

IPROMISE HUBBLE 2023 EMPOWER



Stand
Together
Foundation.

Every Person Empowered

Empowering others to live lives of meaning and purpose requires changing paradigms around how communities can solve problems.

The Huddle, an initiative of Stand Together Foundation hosted by the LeBron James Family Foundation, brings people together to discover and accelerate innovative and transformative community models.

This event in Akron, Ohio is inspired by the LeBron James Family Foundation's work to redefine what a community and family looks like by listening and responding. It is intended to turn a desire for change into partnerships and actions that deliver results by demonstrating how a set of principles have been applied to a number of issues. As people gain a vision for what this could look like, they can either contribute to the opportunities presented or imagine new ways to address issues they see in their communities.

This year's theme "Every Person Empowered" will focus on expressing the paradigm shift needed to transform communities and ensure everyone has an opportunity to live a life of meaning and help others along the way. We will discuss how a deeper understanding of empowerment can contribute to people-centered solutions - ones that search for the best way to help people improve their lives, instead of telling them how to live their lives.

The Huddle provides an opportunity to unite a diversity of voices and actively listen to those with firsthand knowledge about the obstacles, hard work, passion, and determination required to transform the way society tackles the biggest problems of our time.

Our collective goal remains to foster a broad community of stakeholders who can take these ideas forward and drive action through their own programs and networks in ways that work for their community.

We believe every individual has the potential to live a life of meaning and purpose and are committed to sharing key insights from some of the most effective community-based work in the country and inspiring action so that every community can thrive.

This is our Mission that feeds our Movement.

PROGRAM

Tuesday October 10

Master of Ceremonies

Mr. Jon Erisey

6:00pm-7:00pm

WELCOME RECEPTION

Cleveland Marriott East/ Atrium

7:00pm-9:00pm

WELCOME DINNER

Cleveland Marriott East Ballroom

The importance of what we are doing here together, about the principles behind the work.

Speakers:

Ms. Michele Campbell, Executive Director, LeBron James Family Foundation

Mr. Evan Feinberg, Executive Director, Stand Together Foundation

A CONVERSATION WITH TODD ROSE

Seeing through collective illusions

Empowering people requires connecting with each person's unique skills, circumstances, and purposes. Too often in our culture, our ability to do this is hindered by collective illusions, the false assumptions we presume everyone shares. These collective illusions drive our need to conform to what we think others believe, leading us to routinely copy others, lie about our real viewpoints, cling to tribes, silence others, and make bad decisions. These collective illusions prevent Americans from sharing and coming together. Additionally, they prevent us from truly understanding each person we serve, instead leaving us to apply one-size-fits-all solutions that don't address the real individual challenges and opportunities.

Mr. Todd Rose. Co-founder and President of Populace, former Harvard University faculty member, and best-selling author of "Collective illusions," "Dark Horse," and "The End of Average," will explore the public misrepresentation of private views, uncover what people really believe about key challenges, and lead us in a conversation about how to empower every person.

Moderator: Mr. Evan Feinberg, Executive Director, Stand Together Foundation

Wednesday October 11

Master of Ceremonies

Mr. Jon Erisey

9:00am-9:30am

BE BEST

House Three Thirty

Hometown Hall

To do good and help others be better, we must first put in the work to be best ourselves. To get ourselves prepared each day at our headquarters in Akron, we start the morning together in a circle, listening to a song and unpacking its meaning in each of our own lives. And then we share. We talk about the highs and the lows, the wins and the lessons learned. And we lean on each other for support, accountability, and encouragement so that we are always challenging ourselves and our peers to be the best possible versions of ourselves.

This practice has evolved over time and now takes place daily in the form of I Promise Circles with students and teachers at the I Promise School – providing time and space for students to unpack their big feelings as they work hard to be their best each day.

What better way to begin this two-and-a-half-day journey than to come together, reflect, and be vulnerable with those around us so that we all may bring our best to The Huddle.

Facilitator: Ms. Michele Campbell, Executive Director, LeBron James Family Foundation

9:30am-10:00am

THE EMPOWERMENT PARADIGM: IN ACTION

Hometown Hall

Imagine communities where every person is empowered to live a life of meaning and help others along the way. What if current approaches, in an attempt to help, actually undermine that vision? It's time for a paradigm shift.

A paradigm shift is a major change in how we think about and do something. It's more than a program shift. It's animating a set of principles that transform the broken practices in the social sector today. It's seeing the potential in people, not the deficits. It's innovation and transformation, not just resource distribution. It's focusing on the community member as the customer, not the philanthropist. It's tailoring solutions to individuals, not administering one-size-fits all programs. It's a different way of thinking about and approaching social change. Let's unpack these principles and examine how they shape the work in Akron, Ohio.

Speakers:

Ms. Michele Campbell, Executive Director, LeBron James Family Foundation

Mr. Evan Feinberg, Executive Director, Stand Together Foundation

10:00am-10:45am

Hometown Hall

LEADING TO EMPOWER, UNLOCKING AN ORGANIZATION'S POTENTIAL

It all starts with leadership. Top-down leadership is outdated and counterproductive. By focusing too much on control and end goals, and not enough on people and principles, leaders make it more difficult to achieve desired outcomes. Through cultivating a vision with clear principles and seeking the ideas and unique contributions of community members they work with, leaders can foster a culture of learning and an atmosphere that empowers those they serve to become the very best they can. Leadership that empowers emphasizes the responsibility of a leader to increase the ownership, autonomy, and responsibility of followers and partners – thus, unlocking the incredible potential in organizations to empower other members in their community.

Panelists:

Ms. Erika Mayer, Leadership Team Member, LeBron James Family Foundation

Mr. Scott Strode, Founder and Executive Director of Phoenix Multisport, Inc. ("Phoenix")

Mr. Shaun Alexander, NFL Legend and award-winning author

Moderator: Mr. Will Dowell, Managing Director for the Catalyst Community, Stand Together Foundation

10:45 am-11:00am

BREAK

11:00am-11:45am

Hometown Hall

LISTENING TO UNDERSTAND, SO WE CAN SOLVE TOGETHER

The ability to unpack and scope problems is essential to creating innovative solutions and effective outcomes. Making incorrect assumptions about the problem leads to misallocating resources away from the true problem or proposing solutions that may be too costly and/or too complex. So, it is critical that non-profit organizations shape their work around feedback from those they work with. Unfortunately, nonprofits too often struggle to meet demands of funders and other stakeholders at the expense of those they serve, making it increasingly difficult to create effective solutions from the bottom-up. We must lead a transformation in the social sector to prioritize and listen to the people served in shaping the solutions that can empower them.

Panelists:

Ms. Ayesha Cotton, Managing Attorney, I Promise Program

Ms. Sara Peters, Vice-President for Impact, Stand Together Foundation

Moderator: Ms. Sarah Silverman, Founder & CEO, Outside Angle

INTERLUDE

12:00pm - 12:30pm

Hometown

Hall

PARADIGM SHIFTS

All movements begin with a big idea. And the bigger the idea can mean more skeptics, more questions, and more reasons why it won't work. Reaching your ultimate goal requires remembering that each person brings their own perspective and uniquely curated world view to every single situation. Those lenses are shaped by their own experiences, their personal beliefs, and their wide-ranging values.

Every movement is not without its bumps in the road, naysayers, and lessons learned. But the beauty is in the persistence, passion, and collective vision of people being willing to live beyond themselves. And sometimes when opposing viewpoints collide is when the magic really happens, all in the name of change.

12:30pm-1:45pm

LUNCH

Hometown Hall

At the center of House Three Thirty is its design and purpose. The venue was reimaged to serve its community in a whole new way - from its resources and offerings, to the very people working and serving. The LeBron James Family Foundation is proud to host The Huddle and this special meal together created and served by House Three Thirty Team Members, who are Promise parents, students, and friends of the family serving their community in a new way as they're empowered to discover and redefine their passions in life.

1:45pm-2:45pm

Shoestrings/ Cabaret

EFFECTIVE LEADERS PUTTING EMPOWERMENT IN ACTION

BREAKOUT #1: THROUGH THE LENS OF... COMMUNITY TRANSFORMATION

Community transformation refers to the process of generating a positive change within a group of people residing in a specific locality. There are many approaches seeking to transform communities - from Collective Impact to Purpose Built to many more. How is Empowerment different? Empowerment is a crucial aspect of community transformation, and it recognizes members of local communities - those who live, work, and play in the community - as important partners and decision makers. It enhances the ability of community members to assume more responsibilities for creating and implementing initiatives that address community issues. With empowerment, community members take ownership of their problems and design targeted, sustainable solutions to foster transformation in their community. This approach ensures lasting results, as those solutions are tailored to the specific needs, strengths, and capabilities of the community members themselves.

Panelists:

Ms. Stephanie Myers, Director of Partnerships, LeBron James Family Foundation

Ms. Jaclyn Castma, Associate Executive Director, DICK'S Sporting Goods

Mr. Daron Babcock, Founder, Bonton Farms and Director at Stand Together Foundation

Moderator: Mr. Justin Hilton, President & CEO, Leadership Akron

BREAKOUT 2: THROUGH THE LENS OF... BUSINESS ENTREPRENEURSHIP

Business entrepreneurship is empowering. As community members create and grow their own businesses, they take a leadership role in addressing economic challenges in their own lives and communities. Through entrepreneurship, people discover and develop their unique skills to unlock their potential. In the process, they foster a growth mindset and transform how they see themselves through their own progress and success. But for many, entrepreneurship can be an unfamiliar road with limited resources.

T.D. Jake's Good Soil movement and Rising Tide Capital's Community Business Academy are two efforts disrupting the traditional narratives of what a successful entrepreneur looks like, who can be an entrepreneur and how entrepreneurship creates economic mobility for under resourced communities. Through their models, they are spreading entrepreneurship in communities across the country. Explore the benefits of business entrepreneurship and how you can partner with these efforts to bring these resources and results to your community.

Panelists:

Mr. Tito Santos Silva, Director of Strategy Initiative, Stand Together

Mr. Michael Phillips, Chief Operating Officer, T.D. Jakes Enterprises

Dr. Joynicole Martinez, President, Chief of Advancement & Innovation, Rising Tide Capital

Moderator: Mr. Askia Ahmad, Managing Director for Leadership Development, Stand Together Foundation

2:45pm-3:00pm

BREAK

3:00pm-3:45pm

Hometown Hall

THE COMMUNITY WE ARE ALL INVESTED IN

Partnerships hold great promise for transforming communities. By bringing together various stakeholders, including local governments, philanthropic organizations and businesses, these partnerships can foster sustainable and inclusive community development. They have the ability not only to pool resources and expertise but also promote collaboration, trust-building, innovation, and create economic opportunities - job creation, skills development, and entrepreneurship - that might not have been possible through individual efforts. Often, these collaborative efforts, although well-intentioned, undermine or remove community members as active participants.

Hear from funders seeking to work together with communities towards a shared vision that is grounded in shared values, each contributing their unique skills and resources, so all community stakeholders benefit. This kind of cooperative effort ensures that our social investments align with the community's vision and serve as a catalyst for the well-being and prosperity of our families and communities for generations to come.

Panelists:

Ms. Natalie Watral, Executive Director, One Chase Leadership and Lead, Chase Regional CSR Initiatives

Mr. Evan Feinberg, Executive Director, Stand Together Foundation

Mr. Nathaniel Fields, CEO, Urban Resource Institute (URI)

Moderator: Ms. Dela Wilson, CEO, Axle Impact Studio

3:45pm-4:15pm

Hometown Hall

IT'S TIME FOR A BETTER WAY

You heard powerful ideas and approaches from amazing panelists and presenters. It's not their work that is magical; you all have brilliant ideas, too. What inspires us is the key insights for each one - the principles motivating the work. We all have something to give. How will you contribute and join the movement?

Presenter: Ms. Michele Campbell, Executive Director, LeBron James Family Foundation

4:15pm-6:00pm

OPTIONAL ACTIVITIES

EXPLORE THE I PROMISE FOOTPRINT

The I Promise footprint is a strategic collection of remarkable facilities that provides a wealth of opportunities for students and families in Akron. The footprint is more than physical spaces, but a symbol of possibilities for Akron's greater communities. It is setting a new standard for educational, economic and community institutions nationwide. With its unwavering commitment to empowerment, the I Promise footprint is truly a place where dreams are realized, and futures are transformed.

SELF-GUIDED EXPLORATION OF HOUSE THREE THIRTY

Explore House Three Thirty and learn more about how the venue was designed to support the LeBron James Family Foundation principles. Information on the spaces can be found in the event app.

VIDEO LIBRARY

Relax and get to know your fellow attendees and the work of our co-hosts with a curated collection of videos.

QUIET SPACE

Need time to reflect on how you can apply what you've experienced today? Or catch up on emails without distractions? Take some time to step away from the hustle and bustle.

6:00pm-7:30pm

DINNER

IT'S A BLOCK PARTY!

Change is possible when people work together toward a common goal – and it starts with relationships. Get to know your neighbors in this community of change makers over a casual, block party-style meal proudly provided by the House Three Thirty team.

7:30pm-8:15pm

CONCERT

Cabaret

MUSIC TRANSFORMS US: AN EVENING WITH ALOE BLACC

Music is a universal language of freedom, a tool for peaceful protest and social change, a message of hope and healing, and a bridge for connection and diversity. Music connects us as individuals, removing social constructs and imposed barriers. Music can bring communities together and catalyzes the change we wish to see.

Aloe Blacc is a grammy-nominated singer/songwriter known for hits including "Wake Me Up," "I Need a Dollar," and "I'm the Man." He creates music to inspire a positive shift in mindset and social change. Memento Mori is a band rooted in the Stand Together community, joined by musicians across the country to inspire and empower people through music.

Performers: Aloe Blacc with Memento Mori

Thursday 12 October

Master of Ceremonies

Mr. Jon Erisey

9:15am - 11:45am

**House Three Thirty
Shoestrings**

INTERACTIVE WORKSHOP

SHIFTING FROM TRANSACTION TO TRANSFORMATION

When a community moves from a transactional approach to a transformational approach, the impact can be profound. In a transactional approach, community members may interact with one another purely for the exchange of goods, services, or information, without necessarily forming strong emotional connections or pursuing a shared vision. In a transformational approach, however, community members work together to achieve a common goal or vision, often through collaborative problem-solving and proactive decision-making. This transformational approach can generate lasting, positive change that benefits the entire community and creates a brighter future for generations to come. How do you maximize your transformational approach?

In this interactive workshop, you'll collaborate with other leaders in philanthropy and social impact to explore insights from the day before, lessons learned through experience, and opportunities for the future. Together, we can learn from one another and exponentially increase our impact to empower every person.

Speaker: Ms. Michele Campbell, Executive Director, LeBron James Family Foundation

Facilitator: Ms. Ty Spells, Director, Content Strategy, Stand Together

11:45am-12:00pm

CLOSING REMARKS