

# COMMUNITY IMPACT

## PANEL DISCUSSION & WORKSHOP

March 14 2025

***The Impact Multipliers for Nonprofits: Marketing & Fundraising***  
Lessons, Challenges, and Success Stories

### Panel Topics:

Imagine a small but mighty nonprofit, passionate about its mission and dedicated to serving its community. The programs are impactful, the team is hardworking, and the need for their services continues to grow. But month after month, they struggle to cover operating costs, leaving staff overworked, programs underfunded, and expansion out of reach.

Marketing and fundraising aren't overhead expenses—they are multipliers. Every dollar invested in these areas expands an organization's reach, fuels sustainability, and unlocks new possibilities. In this workshop, we'll explore why nonprofits must shift their mindset from scarcity to strategy—understanding that growth isn't just about working harder; it's about working smarter. Investing in marketing and fundraising isn't a cost—it's the key to scaling impact and ensuring the longevity of your mission. Let's dive into the strategies that make nonprofits not just survive, but thrive.

### Panel Speakers:

Kathy Arney - CEO, KEACanda | Chris Fields - President, Field House Cancer Foundation | Brett Loney - VP Development, Toledo Alliance for the Performing Arts | Aileen Meyer - CEO, Center for Community Impact  
Chelsie Schroeder - Marketing Director, Defiance Area Foundation | Jami Young - Executive Director, Lily Creek Farms



Friday, March 1, 2025  
7:30 - Noon  
(registration, coffee & networking 7:30-8:00)



Board members, volunteers, staff and social impact leaders in a nonprofit or business with 0-30+ years experience.



Defiance College,  
Hubbard Banquet Room in  
the Serrick Campus Center



Participants will receive a community impact resources for activating workshop knowledge.

IN PERSON/ZOOM REGISTRATION:  
(\$35 AFTER 3/1/25)

# \$30/\$10

*A portion of the proceeds will go to the DAF Community Impact Fund for future grants.*

REGISTER  
AT:



PRESENTED BY:



Center for  
**COMMUNITY  
IMPACT**

[www.centerforcommunityimpact.org/workshops](http://www.centerforcommunityimpact.org/workshops)