

Leading with Our Values in Uncertain Times

Part 1: Our Values as Our Guide
March 6, 2025

Featured Speakers



John L. S. Simpkins,
President & CEO, MDC



Simeon Banister,
President & CEO,
Rochester Area
Community Foundation

Session Recap

- John L. S. Simpkins, President & CEO of MDC, introduced the three-part series, Leading with Our Values, by highlighting the opportunity that community foundations have to lead with their values in this cultural moment.
- Simeon Banister, President and CEO of the Rochester Area Community Foundation, followed with a discussion on how the Rochester Area Community Foundation centers its organizational values to bring clarity to its work in an eighty-county region in New York, especially as community members experience current policy changes, political shifts, and uncertainty.
- In small groups, participants considered how their community foundations' respective organizational values can be a guide for how to approach their community leadership moving forward.
- Participants also explored an interactive tool that the Rochester Area Community Foundation uses with its board and staff as an organizational pulse check.

Session Resources

- [Presentation and Values Tool] [Our Values as Our Guide](#) (Simeon Banister)
- [Follow-up Exercise] [Quick Start for RACF Tool](#) (adapted from the Rochester Area Community Foundation's Values Tool)
- [Video] [Why Values Are Important for an Organization - Questions](#) (Sam Silverstein)
- [Video] [How Should a Company Share Its Values](#)(Simon Sinek)
- [Publication] [Philanthropy as the South's Passing Gear](#) (MDC)
- [Publication] [State of the South 2025 Report](#) (MDC)