



Friday, April 30, 2021 - 9:00am - 3:00pm
 Saturday, May 1, 2021 - 9:00am - 12Noon

AGENDA

| Sessions: Friday, April 30, 2021 | Time | Presenters |
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| Welcome and Updates from the PFC Coalition Hear about some of our exciting programs and services that we provide for the nonprofit sector. In addition, we are expanding the work of the PFC Coalition to other cities. | 9:00am - 9:15am | Sandra Pruitt Executive Director PFC Coalition Board Members PFC Coalition Session Attendees |
| Nonprofit Collaboration and Group Warm Up This is our morning mixer where you will introduce yourself and share your mission with session attendees | 9:15am - 9:30am | |
| Session 1 Strategic Planning for your Nonprofit This session will provide an overview of the components of a strategic plan and why it is important for nonprofits to have a plan in place. <i>Location: Breakout room</i> | 9:35am - 10:30am |  Dr. Debyii Sababu-Thomas CEO God's Winning Women |
| Session 2 Tips on Starting a Nonprofit This workshop will guide you through what is expected to start and run an effective nonprofit, what to be aware of, and how to navigate thru Covid-19 with your new nonprofit. <i>Location: Main room</i> | 9:35am - 10:30am |  Sandra Pruitt Executive Director PFC Coalition |

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| <p>Session 3</p> <p>Cultivating Nonprofit Partnerships</p> <p>Do you know how to engage partners?</p> <p>Do you know that most grants require that you have partnerships?</p> <p>Hear from two seasoned professionals on what funders are looking for in terms of collaboration and partnerships.</p> <p>Also, learn what you can be doing now to develop key partnerships.</p> <p><i>Location: Main room</i></p> | <p>10:40am - 11:40am</p> |  <p>Diana Leon-Brown Director, Office of Strategic Partnerships Office of the County Executive</p>  <p>Jimmie Jones VP, Community Development Manager Truist Bank</p> |
| <p>Session 4</p> <p>Effective Event Planning for Nonprofits</p> <p>Do you know how to leverage your nonprofit status to host events?</p> <p>Do you know how to create events to fundraise for your nonprofit? This workshop will guide you thru creative ways to plan events. <i>Location: Breakout room</i></p> | <p>10:40am - 11:40am</p> |  <p>LaTasha Briscoe Planner & Creative Director LB Innovations</p> |
| <p>Acknowledgment of our Sponsors and Conference Support</p> | <p>11:40am - 11:50am</p> | <p>PFC Coalition</p> |
| <p>Session 5</p> <p>Understanding the Community Reinvestment Act (CRA)</p> <p>This workshop will provide an overview of the Community Reinvestment Act (CRA), enacted in 1977, which requires financial institutions to help meet the credit needs of the communities in which they do business. You will learn tips on how can we hold banks accountable for investing in our communities?</p> <p><i>Location: Main room</i></p> | <p>11:50am - 12:50pm</p> |  <p>Kevin Davenport Senior Advisor for Coalitions and Campaigns National Community Reinvestment Coalition (NCRC)</p> |
| <p>Afternoon Break</p> | <p>12:50pm - 1:00pm</p> | <p>Session Attendees</p> |

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| <p>Session 6</p> <p>How do you Search for Grants for your Nonprofit?</p> <p>Are you new to seeking grants? Do you know what tools are available for grants? Learn how to locate organizations similar to your mission who are getting funded and identify grants for your nonprofit. <i>Location: Breakout room</i></p> | <p>1:00pm - 1:55pm</p> |  <p>Anna Tatro, MLS Grants Collection Specialist Enoch Pratt Library</p> |
| <p>Session 7</p> <p>Importance of Registering your Charity for Solicitations</p> <p>Do you now that the Office of the County Council requires that you register your nonprofit with the Maryland Office of Charity Registration. In this session, you will learn what are the requirements for registering your nonprofit for solicitations? <i>Location: Main room</i></p> | <p>1:00pm - 1:55pm</p> |  <p>Michael P. Schlein Division Administrator Office of the Secretary of State</p> |
| <p>Session 8</p> <p>Grant Opportunities with the State of Maryland</p> <p>Is your nonprofit engaging with the State of Maryland?</p> <p>Do you know what grant programs are available?</p> <p>Do you need technical assistance when applying for state grants?</p> <p>You will hear from State Agencies on their various grant programs available to nonprofits. <i>Location: Main room</i></p> | <p>2:00pm - 3:00pm</p> | <p>Maryland Department of Housing and Community Development</p>  <p>Karen Forbes Assistant Director of Community Access and Partnership Division of Neighborhood Revitalization</p> <p>Barbara Kearney Project Manager Community Investment Tax Credit</p>  <p>Mary Abraham Deputy Director of Grants Maryland Governor's Office of Crime Prevention, Youth and Victim Services Governor's Coordinating Offices</p> |

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| <p>Welcome and Updates from the PFC Coalition Hear about some of our exciting programs and services that we provide for the nonprofit sector. In addition, we are expanding the work of the PFC Coalition to other cities.</p> | 9:00am - 9:15am | Sandra Pruitt Executive Director PFC Coalition Board Members PFC Coalition |
| <p>Nonprofit Collaboration and Group Warm Up - This is our morning mixer where you will introduce yourself and share your mission with session attendees</p> | 9:15am - 9:30am | Session Attendees |
| <p>Session 9 Goal Setting for Nonprofits How are you engaging your board and team in goal setting? Do you have tools in place to measure your goals? And, are your goals attainable for your organization? Learn tips on how to be effective at goal setting for your nonprofit. <i>Location: Breakout room</i></p> | 9:30am - 10:30am |  Sherise Holden CEO, Joyful Life Planner |
| <p>Session 10 Engaging with Local Media to promote your Nonprofit As a nonprofit learn about ways you can get media coverage for events, major campaigns help promote the work that you do. <i>Location: Main room</i></p> | 9:30am - 10:30am |  Curtis Crutchfield News Director Prince George's County (CTV) |
| <p>Session 11 Overview of the PFC Nonprofit Technical Assistance Program (learn about a free program where we strategic planning, board development, financial accounting and bookkeeping, program development, grants planning, fundraising, and marketing and visibility for nonprofits)</p> | 10:40am - 11:00am |  Sandra Pruitt Executive Director PFC Coalition |

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| <p>Session 12</p> <p>Successful Nonprofit Grantees Tell their Story</p> <p>Hear from nonprofits who have been successful in securing grants from funders and/or have attended the PFC Coalition Nonprofit Technical Assistance Program</p> | <p>11:00am - 11:30am</p> |  <p>Sherise Holden Executive Director SheRises</p>  <p>Darold Kelly President Black Cybersecurity Association</p> |
| <p>Conference Wrap-Up</p> <p>Giveaways and Special Announcements</p> | <p>11:45am - 12Noon</p> | <p>Session Attendees</p> |

| Special Thanks for support of our Virtual Nonprofit Conference | | | |
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| <p>Office of the County Executive Angela Alsobrooks</p>  <p>Angela D. Alsobrooks County Executive</p> <p>Grant and Conference Support</p> | <p>Council Member At-Large Mel Franklin</p>  <p>Nonprofit Conference Sponsor</p> | <p>Truist Bank</p>  <p>Technical Support Grant and Conference Support</p> | <p>Push Strategies and Innovation</p>  <p>Graphic Design and Conference Support</p> |
| <p>PFC Coalition Board Members</p>  | <p>Renee Mitchell Conference Support</p> | | |