



Changing Central Florida One Grant at a Time

Network News

GPN Awards Breakfast: Time-Honored Tradition & Recognition

Wednesday, December 6, at 8:30 a.m.—10:30 a.m.

Harry P. Leu Gardens

Camellia Room

Plantation Breakfast

GPN Awards & Recognition

Drawings, Gifts

\$28 per Person

Special points of interest:

- December GPN Awards Breakfast
- Darden's Patty DeYoung to Present GPN Awards
- Leader Highlight
- Committee Chair Reports
- Conference Scholarships

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2006-07 Officers

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407-317-3200, ext. 2325
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321-256-0406

Directors

Diane Brown
Georgiana Tynes
Terri Chastain
Christine Lewis
Fran James
Jana Parpart

Record attendance by Central Florida grant makers at the **10th Annual GPN Awards Breakfast** will offer attendees excellent networking opportunities. Be sure to register by Nov. 30 to attend. The event will be held at the beautiful Harry P. Leu Gardens on Wednesday, Dec. 6, at 8:30 a.m. in the Camellia Room.

In lieu of our regular December meeting, we will again be honoring GPN members who have stood out among us through their efforts this year both within GPN and in our community.

The 2006 GPN *Professional Excellence, Outstanding Mentor, Outstanding Service, and Up and Coming* awards will be presented by **Patty DeYoung, Executive Director, Darden Restaurant Foundation**, to GPN members as determined by the votes of your peers. During the Plantation breakfast, we will also recognize award nominees and local grant makers and leaders who have supported the development of GPN.

All **GPN members** attending the breakfast will be eligible to participate in a drawing to be treated to lunch by a local grant maker or expert in the grant field---**lunch mentors**---to learn and network. Another special drawing will be held for a **half day scholarship for training at the Philanthropy and Nonprofit Leadership Center**. Eligible participants will be GPN members who bring their boss or a client. If you have not yet paid your annual dues, you may do so at the registration table to participate in these special drawings. **All attendees, including non-members, are eligible for the door prize drawings.** See breakfast registration information on Page 7.

IMPORTANT NOTICE

Remember that the GPN Awards Breakfast at Harry P. Leu Gardens will replace the regular December General Membership Meeting. The next regular GPN General Membership Meeting will be held January 3, 2007 at the Maitland Civic Center at 8:30 a.m.

President's Message



Dear GPN Members,

I hope that you were able to join us to learn from **Terry Knox, CFRE, Director of Development, Father Flanagan's Girls and Boys Town of Central Florida**, who shared information on effective "Elevator Speeches."

Terry reminded us how important it is that we be prepared to converse—when the opportunity arises—with community leaders and grant makers who might have an interest in our organizations or special projects. Our elevator speech can engage others and alert them to the important work that we are doing. Ultimately, we hope to build support and partnerships for our valuable initiatives, having a positive effect on the Central Florida community. Hats off to Terry for his time and outstanding presentation.

Be sure to send in your response card by Nov. 30 to attend the **2006 GPN Awards Breakfast** which will be held at the beautiful Harry P. Leu Gardens on Wednesday, Dec. 6, at 8:30 a.m. in the Camellia Room. **Patty DeYoung**, Executive Director, Darden Restaurant Foundation, will present the *GPN Professional Excellence*, *Outstanding Mentor*, *Outstanding Service*, and *Up and Coming* awards to deserving GPN members. I hope you can attend the breakfast so that we can also thank you for your contributions to our community and organization. Special thanks to **Marilyn Hughes, Terri Chastain, Joel Henderson, Jana Parpart, and Georgiana Tynes** for lining up "lunch mentors" for a special drawing. Thanks also to **Teresa Gronski** for addressing all the invitations. Needless to say, her handwriting is beautiful! Of course, the ongoing support for GPN from the Philanthropy and Nonprofit Leadership Center is appreciated. Thanks to **Terri Chastain** also for arranging for a special Philanthropy and Nonprofit Leadership Center scholarship for one of our drawings.

Plans for the **10th Annual Grant Professionals Network Conference**, to be held March 15 and 16, 2007, are underway, with featured speakers including **Bev Browning**, author of "Grant Writing for Dummies" and other nationally known grant-related publications, and **Mark Brewer**, President/CEO, Community Foundation of Central Florida, Inc. Please plan to attend and, if you're interested in participating on the committee, contact **Judy Bennett** or **Teresa Shipley**, co-chairs of the Conference Committee.

A special thanks to **Jana Parpart**, Editor of *GPN Network News*. Her dedication to the monthly electronic newsletter continues to benefit our membership. Jana has been generous with her time and effort that goes into gathering the articles and placing them in the newsletter. Membership Chair **Cara Freedman Eule** has kept our membership list up to date so that new members are kept informed and receive the newsletter within the month of their joining. By the way, congratulations to the Eule newlyweds, Cara and Jason Eule. Cara has kept the list up to date with the assistance of our hard working Treasurer **Marilyn Hughes**, who makes sure the new member information is provided in a timely fashion.

Patrice Zahry, GPN Secretary, also continues to take detailed, informative minutes of each monthly GPN general membership meeting and for our Board of Director meetings. We depend on her attention to detail frequently and can bank on her timely production of the documents.

I hope you have a wonderful Thanksgiving holiday!

Respectfully,

GPN President

We're on the Web!
Visit us at
www.gpninc.org

Leader Highlight: Judy Bennett, Past President



Judy Bennett, 2005-06 GPN President, is a GPN charter member and its first Treasurer, dating back to GPN's incorporation as a nonprofit organization in 1994. Currently working with the City of St. Cloud, many Central Florida nonprofits have benefited from her grant seeking skills. A tireless worker, whose attention to detail is well known, Judy is serving this year as President of Osceola County's Grant Resource Network

Where were you born?

Tiffin, Ohio

What is your education background?

Bachelor's Degree in Communications, Ohio University.

How long have you worked for the City of St. Cloud?

Four and a half years.

What do you like most about your work?

Succeeding in being awarded grants.

How long have you been a GPN member?

Since the beginning of the organization—about 13-14 years.

Tell me something that no one else knows about you.

When in my mid-20s, I modeled mobile homes. When they did their brochures and marketing materials, they used me because I was small, only about 100 pounds then, and that made the rooms look larger.

Tell me about your family?

My mother is living in Port Orange. I have three

sisters, including one in Port Orange, one in Dallas, Texas, and one in Colorado. I have five four-legged children—Cyclone, Cuckoo, Tiger, Patches, and Smokey—all stray cats dumped by others.

What is your top outside interest, hobby or sport.

Animals, first. Painting, second.

Where do you want to be in five years?

Retired from my current job and working part time doing free lance grant writing and related activities. My "to do" list for after retirement is 10 miles long, but working is more interesting.

Mission Statement

*The mission of the
Grant Professionals Network
of Central Florida, Inc.
is to provide a collegial forum
to facilitate training and
resource development
for grant professionals.*

Terry Knox: Elevator Speeches

The delightful Terry Knox, CFRE, Director of Development, Father Flanagan's Girls and Boys Town of Central Florida, entertained our membership at the Nov. 1 GPN meeting in his presentation on "Elevator Speeches." Terry reminded us that whether you're having an impromptu conversation with a grant maker in an elevator or in other settings, we should be ready to communicate a concise summary of the purpose of our organization, including an impact statement, which will remain in the memory of the recipient. He suggests that giving that individual a business card and requesting the opportunity to make a follow up phone call to further discuss your priorities, will help make a lasting impression.

Terry says that an elevator speech is a brief period of time, some 5-10 seconds—the average length of time to ride an elevator, to respond with a general statement to the question: "What do you do?" and "What is that?" Your elevator speech should: (1) Grab their attention; (2) Appeal to their emotions (statistics, one-liners, factual sensationalism); and (3) Call for action. He emphasizes that the "first impression is a lasting impression."



Terry Knox, pictured above at a golf tournament fundraiser for Girls and Boys Town of Central Florida, reminds us to be enthusiastic, articulate well, have an air of confidence, be passionate about your mission, personable, touch skinned, knowledgeable, respectful and extroverted when giving an "elevator speech."

BE SURE TO SAVE THESE DATES!

10th Annual Grant Professionals Network Conference
"Enhancing Excellence in Grantsmanship—Pathways to Success"
March 15 and 16, 2007

To be held at the UCF Rosen College of Hospitality Management

Featuring Bev Browning, nationally recognized author of many grant-related publications, including "Grant Writing for Dummies", and Mark Brewer, President/CEO, Community Foundation of Central Florida, Inc.

COST

Early Registration by Feb. 12:

\$198 GPN Members
 \$225 Non-members

Registration After Feb. 12:

\$225 GPN Members
 \$252 Non-members

Space is limited, so be sure to make your reservations early.

Special thanks to our sponsors, including the Community Foundation of Central Florida, Inc., Harris Rosen, Rosen Shingle Creek Hotel, and the Philanthropy and Nonprofit Leadership Center, Rollins College.

Grant Application Components: Goals, Objectives, and Outcomes

In the last issue of *GPN Network News*, the need statement was described. A need statement documents the problems that you intend to address in your grant application. Additional common components of a grant proposal are **goals, objectives and desired outcomes** which address and align with the identified needs.

GOALS

A goal is what you hope to accomplish and is more conceptual and abstract than an objective.

Example: Third graders will improve their reading after participating in the after school remedial education program.

OBJECTIVES

Objectives are major steps to accomplish a goal. Your objectives must be tangible, specific, concrete, measurable, and achievable in a specified time period. The construction of the objective includes an active verb.

Example: By June 30, 2007, improve reading scores of 50 third grade children by at least one grade level as demonstrated on standardized reading tests administered after participating in the after school remedial education program for at least six months.

DESIRED OUTCOMES

Desired outcomes are what you anticipate will be your achievements in measurable terms. The construction is more passive, i.e. "will have improved." Well written outcomes can serve as the criteria for your evaluation.

Example: By June 30, 2007, 50 third grade children who have participated in the after school remedial education program for at least six months will have improved their reading scores by at least one grade level as demonstrated on standardized reading tests.

Future topics: Plan of Action, Management Plan, Evaluation Plan, and Budgets.



Inspiration

A man in Florida, in his 80s, calls his son in New York one November day. The father says to the son, "I hate to tell you, but we've got some troubles here in the house. Your mother and I can't stand each other anymore, and we're getting a divorce. I've had it! I want to live out the rest of my years in peace. I'm telling you now, so you and your sister shouldn't go into shock later when I move out."

He hangs up, and then the son immediately calls his sister in the Hampton and tells her the news. The sister says, "I'll handle this." She calls Florida and says to her father, "Don't do ANYTHING till we get there! We'll be there Wednesday night." The father agrees, "All right."

He hangs up the phone and hollers to his wife, "Okay, they're coming for Thanksgiving. Now what are we going to tell them for Christmas?"

Networking Opportunities: GPN Committee Chairpersons

Activities—Terri Chastain
tchastain@rollins.edu

Membership—Cara Freedman Eule
cfreedman@communityvision.org

Training—Jan Tunnell & Fran James
jantunn@cfl.rr.com
franjames@cfl.rr.com

Conference—Judy Bennett & Teresa Shipley
jbennett@stcloud.org
shiple1@ocps.net

Hospitality—Susan Mitchell & Diane Brown
susan@holocaustedu.org
thinksmart1@aol.com

Legislative—Lisa Kaston
lkaston@hopeandhelp.org

Communications—Melanie Campbell
m.campbell@CHCFL.com

Funding Opportunities

1. Business & Communities Grants

The Hitachi Foundation

<http://www.hitachifoundation.org/grants/index.html>

The Hitachi Foundation's broad purpose is to enhance the well-being of economically and socially isolated people throughout the United States. The Foundation's Business & Communities Grants Program addresses economic isolation in America by investing in business-community partnerships that expand opportunities for people to retain and advance in their jobs, earn living wages, and accumulate savings and assets. Projects must demonstrate effective and innovative corporate citizenship practices and/or promote learning and adoption of good practices.

Proposals may only be submitted at the Foundation's invitation. However, nonprofit organizations that meet the Foundation's eligibility requirements are welcome to share initial information through the online inquiry system at any time. For more information --
<http://awards.hitachifoundation.org/bcgregistration.nsf/Welcome>

2. Youth Grants

Ameriquist Mortgage Co

<http://www.ameriquistcares.org/1SignaturePrograms/CreateYourLegacy.shtml>

The Ameriquist Mortgage Company offers after-school and neighborhood improvement grants. The program provides \$10,000 for program improvement and \$5,000 for neighborhood beautification to up to 75 nonprofit after-school programs nationally.

Deadline: January 15, 2007

3. PEACE & Environment Grants

Town Creek Foundation

<http://www.towncreekfdn.org/>

The Town Creek Foundation supports nonprofit organizations that work to protect natural resources, to deepen public discussion of public policy issues, and to encourage public debate about how to reduce the risks and costs of war. Through the Foundation's environment program, support is provided to organizations that are working to establish healthy, sustainable relationships between humans and the ecological systems that support life on earth. The promoting peace program supports organizations working within the US to reduce the risks and costs of war. News and public affairs programs that are directly relevant to the Foundation's environment and promoting peace programs also supported. Funded grants are primarily targeted to organizations with national reach.

Letters of Intent/Inquiry Due: March 16, 2007

Invited Proposals Due: April 13, 2007

Grant Decisions announced middle of July

(Information provided by Joel Henderson)



The Grant Professionals Network of Central Florida, Inc. (GPN)

Cordially invites you and your guests to attend its

Tenth Annual GPN Awards Breakfast

Wednesday, December 6, 2006
From 8:30 a.m. to 10:30 a.m.
at Harry P. Leu Gardens in the Camellia Room
1920 North Forest Avenue, Orlando, Florida 32803
Directions: www.leugardens.org

**Awards will be presented by Patty DeYoung
Executive Director
Darden Restaurant Foundation**

Featuring a Plantation Buffet Breakfast, GPN Member Recognition, Door Prizes

Drawings for Mentor Lunches With
Experienced Grant Makers and Grant Seekers

Special Drawing for GPN Members Who Bring Their Boss
or, for Independent Consultants, Who Bring a Client

Cost per person is \$28

Please register to attend the GPN Awards Breakfast with payment **by November 30, 2006.**

Name (Please print) _____

Organization/Independent _____

Address _____

Phone Number _____

I will be attending the GPN Awards Breakfast and will be bringing _____ guest(s).

Please complete this form and send a check or money order payable to **Grant Professionals Network of Central Florida, Inc.** in the amount of \$28 per person attending to: GPN, c/o Jeannie Floyd, GPN Award Breakfast Chairperson, 3611 Dubsdread Circle, Orlando, FL 32804.

For further information, call Jeannie Floyd at 407-317-3200, extension 2325. Thank you!

Grant Professionals Network of Central Florida, Inc. (GPN) 2007 Sandra Hinson Memorial Scholarship Application

Background: Each year, GPN awards full scholarships to the GPN Annual Conference to deserving GPN members. The scholarship fund is named after Sandra Hinson, one of GPN's founding members who passed away several years ago. Sandra has held many positions in GPN, including secretary, membership and mentor to all.

Eligibility Requirements:

- Be an active member of GPN and in good standing
 - Qualify as a tax-exempt organization under section 501(c)(3), or be an independent grant writer
- Have an annual operation budget under \$3 million

Please provide thorough answers to the following questions that focus on your responsibilities at your institution and professional goals. Incomplete applications will not be considered. Send the information below (or on a separate piece of paper) no later than January 15 to this year's Scholarship Chairman by mail, fax or email:

Khadija Pirzadeh, Research and Planning Specialist
Orange County Head Start Division
2100 East Michigan Street, 2nd Floor
Orlando, FL 32806
Fax: (407) 836-7420 e-mail: Khadija2000@yahoo.com

Name: _____

Title: _____

Phone: _____ Fax: _____

E-mail: _____

Agency Name: _____

Mailing Address: _____

Agency annual budget: _____

Please list areas in which you have provided service to GPN: _____

Describe how you think your attendance at the conference will benefit your professional goals and/or service to your organization _____

Any further comments that you feel should be considered: _____

Please contact the Scholarship Chairman with any questions/input: Khadija Pirzadeh at (407) 836-8912 or Khadija2000@yahoo.com. Thank you.



Grant Professionals Network Membership Meeting Minutes Wednesday, October 4, 2006

Grant Professionals Network Membership Meeting Wednesday, November 1, 2006

The Grant Professionals Network met Wednesday, November 1, 2006 in the Maitland Civic Center. Jeannie Floyd, GPN president, called the meeting to order at 8:45 a.m. Judy introduced the Board members present.

Becky Farmerie introduced Terry Knox, CFRE, Director of Development, Father Flanagan's Girls and Boys Town of Central Florida. A fund development professional since 1984, Terry spoke on elevator speeches, engaging the audience in developing brief statements about members' organizations that can be shared on the spot. Below are highlights of his remarks.

Elevator speech:

- A 2-3 minute speech you can give about your organization in the time it would take to go from the bottom to the top of an elevator – about 5 to 15 seconds.
- Enables the listener to gain the essence of what you do and convey a sense of urgency regarding this work

Components of an elevator speech:

- Name tag – the presentation of an organization's message on the spot.
- Enables you to respond with a pithy general statement in 5-10 seconds when someone asks you, "What do you do?"
- A brief statement to articulate what the organization does.

Terry cautioned against using "we" statements, frequently opting instead to use a question to introduce the elevator speech. For example, instead of saying that you work for an organization that works with individuals with disabilities, he suggested beginning with, "Do you know someone who has a disability?" and letting that flow into, "Here's my [business] card."

Effective statements:

- Grab attention
- Appeal to emotion through statistics, one-liners, "factual sensationalism."
- Call for action on the part of the hearer

Some examples shared were:

- "This morning we admitted our 12th child to the hospital that was abused."
- "Up to 75% of the girls are sexually abused before they come to BETA."

While there is no guarantee that interest will develop in the person who hears the elevator speech, this approach does provide the opportunity to send a strong message. One never knows which momentary encounter will introduce someone to an organization who will develop into a million-dollar giver in the future.

Terry noted that while it is important to step out and approach others via elevator speeches, speakers should remember that an elevator is a captive audience. The speaker must be respectful and remain cognizant of others' boundary issues and desire for privacy.

Elevator speeches contain a general statement intended to get the interest of the hearer so that the person becomes interested in knowing more about the organization. For example: "The AIDs crisis isn't over. It's right here. It's rising in senior citizens. 25% of those who have it don't know they are infected."

To be successful presenting elevator speeches takes such qualities as enthusiasm, creativity, persistence, the ability to accept rejection and go on, practice, knowledge, and confidence. Knowing your organization's fundraising costs, mission, goals, and objectives is important.

Opportunities for using the elevator speech include waiting in line at the checkout counter. An example of a good elevator exit line is, "Great



Grant Professionals Network Membership Meeting Minutes, Continued Wednesday, October 4, 2006

meeting you on the elevator. When's your next ride?" Some who use the elevator speech give each person they approach two business cards – one to keep and one to pass along to someone else.

Terry reminded everyone, "You are the faces of the organizations you represent." Practicing effective elevator speeches is an effective way to represent your organization positively.

Business Meeting

Jeannie Floyd reminded everyone to vote for the annual Awards. Ballots and a list of members were made available to help members make their selections. Jeannie reminded everyone that no individual is allowed to receive the same award two years in a row.

Khadijah Pirzadeh moved that the minutes of the previous meeting be accepted. Nancy Ludin seconded. The motion passed unanimously.

Marilyn Hughes, treasurer, was unable to attend but copies of the treasurer's report were available. It was noted that the budget now reflects additional memberships that have been received. Rose Ellen moved that the treasurer's report be accepted. Eva Shoemaker seconded. The motion passed unanimously.

Committee Reports

Annual Conference

Judy Bennett, Annual Conference co-chair, spoke about the conference that is scheduled March 15 and 16, 2007. It will be held at the Rosen College for Hospitality Management. Bev Browning, the author of *Grant Writing for Dummies*, has been invited to serve as the keynote speaker. Mark Brewer of Community Foundation of Central Florida also will speak on the future for nonprofits and grant writing.

Jeannie Floyd will work with Becky Farmerie to prepare a news release for the conference. Melanie Campbell will handle conference items on the website.

Khadijah Pirzadeh, who will be in charge of awarding the conference scholarships, noted that applications for the Sandra Hinson Memorial Scholarship were available for anyone interested. She noted that she is looking for someone to help her review scholarship applications. She asked that anyone interested call her at (407) 836-8912.

The price of the conference will be close to \$200 for members who sign up at the early bird rate. Judy Bennett and Teresa Douglas Shipley are conference co-chairs.

Strategic Plan

Board members are working on the Strategic Plan. The Board now has a summary of the results of the planning session and at the next meeting these will be prioritized.

Awards Breakfast

Jeannie Floyd, who is chairing the Awards Breakfast, announced that this event will be held Wed., December 6, at Harry P. Leu Gardens in the Camellia Room beginning at 8:30 a.m. The cost is \$28 per person. Three special drawings will be held, including for door prizes (all attendees), for mentor lunches (GPN members only) and for a Philanthropy Center Half Day Training Scholarship (GPN members who bring their boss or a client).

Other Reports

Jean Hartsaw, Grant Accounting chair, invited members to share recent grant awards.

Jeannie Floyd thanked Jan Tunnell for the Grant Writers 101 Workshop at the Center for Independent Living. Jan noted that a half-day of training is planned at the Center for Independent



Grant Professionals Network Membership Meeting Minutes, Continued Wednesday, October 4, 2006

Living, and three brown bag training lunches are to be held at Lifeline Central Florida.

Jeannie Floyd thanked Co-Hospitality Chairs Susan Mitchell and Diane Brown for the refreshments and Cara Freedman for serving as our Membership Chairperson.

Announcements

Barbara Howell, University of Central Florida, has students who are working with Lighthouse Central Florida and Pet Rescue by Judy on grant proposals. If you are interested in support from her students, give her a call. She also said that UCF's Nonprofit Master's Program is online to accommodate working professionals. The Nonprofit Managers Annual Conference will be held January 19 – one day only – at the Rosen College for Hospitality Management. The theme will be "Extreme Makeover: Nonprofit Edition."

Barbara noted that a student is preparing a monthly grant deadlines flyer for GPN members. Anyone who has a deadline to share should e-mail it to bhowell@mail.ucf.edu.

Jan Tunnell, on behalf of the League of Women Voters, urged everyone to become informed and vote in the upcoming election.

Diane Brown won the door prize, a \$25 gift card to Borders.

The next meeting will be the Awards Breakfast on Wednesday, December 6, at 8:30 a.m. in the Camellia Room at Harry P. Leu Gardens.

The meeting was adjourned.

*Respectfully submitted by Patrice Zahry,
GPN Secretary*

Friendly Reminder

Please remember to pay your GPN dues if you have not already done so.

Individual Members—\$50 per year
Agency Membership—\$100 per year
Student Membership—\$25 per year
Payable to GPN.

Editor's Corner

If you have an article or news item for publication in the next issue, please forward the information to me at:

janaparpart@hotmail.com no later than **December 10th**. Many thanks to everyone who contributed to this month's issue of *Network News*!