue across sectors, this event seeks to inspire new partnerships and empower attendees with the resources and connections needed to address our community's most pressing challenges.

Wednesday April 9, 2025

8:30 AM - 6:30 PM

UTA Arlington Campus

Central Library

PRESENTED BY



**ARLINGTON TOMORROW
FOUNDATION**

2025 UTA Philanthropy Conference Program

8:30 AM Check-in & Breakfast sponsored by Women Inspiring Philanthropy



9:00 AM Welcome & Opening Remarks, Dr. Charla Markham-Shaw, UTA Communications Department Chair

9:15 AM Keynote Address: Chris Cobler, CEO & Publisher Fort Worth Report

9:45 AM "Collective Good", Collaborating for Success: Suzanne Smith, Social Impact Architects

10:45 AM Morning Workshops (Choose One)

- Option 1: Ethical AI Communication and Your Nonprofit, Dr. Timothy Ponce,
- Option 2: Mitigate Your Second Crisis, Create Your Nonprofit's Crisis Communication Plan, Jennifer Lanter PR Specialist
- Option 3: Building Your Social Media Calendar, Amanda Jordan, Advertising Lecturer

12:00 PM Lunch Session "Cybersecurity: Protecting Your Nonprofit in a Digital Age" Jeff Salavarria, SVP Public Finance at Frost Bank



1:15 PM - 2:15 PM: Afternoon Workshops (Choose One)

- Option 1: Capture Wealth Transfer with Planned Giving, Ward Sullivan, UTA Senior Director of Gift Planning
- Option 2: Trust: The New Currency, Mindia Whittier, Specialist Public Relations

2:15 PM Making Headlines: Tips on How to Get Your Nonprofit Story Covered by the Media, WFAA Channel 8 Reporter Paige McCoy Smith along with Fort Worth Reporter covering nonprofit news

3:45 PM - 4:45 PM: Panel Discussion: "Funder Priorities and Collaborative Approaches to Solving Community Challenges". Discussion with regional philanthropy leaders sharing their upcoming giving priorities and how partnerships can create lasting impact. Moderated by Wende Burton, panelists include:

Carolyn Montesana, Arlington Tomorrow Foundation

Whitnee Boyd, North Texas Communities Foundation

Becky Gerro, Women Inspiring Philanthropy

Jeff Salavarria, Frost Bank

4:45 PM Closing remarks: Isadora Paul, UTA Bachelors in Philanthropy student

5:00 - 6:30 PM: Join us for a unique networking experience featuring a gallery hosted by UTA Philanthropy majors showcasing their service-learning projects in the nonprofit sector. Explore opportunities to collaborate with these future leaders through internships and service-learning classes, while connecting with fellow nonprofit professionals in a relaxed environment.



We look forward to having you join us for this inaugural event!

Your \$49 ticket includes:

- **Coffee & light breakfast**
- **Buffet lunch**
- **Happy hour with heavy hors d'oeuvres and 2 drink tickets**
- **Paid parking in adjacent parking garage**
- **Flash drive with all the day's presentations and resources**

[Click to Register](#)

Due to the limited capacity of our venue, we are only able to offer 75 tickets for this event. Tickets are available on a first-come, first-served basis. Once all 75 tickets have been sold, any additional interested participants will be placed on a wait list. If a ticket becomes available, we will reach out to individuals on the wait list in the order their names were received. We appreciate your understanding. Thank you!

Please send your questions to:

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