

C³kc



C3KC is a conference held annually by the **Junior League of Kansas City, Missouri** that brings together individuals from the civic, corporate, and nonprofit communities to spark change for a better Kansas City.

Tuesday April 2, 2024 • 8:30 am • Union Station Kansas City



Maurice Watson
Branton/Hall Community
Collaborator Award Recipient



Gretchen Rubin
Keynote Speaker



JUNIOR LEAGUE OF
KANSAS CITY, MISSOURI



For almost 110 years, the Junior League of Kansas City, Missouri, has served the community by cultivating leaders who collectively address critical social issues through partnerships and collaborative relationships to spark change for a better Kansas City.

C3KC 2024 is our mission in action.



“I have never attended a conference that so acutely talked about challenges in our city and provided local leaders who are working on solutions. I left feeling more confident in our city and more aware of the challenges we are working to solve.”

-2023 C3KC Attendee

C3KC 2024 Confirmed Sessions

- Childcare Successes and Opportunities
- Transforming Foster Care
- Culturally Proficient Healthcare
- Healthy Food, Healthy Lives
- Hidden Factors for Healthy Outcomes
- Kansas City Health Collaborative Learning and Action Network
- Mental Health Matters
- Mattie Rhodes Center: Success Stories in Community Collaboration
- Sparking an Empowered Workforce
- Rise of Women Entrepreneurs

C3KC Event Advisors

André L. Davis Alliant Insurance Services	Wendy Doyle United WE	Courtney Forkum CASA	Alfredo Garcia, Ph.D. RG Capital Partners
Davin Gordon Hall Family Foundation	Scott Hall VanTrust Real Estate	Whitney Hosty Greater Kansas City Community Foundation	Naiomi Jamal, MD, MPH, CMQ Swope Health
Paula Neth The Family Conservancy	Brent Never, Ph.D. Bloch School of Management UMKC	Tyler Nottberg U.S. Engineering Company Holdings	David Oliver, J.D. Berkowitz Oliver, LLP
Adriana Pecina Health Forward Foundation	Neal Sharma dentsu shop	Brenda Sharpe REACH Healthcare Foundation	Nicole Jacobs Silvey Connection Coach KC
Dr. Leigh Anne Taylor Knight The DeBruce Foundation	Susan Wally PREP—KC	Jamila Weaver Mission Vision Project KC	Gene Willis GEHA

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Maurice Watson

2024 Branton/Hall Community Collaborator Award Recipient



Maurice Alvin Watson, co-founder and principal of Credo Philanthropy Advisors, LLP, has more than 30 years of experience in law, social and public policy and board governance as a lawyer, advisor and board member.

He has been named among the 100 most influential leaders in Kansas City, among the 500 leading lawyers in America, and among the most influential Black lawyers in America.

Maurice was born in Kansas City and attended the City's public schools until he won a scholarship, in high school, to attend Barstow School, a college preparatory school where he was its first Black graduate in its history. He went on to graduate cum laude from Harvard College, and he received his law degree from Harvard Law School.

Prior to returning to Kansas City, Maurice served as legislative aide to the Honorable John Danforth in the United States Senate in Washington, D.C. He then went on to enjoy a successful career with Blackwell Sanders Matheny Weary and was elected chair of its successor firm, Husch Blackwell. Maurice was the only African American to lead an AmLaw 100 law firm in the country.

He co-founded Credo Philanthropy Advisors in 2018 with Tracy McFerrin to help individuals, families, private foundations and other donors sharpen their philanthropic focus and realize their vision to change lives and communities through effective grantmaking.

The Branton/Hall Community Collaborator Award recognizes an individual from the Greater Kansas City area who has played an active role in civic engagement, leadership, fostering a spirit of service to others, and promoting the spirit of collaboration for social good.

Previous award winners include:

- Michael Weaver, MD, FACEP, CDM (2023)
- Sandra A.J. Lawrence (2022)
- Mamie Hughes (2021)
- SuEllen Fried (2020)
- David Oliver (2019)
- Albert P. Mauro (2018)

Gretchen Rubin

Keynote Speaker



Gretchen Rubin is the author of several books, including the blockbuster New York Times bestsellers, *Better Than Before*, *The Happiness Project* and *Happier at Home*.

With her work, Rubin has emerged as one of the most influential writers on habits and

happiness to have emerged from the recent explosion of interest in these subjects. Though her conclusions are sometimes counter-intuitive—for example, she finds that rewards play a very tricky role in the formation of habits, and true simplicity is far from simple to attain, and that used rightly, money can do a lot to buy happiness—her insights resonate with readers of all backgrounds.

Rubin is much in demand as a speaker, and she has addressed corporate audiences at places such as GE, Google, LinkedIn, Accenture, Procter & Gamble, as well as university audiences such as Yale Law School, Harvard Business School, and Wharton. She has appeared at numerous conferences as a featured speaker or keynoter, at places such as SXSW and TEDx. She makes frequent TV appearances on Today, CBS Sunday Morning, and NPR's Weekend Edition.

A graduate of Yale and Yale Law School, where she was Editor-in-Chief of the Yale Law Journal and winner of the Edgar M. Cullen Prize, Rubin started her career in law. Gretchen grew up in Kansas City, and her mother is a member of the Junior League of Kansas City, MO.

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C3KC 2023 Audience Profile

More than 500 people attended C3KC 2023.
Attendee titles by frequency:



2023 Corporate Sponsors

- Aperio Philanthropy
- Black & Veatch
- Blue Cross Blue Shield of Kansas City
- Children’s Mercy
- City of Kansas City, MO
- Commerce Bank
- Country Club Bank
- Creative Planning
- Demdaco
- DMC Service
- Evergy
- FCI Advisors / Midwest Trust
- Hallmark
- Health Forward Foundation
- JP Morgan Chase & Co.
- PLX Corp
- Saint Luke’s Hospital
- St. Louis Trust & Family Office
- Terracon Foundation
- TGS Technology Group Solutions
- The University of Kansas Health System
- T-Mobile
- UMB Bank



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“C3KC strengthened my network! I engaged with people from a variety of industries which led to meaningful follow-ups. It generated new contacts for our team and me, personally, which are value-add to how I can show up to advance important work in our community.”

-Dr. Leigh Anne Taylor Knight
Executive Director and Chief Operating Officer
DeBruce Foundation

"Rarely in three decades of conference attendance have I referred back to a conference as much as C3KC. My colleague and I learned so much from the information breakout sessions, and met so many dynamic people."

-Marla Svoboda
Chief Development Officer

Event Sponsorship Opportunities



Presenting Sponsor - \$15,000

- 20 C3KC tickets (2 tables)
- Recognition during keynote presentation and opening remarks; option to introduce keynote speaker
- Full-page ad in digital and print event program
- 3 social media posts (7,000 followers) (7,000 followers)
- Full-page ad in JLKCMO's *Inside Scoop* magazine
- Logo on the event page on jlkc.org, in the C3KC program, and in the JLKCMO Annual Report
- Listed in thank you ads in local print publications
- Access for all guests to Sponsor Hospitality Room
- Additional drink tickets for networking event

Platinum Sponsor - \$10,000

- 16 C3KC tickets (1 table + 6 tickets)
- ½-page ad in digital and print event program
- 2 social media posts (7,000 followers)
- ½-page ad in JLKCMO's *Inside Scoop* magazine
- Logo on the event page on jlkc.org, in the C3KC program, and in the JLKCMO Annual Report
- Listed in thank you ads in local print publications
- Access for all guests to Sponsor Hospitality Room
- Additional drink tickets for networking event

Welcome Sponsor (Limit 1) - \$7,500

OR

Lunch Sponsor (Limit 1) - \$7,500

OR

Networking Sponsor (Limit 1) - \$7,500

- 10 C3KC tickets (1 table)
- Event Recognition
- ¼-page ad in digital and print event program
- 2 social media posts (7,000 followers)
- ¼-page ad in JLKCMO's *Inside Scoop* magazine
- Recognition on the event page on jlkc.org, in the C3KC program, and in the JLKCMO Annual Report
- Listed in thank you ads in local publications
- Access for all guests to Sponsor Hospitality Room
- Additional drink tickets for networking event

Gold Sponsor - \$6,000

- 8 C3KC tickets
- ¼-page ad in digital and print event program
- 2 social media posts (7,000 followers)
- ¼-page ad in JLKCMO's *Inside Scoop* magazine
- Recognition on the event page on jlkc.org, in the C3KC program, and in the JLKCMO Annual Report
- Listed in thank you ads in local publications
- Access for all guests to Sponsor Hospitality Room
- Additional drink tickets for networking event

Breakout Sponsor - \$4,500

- 6 C3KC tickets
- Option to have logo on-screen during breakout session
- Option to introduce a breakout session
- 1 social media post (7,000 followers)
- Recognition on the event page on jlkc.org, in the C3KC program, and Annual Report
- Listed in thank you ads in local publications
- Access for all guests to Sponsor Hospitality Room
- Additional drink tickets for networking event

Silver Sponsor - \$3,000

- 4 C3KC tickets
- Recognition on the event page on jlkc.org, in the C3KC program, and Annual Report
- Listed in thank you ads in local publications
- Access for all guests to Sponsor Hospitality Room

Bronze Sponsor - \$1,500

- 2 C3KC tickets
- Recognition on the event page on jlkc.org, in the C3KC program, and Annual Report
- Listed in thank you ads in local publications
- Access for all guests to Sponsor Hospitality Room

"At Evergy, I've witnessed firsthand the importance of corporate social impact in the Greater Kansas City region. When businesses embrace community and civic engagement, they help build a better future for our region. C3KC's agenda aligns perfectly with the hot topics, trends and insights of today to help move our programs forward."

*-Elizabeth Danforth
Director of Public Affairs, Evergy*





Sponsor Registration

I want to spark change for a better Kansas City by sponsoring C3KC at the following level:

- Presenting Sponsor
\$15,000
- Platinum Sponsor
\$10,000
- Welcome Sponsor (Limit 1)
\$7,500
- Lunch Sponsor (Limit 1)
\$7,500
- Networking Sponsor (Limit 1)
\$7,500
- Gold Sponsor
\$6,000
- Breakout Sponsor
\$4,500
- Silver Sponsor
\$3,000
- Bronze Sponsor
\$1,500

SPONSOR NAME: _____
(as you would like it to appear on donor recognition)

CONTACT NAME: _____

EMAIL: _____

PHONE: _____

ADDRESS: _____

PAYMENT INFORMATION

- Check made payable to Junior League of Kansas City, Missouri is enclosed.
Please mail check and form to JLKCMO, 9215 Ward Parkway, Kansas City, MO 64114.
- I will pay securely via credit card at jlkc.org/c3kc

FOR MORE INFORMATION

To learn more about C3KC or to confirm your sponsorship, please visit jlkc.org or email c3kc@jlkc.org.

In-kind gifts are recognized at 50% of donor-stated value.

JLKCMO is a 501 (c)(3) organization;
Federal Tax ID #: 44-0546100.





Ticket Registration

I want to spark change
for a better Kansas City by
attending C3KC!

Group Ticket Package (5)
\$500

Academic Ticket Package (10)
\$750

Academic Ticket Package (5)
\$400

Individual Ticket(s)
\$125
of Tickets: _____

Patron Ticket Package (2)
\$600
*Includes recognition
in event program*

CONTACT NAME: _____

EMAIL: _____

PHONE: _____

ADDRESS: _____

PAYMENT INFORMATION

Check made payable to Junior League of Kansas City,
Missouri is enclosed.
*Please mail check and form to JLKCMO, 9215 Ward
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I will pay securely via credit card at jlk.org/c3kc

FOR MORE INFORMATION

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