

## SPEAKER KEY TAKEWAYS AND CONSIDERATIONS

**Moderator | Bill Moll, Chief Executive Officer, MollComm**  
**Director, CST Brands, The University of the Incarnate Word (emeritus), Masters Leadership Program (emeritus), United Way of San Antonio, KIPP Public Charter Schools of San Antonio, Texas Biomedical Foundation, San Antonio Medical Foundation, KLRN Endowment Board and The Tobin Center for the Performing Arts**

**Panelist | Lyndon Herridge, President and Chief Executive Officer, United Way of San Antonio and Bexar County**

**Philanthropy, in the historical sense or “new-age,” remains relationship-driven.** Relationship building is a nonprofit’s strongest core competency. Understanding why people give, involving them, making them an advocate, and thanking them are all very powerful. While there are many new ways in today’s world to reach and engage donors, you still have to get to know them. For us, working with corporate CEOs, diverse as they are, helps us maintain our relationship legacies and work together on common goals for the community.

**The growth and focus of philanthropy is personal and local.** Keep your finger on the pulse of your community, your donor segments, and the changing dynamics of where you live and work. National statistics and trends are guides and indicators, but you must adapt them to the local culture and issues. We have identified ways to involve a variety of affinity groups with different motivations for their philanthropy. There are unique and rewarding ways to engage local donors and leaders, whether emerging or established, to sustain the mission, build philanthropy, and ultimately care for others.

**We have to “live” the mission.** Breaking down your mission statement into actionable components will help you stay focused. At United Way, we are an organizer, a convener, and a partner to many. When we come together to listen, compromise, and innovate together, we are able to accomplish a myriad of community endeavors that improve lives and our community. Our Eastside Promise Neighborhood initiative, for example, is collaboration that is revitalizing an inner-city area by addressing needs for education, housing, safety, nutrition, workforce development, and other factors.

**Panelist | Susan Steves Thompson, Vice President of Grants, Programs and Services, San Antonio Area Foundation**

**What’s changing about philanthropy?** Everything! After decades of making little to no progress in addressing our nation’s most intractable problems around education, health and economic inequities, we have learned that working together collaboratively using a rigorous framework of Collective Impact leads to results. More and more, we see funders such as the United Way, Kronkosky Charitable Foundation and the Area Foundation convening all stakeholders around an issue – nonprofits, government entities, school districts, health institutions and fellow funders – to develop common metrics and goals and then invest in the evaluation and measurement needed to track progress. The time spent building trust and partnerships between these stakeholders is

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“priceless” because, in the end, we all must work together to achieve the results that have evaded us for so long. Likewise, funders recognize that this collective work requires a broad set of skills. Increasingly, funders are investing in building the capacity of nonprofit organizations so they can increase their impact -- individually and collectively.

**Social Enterprises are becoming increasingly meaningful and successful.** Our most recent example is, of course, Santikos Enterprises, whose profits are funneled back into the community via the Area Foundation. Catalyst Catering at the Food Bank is another great example. Now there is a new organization launching in town called Social Venture Partners (SVP) that will fund innovative, scalable and transformative nonprofits. San Antonio will be SVP’s 40<sup>th</sup> city, an indication that this “trend” is spreading far and wide. Millennials are demanding careers that offer them the opportunity to help achieve social justice and I believe it is time for us to learn from them!

**How can you serve?** San Antonio is a “city on the rise,” but there are multiple issues we must address in order to ensure we are **all** on the rise. As leaders, we hope you will pledge not only to improve the viability of our business community, but also to assist those who don’t have the resources to take advantage of our progress by giving of your time, talent and treasure. We owe it to ourselves and our community to nurture children who are currently at risk and grow them into the next generation of leaders, to provide resources to veterans and their families settling in Military City USA and to give a hand “up” (not a handout) to those trapped in generational poverty. THAT is how we will continue to be **A City on the Rise!**

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#### **Excellent Book Resources:**

- Dick Chait co-authored Governance as Leadership- a brilliant, seminal and completely relevant book, and challenging read.
- Cathy Trower, wrote The Practitioner’s Guide to Governance as Leadership – apparently a much easier read with specific “how-to’s” on building high-performing nonprofit boards.

**Additional NACD Texas TriCities Chapter program resources on these topics and others can be found at:**

<https://texastricities.nacdonline.org/Resources/meeting.cfm>

#### **Chapter Administration:**

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