

#MOVEMOUNTAINS

02.05.20-02.07.20

A landscape photograph of a mountain range with snow-capped peaks. A white wireframe overlay is superimposed on the left side of the mountains. In the background, the year '2020' is written in large, semi-transparent grey numbers. The entire scene is overlaid with a teal-colored rectangular area.

WINTER INNOVATION SUMMIT



SORENSEN
IMPACT

U David Eccles
School of Business
THE UNIVERSITY OF UTAH



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DOUBLE
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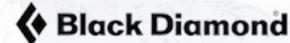
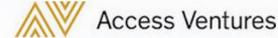


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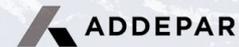


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Inc. Forbes

IMPACT **ALPHA**
INVESTMENT NEWS FOR A SUSTAINABLE EDGE

 **OpportunityDb**
The Opportunity Zones Database

DELAWARE
BUSINESS TIMES

Echo-Pilot

yahoo!
finance

OUR REACH:
PRESS




ALABAMA
NEWSCENTER
GOOD NEWS FROM HOME



- + Reached over **65,000+** organic impressions across all four social channels (Instagram, LinkedIn, Twitter, & Facebook) and generated **70,000+** impressions through paid ad.
- + Created and posted **67** times during the Summit.
- + Aggregated **863 new followers** across all four platforms since advertising the Summit back in October.
- + Raised **\$1,053.00** in donations across Twitter and LinkedIn for the Center with the Addepar Hashtag Sponsorship. **#MoveMountains**
- + **#MoveMountains** and **#2020WIS** were the **top 2 trending** hashtags over the duration of the Summit.
- + Hosted one social media competition and awarded an **iPad Mini**, **UE Blast Speaker**, and **Beats Headphones** to **3 lucky winners**.

OUR REACH: SOCIAL MEDIA

- + **The US Impact Investing Alliance** held its Winter Meeting of the President's Council on Impact Investing Senior Staff, gathering 22 private foundations representing \$80 billion in assets dedicated to impact investing.
- + **The Milken Institute**, in partnership with the **Sorenson Impact Center**, delivered an Intermountain Opportunity Zone working group, welcoming over 70 economic development specialists and practitioners from across Utah, Montana, and Colorado. The event also saw a keynote address from Dr. John Fleming, Assistant Secretary for Commerce for Economic Development.
- + **JPMorgan Chase & Co.** teamed up with **Sorenson Impact Center** to showcase the power of intentionally investing in diversity. This topic is the product of over 2 years of research and we were honored to have senior members of philanthropy, impact investing, and wealth management space bring their unique perspectives on ways to support gender and ethnic minority equity in investing.
- + This year, the Summit hosted the finalists of the **Forbes OZ 20** at a business breakfast where they were welcomed by **Sorenson Impact Center's** Founder, Jim Sorenson, Steve Bertoni, Senior Editor at Forbes, and Dean Randall. In addition, the Grand Prize Winners of the Forbes OZ 20 (Four Points Funding, SOLA Impact, Erie Downtown Development Corporation and Flagship Opportunity Zone, and Opportunity Alabama) were formally announced.
- + With support from **Hen-House Ventures** and our Impact Investing team, we were honored to host 11 women and/or minority founders pitch during this year's Catalytic Capital Demo Day. We were able to hear top-notch pitches by innovative companies from coast to coast, including 5 from our very own backyard here in Utah.
- + For the second year, in partnership with **Schmidt Futures' Alliance for the American Dream** and **the Office of the President of the University of Utah**, we held the **Student Coalition for Social Impact**, which united 19 Student Delegates from universities across the country.



NATIONAL PARTNERS



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- + After 12 months of development, and 113 applications from across the nation, the [Center](#) announced the Grand Prize Winners of the [Forbes OZ 20: Top Opportunity Zone Catalysts](#).
- + Chid Liberty, founder of [Liberty and Justice](#), also announced a special program that will allow entrepreneurs to make tangible impact around the globe. Starting later this year, his new reality TV show will showcase three guest judges looking to invest in impactful startup projects.
- + Chair of National Geographic [Jean Case](#) spoke with the Sorenson Impact Foundation's Chief of Staff Lindsay Zizumbo to address the concentration of wealth and investing in risky projects. "Sometimes great change comes from pushing through when the chances of success seem low." Jean believes that we must start redistributing finances in order to see greater impact across sectors. By investing in female and minority founders, we can take the first step towards making tangible change.
- + Bobby Turner of [Turner Impact Capital](#) encouraged us to rethink our opinions surrounding the investment atmosphere. By shifting our reliance from the government to private investment sectors, we begin to see solutions that stick.
- + University of Utah President Ruth V. Watkins, Beth Akers, Matt Sanders, and Daniel Hadley gathered to speak about the unique challenges facing our higher education system. The panel explored focusing on underserved students and emerging solutions to assist our prospective generation.

FEB. 05, 2020: CONTENT HIGHLIGHTS





- + Along with changing the physical environments in which we live, we must also advance our social climates. Ted Bunch, founder of [A Call to Men](#), emphasizes the importance of teaching men how to create a better manhood. Ted believes that encouraging men to exert their influence in the workplace and utilizing authentic listening skills will promote a better tomorrow for men and women alike.



- + Michael Verchot, Elizabeth Gore, and Kari Decker joined Ted to participate in “Improving Your Returns Through Awareness and Intention.” Instead of distributing wealth into mainstream projects, our panelists encourage investors to invest in diversity. By investing in unique and diversified movements, we can craft a world where inclusion supports better social and financial environments.



- + Developing a world where health is the first priority must be approached by all sectors. Individuals must have safe physical environments, stable support systems, along with adequate healthcare. [Intermountain Healthcare](#) set out on a mission to help people in living the healthiest lives possible by ensuring they have access to superior services at an affordable cost. Since last year, IHC has honored its commitment to work alongside the impact investing sphere to make a positive change in our communities. You can check out there work [here](#).

- + **Lunch + Learn: Connecting to the Broader Ecosystem** : Put on by our thought partners at Intentional Media and SoCap, attendees sat down and discussed ways the field can be more inclusive and equitable, while enjoying lunch and light networking.
- + **“Improving Your Returns through Awareness and Intention: A Workshop”** : An extension of the mainstage panel, Ted Bunch guided participants through a collaborative process that identified barriers to inclusion. Attendees focused on strategies to create a culture of respect and equity for all while increasing individual awareness of one’s influence and how to leverage platforms for social change.
- + **“Data, Impact, and Opportunity Zones”** : Data scientists are now able to identify and target more accurate measures of shared community prosperity and growth. Through the lens of Opportunity Zones, this session explored a myriad of data, social impact tools, and resources which have been deployed to better support community needs, assess potential benefits of OZ related projects, and identify community facing projects.
- + **“Untapped Investment Opportunities: Reaching the 83%”** : How can we loop in the 83% that are left behind by traditional finances? Attendees discussed how we can move look outside of numbers and statistics and focus on investing in new and exciting opportunities.
- + **“Disrupting the Healthcare Delivery Paradigm with Digital Technology and Data-Driven Solutions”** : *“If per capita healthcare spend in the US was available to every person on Earth, global healthcare costs would consume over 98% of global GDP”* - Dr. Anita McGahan. Due to lack of access to healthcare, patients in developing nations are more receptive to new and innovative digital health solutions, than their counterparts in developed nations.
- + **“Reimagining Failure: How Fearlessness Can Inspire Greater Public Impact”**: In this Deep Dive, attendees and panelists attempted to spark a national conversation about how the government can build a culture of innovation that embraces the necessity of failing forward to generate inclusive innovation, as well as how the private and social sectors can support this critical culture change.



FEB. 05, 2020: DEEP DIVE HIGHLIGHTS



- + **"Strategic Investments for Maximum Impact: Current Opportunities in Early Childhood"** : *"When you're trying to revitalize a community, you cannot do it without families."* - Tracy Gruber. New money and policy changes in the Child Care Development Block Grant, the Head Start Act, the Family First Act, and the Every Student Succeeds Act have the potential to increase innovation to improve outcomes for children and families.
- + **"Barriers to Innovation in Housing Affordability"**: *"Housing is the biggest asset class in the world... it has cascading impacts."* Frank Furman. Owning a home has always been part of the American dream, but there is a need for new financial models. We have to find ways to be creative and look to other industries such as healthcare as a basis.
- + **"Minding the Gap: A Cross-Sector Approach to Equity"** : In this session attendees reviewed methods for increasing gender and racial equity at the organizational and investor levels. After reviewing case studies from the corporate world, higher education, training programs, and accelerators, participants had the opportunity to identify key issues and discuss intentional investor strategies.
- + **"Urban Renewal and Opportunity Zones"** : This session featured two of the Grand Prize winners from the Forbes OZ 20: Top Opportunity Zone Catalysts, in a panel that explored how communities, investors, and developers are leveraging the Opportunity Zone incentive to drive capital into severely distressed and underserved urban communities across the nation.
- + **"Impact for Everyone"**: With the rise of the next generation, there is a demand for impact investing beyond venture capital and mutual funds. Millennial and Gen Z'ers want to integrate "doing the right thing" into everything they do, especially as it relates to where their money goes. How does the "impact for all" movement look, and what is its future?
- + **"Innovative Finance In Higher Education and the Workforce"** : Partnerships between universities, philanthropy firms, and private capital, will lead to innovative solutions to funding higher education. "A lot of the time students just need someone to say we believe in you." --Courtney McBeth
- + **"Private Sector Collaboration to Address Affordable Housing"** : Affordable Housing is a complex issue. The private sector is trying to fill in the gaps that the government cannot fill with affordable housing. Many private firms like Zions and International Healthcare are focusing on filling in the gaps that government cannot fill.





- + University of Utah President Ruth V. Watkins welcomed Summiteers to the second day of the sixth annual Winter Innovation Summit.
- + Darren Walker and Valerie Rockefeller joined to discuss Darren's passions and hopes. They discussed his revitalization of the [Ford Foundation](#), his dedication to the arts, his unrelenting spirit towards creating the Billion Dollar initiative, and his faith in uplifting all sectors. "Without hope, there is no America. The greatest threat to democracy is not a pandemic, it's hopelessness."
- + Investing for Climate Change and Social Infrastructure in Indian Country: Phil Glynn, Wizipan Little Elk, Elaine Rasmussen, and Dan Chu encouraged a conversation between participants about the overlooked communities of indigenous peoples. "We have the solutions to our own problems." By focusing funds and redirecting capital, we can assist indigenous populations in achieving their dreams.
- + Phyllis Kurlander Costanza and Jolyne Caruso conversed about innovative ways in which banks can implement impact financing. These inspiring women believe that long-term impact plans can be scaled and executed within shorter time periods, therefore benefiting communities almost instantaneously. Phyllis and Jolyne both believe that innovation and risk-taking are crucial to seeing palpable change. "Let's be the leaders for reaching beyond our comfort zones."

FEB. 06, 2020: CONTENT HIGHLIGHTS



- + Scaled Impact – From the Shadows to the Mainstream: Lauren Sercu, Eric Rice, Robert Antablin, and Jessica Matthews convened to discuss the changes within the impact investing sphere. Impact investing was previously thought of as a way to invest in small startup companies or ESG portfolios. However, larger amounts of money are now flowing throughout the field, simultaneously raising the impact on our world. By viewing impact investing as the normal, many will begin to look beyond personal profit and into the world of potential that is housed around every corner.
- + Janis Dubno, Fran Seegull, Andi Phillips, and John Lettieri deliberated on the barriers that face changing public policy. Previously, policies have primarily been used to create incentive for specific industries, create market standards, and navigate new types of financing. Now, many are looking to use public policy to invoke changes and mobilize private capital into the public sector. As a result, greater social impact can occur across a wide range of communities.
- + Storytelling for Social Impact: Chid Liberty, Georgie Badiel Liberty, Raymond Garcia, Effie Brown, and GERALYN DRAFUS talked of how stories are essential to building relationships and maintaining authentic connections. “Storytelling triggers curiosity and interest.” Although the impact that stories have on our lives may not be as tangible as other fields, panelists discussed the ways in which we can measure the success of storytelling.



CATALYTIC CAPITAL DEMO DAY



This year's theme for Catalytic Capital Demo Day was inspired by 2 years of research the Sorenson Impact Center has conducted in partnership with JPMorgan Chase & Co. on methods to better support women and people of color through entrepreneurship.

Our team received over 35 applications from throughout the country. We provided feedback on pitch decks from all applicants and supported the top 11 finalists through 4 hands-on pitch training sessions (in partnership with local resource partner, Hen House Ventures).

Demo Day allowed 11 founders the opportunity to have 7 minute pitches (max 10 slides). All pitches were rolling with no-time for Q&A to help force networking before and after the event.

We received positive feedback from many local and national partners.

CATALYTIC CAPITAL DEMO DAY



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At the Cleone Peterson Eccles Alumni House, Summiteers networked, and watched the critically acclaimed documentary “[Aggie](#)” that chronicles collector and philanthropist, Agnes Gund and captures conversations that paint Aggie’s upbringing, career and her now passion. The Art for Justice Fund, bridges “blue chip” art and serving the common good. Aggie offers access to the world of a woman who has perpetually defied what’s expected of her.



RED CARPET FILM PREMIERE: AGGIE





Summiteers enjoyed refreshments, live music, and good company at the Utah Museum of Fine Arts. Jim Sorenson, founder of Sorenson Impact Center, addressed the crowd by thanking attendees and the SIC staff for creating and executing the sixth annual Winter Innovation Summit.

NETWORKING RECEPTION: ART AFTER DARK SOIREE



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On Friday, 150 adventurous Summiteers joined us on the freshly powdered mountains of Solitude Mountain Resort.

Whether Summiteers cozied up next to the fire on the upper floor of Last Chance Lodge, tumbled down the bunny hills, or tackled the black diamond terrain, there was something for everyone on our annual Snow Day.

FEB. 07, 2020: SNOW DAY

At this year's Summit, the Center hosted a dedicated track of OZ content, which included:

- + The OZ Intermountain Working Group in partnership with the Milken Institute (attended by 70+ guests)
- + Forbes OZ 20 Business Breakfast
- + Mainstage announcement of the Forbes OZ 20 Grand Prize Winners
- + An OZ Policy Update (Lunch and Learn)
- + Three dedicated OZ Deep Dives

The purpose of all this activity was to showcase and celebrate the Center's commitment to delivering on the spirit and intent of the OZ incentive.

This comprehensive approach also cast a spotlight on the Center's role as a trusted advisor, convenor and thought leader in the OZ ecosystem.



OPPORTUNITY ZONES



For the first time in Winter Innovation Summit history, we held a track that explored ways in which we can create inclusive and intentional strategies to better empower women and people of color. The track focused on exposing the results of our intentions on both collective impact and bottom line returns.

With support from JPMorgan Chase & Co., the track gave us the opportunity to expand upon 2 years of research we have conducted to continue our support in building out the entrepreneurial ecosystem to be more supportive on those who are currently underrepresented.

The sponsorship also allowed us to provide free access to all entrepreneurs in the Catalytic Capital Demo Day, offering an unparalleled opportunity for these founders at our Summit.



Highlights include:

- + A workshop led by Ted Bunch, CEO of A Call to Men, exploring methods to address unconscious and conscious bias in the spaces we live in
- + Catalytic Capital Demo Day featuring 11 companies founded by women and/or people of color
- + A series of private and public events to address this topic in powerful and inclusive forums
- + Thought leaders and representatives from both local and national organizations

INVESTING IN DIVERSITY

Impact Moments provided an opportunity for attendees to share their unique insights and reflect on content that most resonated with them from the Summit. Interviewees were asked to briefly introduce themselves and then to share the “one thing” about their own work or experiences in social impact they would like to share with other attendees. Discussions ranged in topic from Opportunity Zones to redefining healthy masculinity to homelessness and many places in between. The 42 Impact Moments that were filmed will be edited and select soundbites will be highlighted on our website, titled, “Voices of the Summit.”



IMPACT MOMENTS





The Sorenson Impact Center brought 19 students from 9 university-based social impact centers across the nation to attend the Summit and connect with professionals. The focal point of the program was developing solutions to corporate accountability for greenhouse gas emissions.

To accomplish this, each student conducted individual research prior to the Summit, attended Deep Dives and Summit content to gather more information, and culminated their experience with the “Impact Hack” on Thursday night.

The “Impact Hack” was a five-hour hackathon where students collaborated to develop one comprehensive solution. This actionable plan was presented to climate change activists and industry professionals on Friday morning, where it received high praise from all attendees.

STUDENT COALITION FOR SOCIAL IMPACT



We believe that creativity is an integral part of the Sorenson Impact Center's contributions to social impact. Our goal with this program was to prepare students to create art with confidence in efficient and effective ways; helping each resident grow, and be an artist that is able to do good and do well in the world.

The 2020 Artist in Residence program expanded this year to two student artists, JiWon Moon and Mitch Stevens. These students worked throughout the year designing and executing thematic, and interactive installations for the “Art and Impact” gallery capturing the theme of “inspiration to impact.” This year, the program was managed by the first-ever Artist in Residence, Steph Shotorbani, who is now the Center’s Senior Graphic Designer.

As the program grew, so did the gallery, filling the entire floor at the Summit. JiWon created 8, large format canvases using mirrors, fabrics and recycled materials, hoping that the viewer would reflect on their own experiences and how true personal happiness can contribute to social impact. Mitch designed an infinity room using storytelling, design and illustration to explore the hope and uncertainty that comes both internally and externally when we move from inspiration to impact.

Further, 30 University of Utah design students competed to exhibit 12 pieces at the reception based on the prompt “better than you found it.” Through research and mentorship, they each created 2 posters that used data-driven visualizations as well as storytelling components to portray a social issue that they were passionate about.



STUDENT ARTISTS IN RESIDENCE



ATTENDEE:

“This Summit is so unique. It’s focus on meaningful and powerful stories fosters an environment for unique business opportunities and connections.”

EXPERIENCED IMPACT INVESTOR:

“I love that they focus on the US context. So many conferences try to deal with the whole world. It’s great to have a space where we can really dig in on the issues we’re facing right here.”

MEDIA:

“It’s a really well-designed conference, every person I have talked with has been really impressive.”

ATTENDEE:

“The videos that accompanied the awards were fantastic and really highlighted some spectacular efforts.”

ATTENDEE::

“Terrific event. Very impressive. Learned a lot.”

NATIONAL AD COUNCIL:

“Congratulations on the entire summit! Such an inspiring last couple of days.”

ATTENDEE:

“I found it to be a wonderful confluence of perspectives from different sectors and especially appreciated the caliber of the plenary speakers.”

PRAISE FOR THE SUMMIT

