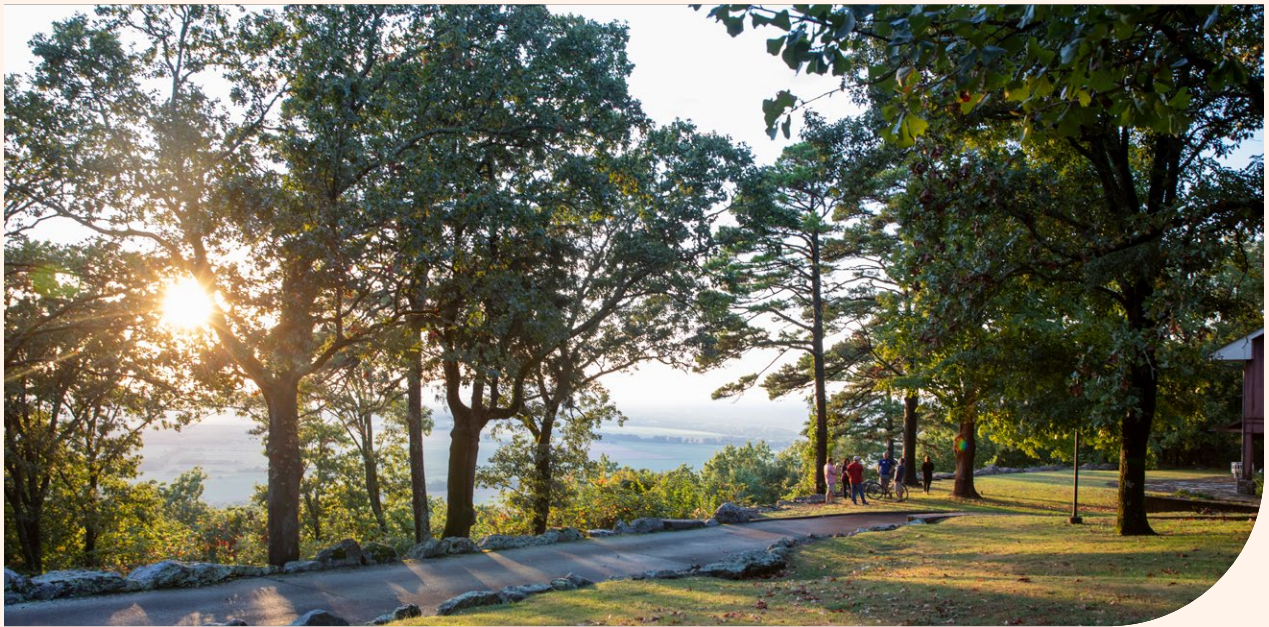




WINTHROP ROCKEFELLER INSTITUTE **ANNUAL REPORT**

July 1, 2023 - June 30, 2024



About the **INSTITUTE**

OUR MISSION

We continue Winthrop Rockefeller's **collaborative approach** to creating **transformational change**.

OUR VISION

We envision a future where every person is **empowered** to bring their **unique perspective** to bear on the most monumental of challenges and **participate** in the **search for solutions**.

OUR METHOD

THE ROCKEFELLER ETHIC
COLLABORATIVE PROBLEM SOLVING
+
RESPECTFUL DIALOGUE
+
DIVERSITY OF OPINION
=
TRANSFORMATIONAL CHANGE

Dear SUPPORTERS,



Thank you for taking the time to reflect with us on the Winthrop Rockefeller Institute's accomplishments during the fiscal year 2023–2024. We had a productive and important year, continuing work on the 2025 strategic plan by focusing on introducing new systems and clarifying processes to support organizational effectiveness, collaboration, and transparency.

A major milestone was the implementation of Salesforce. This enterprise-wide customer relationship management tool replaced numerous outdated databases and spreadsheets. Now, we have one powerful, integrated platform for managing conference bookings, relationships, fundraising, and communications. This transition was significant, and our staff embraced it with resilience and optimism.

With prudent budget management and careful investment, we continued to work on deferred maintenance, with phase 1 fully complete and phase 2 50% completed.

Alongside our partners, we debuted the first-ever Arkansas Civic Health Index, which describes the on-the-ground conditions of civic and political engagement in Arkansas. With the Index we established a baseline we can measure changes against as we continue civic engagement work with our program Civic Arkansas.

We continued our commitment to becoming one of the best places to work in Arkansas by investing in our people and workplace culture. Partnering with Dr. Charlotte Parham of the University of Central Arkansas, we conducted an employee survey to assess how well we're cultivating an inclusive environment for our employees and to establish a baseline to improve employee engagement over time.

After evaluating all positions for market competitiveness, we introduced a transparent compensation plan, giving staff a clear path for career growth and salary progression—an uncommon practice in the nonprofit sector. We're proud that our staff sees how their essential work contributes to our mission of continuing Winthrop Rockefeller's collaborative approach to transformational change.

In late January of 2024, the Institute lost our longtime champion, executive trustee of the Winthrop Rockefeller Charitable Trust Marion Burton. Marion provided guidance on how the Institute could perpetuate Winthrop Rockefeller's legacy and was instrumental in creating the Governor Winthrop Rockefeller Endowment that ensures the basic operations of the Institute are taken care of, including the upkeep of our 188-acre campus. We are incredibly honored that he planned a \$1 million gift to be made to the Institute after his passing, creating the Marion B. Burton Family Endowment.

As we strive to honor Winthrop Rockefeller's legacy every day through our collaborative work, we are inspired by his and Marion's examples to build a future where everyone is empowered to create change. On behalf of the board of directors and staff, thank you for joining us in that perpetual endeavor.

With all good wishes,

A handwritten signature in black ink that reads "Janet Harris".

JANET HARRIS

Executive Director/CEO



WORKSHOPS

The Institute provides professional development workshops that can be scheduled on their own or integrated into existing conferences at the Institute. While we enjoy hosting your team on the mountain, we recognize that this may not always be feasible for groups. If so, we'll bring our workshops directly to you! Each workshop offers a unique experience, ranging from leadership development to fostering mutual understanding, all grounded in the **Rockefeller Ethic**.

Visit rockefellerinstitute.org/workshops to learn more about each workshop.



53

WORKSHOPS



698

WORKSHOP
PARTICIPANTS



1,418

IMPACT HOURS

"I was blown away by the dynamic character of Winthrop Rockefeller. I'd read a bit about him, but I wanted to understand the difference he made in Arkansas, and I left this experience energized to make my own. He devoted his life to serving others, and that commitment is inspiring."

— Walks with the Governor participant

Beyond Civility

We break down “civil discourse” into its most basic elements. Learn the necessary strategies to encourage respectful conversations when working with people who don’t share the same opinions or beliefs.

Dynamic Development: Type to Team

Using the Myers-Briggs Type Indicator® assessment and lessons from Winthrop Rockefeller, each participant will learn more about themselves and those around them in order to improve personal interactions and accomplish more as a team.

SILO Team Building

Participants will enjoy hands-on activities centered around *Strengthening Individual Leadership Opportunities (SILO)*. The group will participate in a whole-team assessment designed to identify team strengths and future opportunities for improvement.

Tools for Respectful Dialogue

We’re the experts in meeting design. Let us show you how we do it and share some of the “tools” we use.

Walks with the Governor

This “walk” through Gov. Winthrop Rockefeller’s life incorporates team building exercises and personal reflection as you visit various sites on the Institute campus, his historic former cattle farm and conference center..

Pizza Challenge

Who can make the most interesting (and delicious) pizza? One group creates two pizzas to dazzle our judges while the other group creates a compelling sales pitch — jingles included!

Rock Chop Challenge

A workshop for those who like to be creative in the kitchen and can think on their feet! With a basket of mystery ingredients, join together in teams of 3-4 and create a full meal in less than two hours.

Sips & Sweets

Unlike our two other competitive offerings, this “workshop” is all about enjoyment and relaxation. After your group has done their best work all day at the Institute, come together to toast your efforts with a variety of wines and desserts.





PROGRAMS

The Institute designs programs and facilitations that drive sustainable, positive change for every Arkansan. Our expert team guides focused sessions where participants share expertise, tackle specific challenges, and solve problems together through structured activities and meaningful dialogue.

Each session is tailored to its unique goals, whether developing recommendations for a government agency, building new partnerships between like-minded organizations, or pursuing systemic change to improve Arkansas.

9
PROGRAMS

272
PARTICIPANTS

1,596
IMPACT HOURS

Civic Arkansas

In December 2023, the Institute and a cohort of Arkansas organizations, in partnership with the National Conference on Citizenship, introduced the first-ever Arkansas Civic Health Index (ACHI) Report. This report's findings led to the creation of Civic Arkansas.

Civic Arkansas is the Institute's initiative to enhance the state's civic health. It focuses on creating pathways for connectedness and strengthening local communities. The initiative flourishes through a dynamic

network of leaders known as Civic Activators, who unite communities across the state to address challenges through collaborative problem solving.

Shana Chaplin joined the Institute as chief program officer in January 2024, bringing decades of civic engagement and volunteer management expertise. Since May 2024, the Programs Team has engaged communities across Arkansas through Civic Arkansas Listening Sessions to gather meaningful local insights.

CIVIC ARKANSAS ACTIVATORS FY24

Jay Barth

Director of William J. Clinton
Presidential Library

Andrew Bagley

President of Arkansas Press
Association

Phyllis Bell

Executive Director of Choices for
Arkansas Families, LLC

Phillip Blackburn

Director of Thriving in Rural
Ministry Program at University of
the Ozarks

David Childs

Volunteer for Braver Angels

Graham Cobb

Owner of Paceline Strategies
Consulting

Kendrell Collins

Co-Director of Arkansas
Leadership Council

Rhianon DeLeeuw

Co-Director of Arkansas
Leadership Council

Daniel Fudge

Political Science Professor at
College of the Ozarks

Lesley Graybeal

Director of Experiential &
Community-Engaged at Learning
of Engaged Learner Network

Jenna Greer

Co-Chair of Arkansas Leadership
Council

Hana (Mariah) Hatta

Executive Director of Arkansas for
the Arts

Mark Hayes

Executive Director of Arkansas
Municipal League

Kristin Higgins

University of Arkansas System
Division of Agriculture Cooperative
Extension

Brandi Hinkle

Senior Public Affairs
Representative of Entergy
Arkansas

Dale James

County Judge of Van Buren
County/Arkansas Association of
Counties

Cathi Kindt

Community Volunteer at Citizen's
Climate Lobby

Kerrie Lauck

Education Director of Arkansas
Municipal League

Stacey McCullough

Director of Public Policy Center/
Asst. Vice President at University
of Arkansas System Division
of Agriculture-Cooperative
Extension

Kathleen Pate

Director of Education and Public
Programs at William J. Clinton
Presidential Library

Derrick Rainey

Mayor of Wrightsville/ Arkansas
Municipal League and Arkansas
Black Mayor's Association

Robert Richards

Assistant Professor at University
of Arkansas Clinton School of
Public Service

Kaleb Turner

Director of Engagement at
Arkansas Boys State

Ashley Wimberley

Executive Director at Arkansas
Press Association

Tina Winham

Commission Chair at Conair





Water, Agriculture, Technology, Education & Research (WATER)

Arkansas's water resources face significant challenges, requiring discussions between various industries and stakeholders. Water, Agriculture, Technology, Education & Research (WATER) is an Institute program designed to facilitate these conversations.

The Institute hosted the March 2023 Securing Water and Food in a Changing World event, part of the Winthrop

Rockefeller Distinguished Lecture Series. In November 2023, it followed up with a topic dinner attended by educators, researchers, and state agriculture leaders.

The discussion highlighted the need for a shared understanding that smart water management is a common goal for all Arkansans. It also emphasized the importance of collaboration and knowledge sharing to enhance sustainable practices, technologies, and resources in existing water management programs.





PROGRAMS COMPLETED IN FY24

Health Equity Collaboration

Over three years, this program studied social determinants of health and the conditions driving disparities beyond the clinic. We held 10 focus groups statewide (North Little Rock, Fort Smith, Monticello, Camden, West Memphis, and Springdale). The program concluded in August 2024 with a report capturing insights from 2022 listening sessions.

Education Policy Initiative

The Arkansas Education Policy Initiative united 90+ educators, parents, and policymakers for 1,500 volunteer hours to advance equitable K-12 policy. Key milestones included a March 2023 educator summit with EAST, a masterybased learning partnership with

the Office of Innovation for Education, and a November 2023 summit that launched a shared statewide vision. Based on teacher surveys, the cohort's data-rich Arkansas Education Primer was distributed to legislators and communities throughout 2023.

Incarceration: Recidivism, Reentry & Reunification (iR3)

Over three years, the Institute rallied 107 organizations to curb repeat offenses, ease reentry, and reunite families. A \$1 million grant from Attorney General Tim Griffin funded a community-diversion pilot; a partnership with Arkansas 211 built a statewide reentry resource bank; and the Arkansans for Smart Justice campaign fought incarceration stigma. Policy wins and new networks are already reshaping Arkansas law, culminating in the final iR3 convening in September 2023.





Key FACILITATIONS

I'm the director of a small center. I've had no training in how to get groups to come together. So, I'm always on the lookout for tips on how to do it better. It had never occurred to me how much skill is involved in facilitating conversations."

— Participant in the Global Gathering of Civil Society Research Center Directors

Rockefeller Archive Center

In early 2024, the Institute planned and facilitated the Rockefeller Archive Center's Global Gathering of Civil Society Research Center Directors at the Pocantico Center in Tarrytown, New York. Over several days, directors from around the world built trust, set shared priorities, and mapped joint research and engagement projects.

Delta Dental of Arkansas Foundation

In 2023, the Institute partnered with the Delta Dental of Arkansas Foundation to convene representatives from clinics across the state to create a guide detailing

best practices for community and charity dental clinics to start billing and accepting third-party payments. One year of facilitation led to creating the **Dental Clinic Playbook for Third-Party Billing**.

The Institute was awarded a strategic initiative grant from the Delta Dental Foundation to develop a playbook outlining best practices for nonprofit dental clinics in Arkansas to begin billing and accepting third-party payments, including Medicaid and private insurance.

Read more:

[rockefellerinstitute.org/
blog/a-new-playbook-for-
charitable-dental-clinics-
in-arkansas/](https://rockefellerinstitute.org/blog/a-new-playbook-for-charitable-dental-clinics-in-arkansas/)



Conference BUSINESS

The Institute's conference business isn't just about hosting meetings; it's a strategic service that drives our mission as a nonprofit organization. By offering our distinctive setting as a venue for groups seeking to work better together, we generate essential revenue that directly supports our programs.

Take, for example, the total solar eclipse on April 8, 2024. More than 100 faculty and student researchers from Arkansas and neighboring states gathered at the Institute, invited by our long-time conference client, the Arkansas Space Grant Consortium. Local broadcasters KATV and Arkansas PBS also live-streamed the eclipse from the Institute, giving Arkansans everywhere a front-row seat to both the full celestial event and the pastoral beauty of our Petit Jean Mountain campus.

Our ongoing relationship with the Arkansas Space Grant Consortium — coupled with repeat business from small businesses, large corporations, nonprofits, and government entities



— strengthens our capacity to fulfill Winthrop Rockefeller's legacy of collaborative, transformational change. Revenue and exposure from high-profile events like the research retreat, combined with the Consortium's recurring convenings at the Institute, directly support and supply participant scholarships to programs like Civic Arkansas, iR3, and the Arkansas Health Equity Collaboration.

These funds also play a critical role in maintaining our facility and supporting our dedicated staff, many of whom stayed on-site during the eclipse to ensure a high level of hospitality for our guests.

Ultimately, the shared experience of our conference and retreat guests on the mountain equals more shared experiences for our program participants. This equation is especially important to remember as Civic Arkansas expands beyond Central Arkansas, creating more opportunities for small-group discussions and workshops led by Institute staff in farther corners of our state.



TOTAL # OF GROUPS:

217 > **239**
FY23 FY24

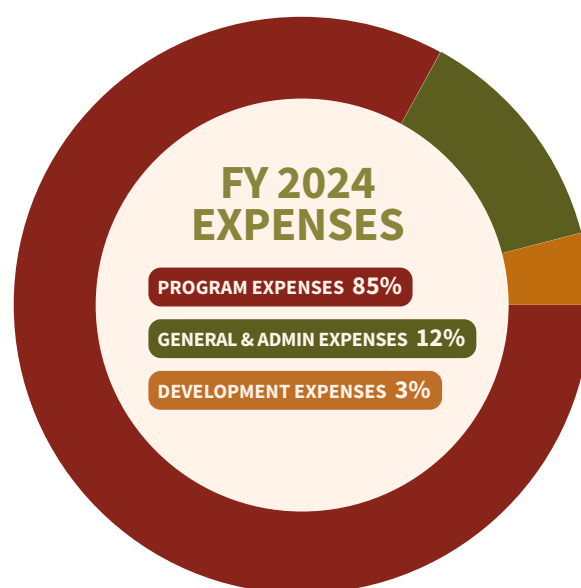
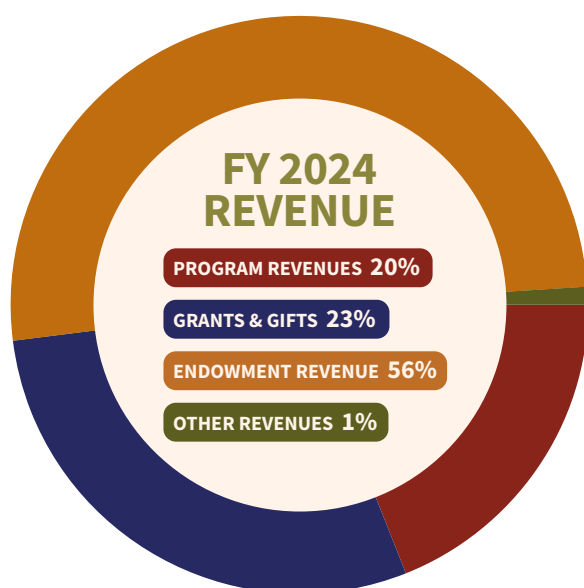
Fiscal Year 2024 FINANCIALS

Statement of Activities

The Institute's audited financials, IRS form 990, and other information is available. Please get in touch with the advancement department for the most up-to-date forms.

REVENUE TYPE	FISCAL YEAR 2023	FISCAL YEAR 2024
Program	\$1,723,368	\$1,713,437
Grants & Gifts*	\$2,908,149	\$2,006,395
Endowment**	\$4,800,000	\$4,950,000
Other Revenues	\$46,016	\$107,253
TOTAL	\$ 9,477,533	\$8,777,085

EXPENSE TYPE	FISCAL YEAR 2023	FISCAL YEAR 2024
Program	\$6,397,651	\$6,530,448
General & Administrative	\$979,641	\$975,276
Development	\$254,310	\$206,361
TOTAL	\$7,631,602	\$7,712,085



*This revenue includes grants, donations from individuals and organizations, and the investment activities from unrestricted endowments.

**This revenue is the amount received from the Governor Winthrop Rockefeller Endowment, held at the University of Arkansas Foundation, and is an amount allocated yearly to assist in carrying out our mission. This amount does not reflect any endowment revenues, including realized and unrealized gains and losses that are affected by financial markets.



Your Support **STRENGTHENS US**

Throughout this report, we've shared the growth and achievements from fiscal year 2023 to 2024 in people experiencing workshops, participating in programs, and attending facilitations and conferences. Every dollar of growth is reinvested in our mission so we may continue Gov. Winthrop Rockefeller's collaborative approach to

creating transformational change. When organizations choose to convene at the Institute, their business allows us to grow our nonprofit, teach more people about the Rockefeller Ethic, and maintain our campus's 188 acres, which was once part of Rockefeller's model cattle farm.

Your gift to the **Winthrop Rockefeller Institute** is an **investment in the mission**, bringing people together to **collaborate and solve some of our most pressing issues**. If you would like to speak with someone about making a gift, sponsorships, or planned giving, or have any questions, please contact the advancement office at **advancement@rockefellerinstitute.org** or **(501) 727-6211**.



AWARDS

LADONNA COLE

2023 Legacy Award

LaDonna began her 28-year journey atop Petit Jean Mountain by accepting a three-day temporary job at Winrock International. Later, a full-time accounts payable position became available, and LaDonna applied. The rest is history.

After the first few years, LaDonna wanted to try something new. She accepted an administrative assistant position in the maintenance department, where she spent five enjoyable years with our maintenance crew.

“When that time ended, we were in a transition,” she said. “Winrock International was moving to Little Rock, and the transition of these facilities becoming the Winthrop Rockefeller Institute was happening.”

During the transition, LaDonna briefly became the executive director’s administrative assistant and then later advanced into other accounting roles. As controller, LaDonna oversees accounting operations such as daily entries and fielding questions about coding. A vital part of her job involves month-end closing, where she verifies that work is

appropriately booked in the financial system. LaDonna also ensures that payroll from the bank account is posted correctly in the accounting system and works closely with the programs department, assisting with grants.

Read more: wrinst.org/legacy23



AUSTIN BOND

2024 Joel Smith Leadership Award

Austin introduced a mentorship program at the Institute designed to develop his team's culinary expertise and prepare them for leadership roles. The 16-month program trains mentees for middle management positions, such as sous chefs, with a curriculum focused on culinary techniques, food theory, baking and pastry, food service business management, and practical testing. The program's phased structure allows two

mentees to participate at a time, ensuring personalized guidance.

Our chief strategy officer, Carder Hawkins, praised Austin's accommodating and level-headed nature. Janet Harris expressed excitement over Austin's achievement, highlighting his passion for teaching and mentoring. "I'm very excited that he won this award," she said. "Austin has the desire to teach and mentor his team."

Austin speaks with pride about his team, describing them as committed, fun, and energetic in the kitchen. "We rely on each other daily, and they are always ready to try something new," he said. For Austin, leading his team and developing their skills has been one of the most rewarding aspects of his career. "Coming to the Institute has been the best decision I've ever made," he reflected. "I love creating elevated dishes for guests and staff and growing with my team."

Read more: wrinst.org/joelsmith24





SENIOR STAFF

Janet Harris,
Executive Director/CEO

Shawn Cathey,
Chief Financial Officer

Shana Chaplin,
Chief Program Officer

Julia Dossett Morgan
Chief Advancement Officer

Carder Hawkins,
Chief Strategy Officer

BOARD OF DIRECTORS

Dr. Deborah Baldwin, Chair

Freddie Black, Vice-Chair

Lisenne Rockefeller, Secretary

Dr. Deacue Fields

Dr. Carla Martin

Bob McKuin

Gus Vratsinas


Dr. Wendy Ward

Lisa Willenberg

**As of January 1, 2025*

CONNECT WITH US

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