



## Grant Professional Network of Central Florida, Inc.

*Changing Central Florida One Grant at a Time*

# Network News

## Grant Training Begins!!!

### *Special points of interest:*

- Grant Training Begins
- Leader Highlights
- Reports from Committee Chairs
- Deborah Hessler, Edyth Bush Charitable Foundation, to Speak at October Meeting

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### **2006-07 Officers**

Jeannie Floyd, President  
407-317-3200, ext. 2325  
Joel Henderson, President-Elect  
407-933-0870, Ext.224  
Patrice Zahry, Secretary  
407-522-2752, Ext. 4113  
Marilyn Hughes, Treasurer  
321-256-0406

### **Directors**

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

## 2006-07 GPN Training Committee Kicks Off with Grant Writing 101

The GPN Training Committee is planning an exciting menu of offerings for the 2006-2007 training year that will include something for everyone -- from beginning through advanced grant professionals. The training calendar will kick off with the popular "Grant Writing 101" seminar on Thursday, October 12, 2006, from 8:30-11:30 a.m. at the Center for Independent Living, 720 N. Denning Drive, Winter Park, FL 32789.

This half-day seminar will provide an overview of the grant writing process -- from research to final proposal and beyond. Topics will include how to research potential funders, the components of a grant and what to do when a grant is funded and when it is not. The presenter will be Jan Tunnell, an independent grant writer who operates her own consulting business, Tunnell & Associates. She has worked in grant writing and social services for 25 years and holds M.S. and M.P.H degrees from Tulane University, New Orleans. Coffee and bagels will be served.

Costs for the seminar will be \$35 for GPN members and \$50 for non-members. For only \$80, participants can join GPN and also attend the seminar. Pre-registration is not required but space is limited. Anyone interested should reserve a spot by emailing [gpn33@hotmail.com](mailto:gpn33@hotmail.com). Telephone inquiries can be made to Jan Tunnell at 407-423-3519. If pre-registering, registration fees can be mailed to Jan Tunnell's attention at 1338 Roosevelt Street, Orlando, FL 32804. You may also register and pay at the door.

The Training Committee is also arranging for a speaker on a training-related topic for our November General Membership meeting. Stay tuned for information on this and other upcoming training opportunities!

**General Membership Meetings**  
**8:30 a.m., 1st Wednesday of Each Month**  
**Maitland Civic Center, 641 S. Maitland Ave., Maitland, FL 32751**  
**[www.gpninc.org](http://www.gpninc.org)**  
**Next Meeting: Wednesday, October 4, 2006**

# President's Message

Dear GPN Members,

Embracing diversity can contribute to resource development in the organizations you support as a grant professional. The value of building board diversity was the centerpiece of the presentation made by Tony Jenkins, Market President, Central Florida Region, Blue Cross Blue Shield of Florida, at the September GPN meeting. Those present left with a greater understanding of the importance of having a board that represents the people it serves to ensure diverse perspectives are reflected in the planning and operations of the organization.

Tony shared a snapshot of Florida's diversity that is indicative of the need to recognize our "customers." Within our nation, Florida is notably the:

- Largest Haitian Market
- Third largest Hispanic Market
- Third largest Jewish Market
- Fifth largest African-American Market
- Ninth largest Asian Market

This data also reflects the community that we serve in our Central Florida community-based and governmental organizations. Tony's presentation was informative, insightful and entertaining. Member feedback has been extremely positive.

Be sure to make the October meeting featuring Deborah Hessler, Corporate Secretary and Program Officer with the Edyth Bush Charitable Foundation, Inc. She will present on the topic of "After You Sign the Check, What Does the Funder Expect?"

How many organizations write a grant and when they get the funds, forget what they included in their proposal? It makes me think of the book *All I Really Need to Know I Learned in Kindergarten*, by Robert Fulghum. Play fair. Keep your word. A funded grant is an agreement, like a contract, between the grant maker and the grantee. Deborah will give us insight to this important issue from the perspective of one of Central Florida's leading charitable grant makers.

Special thanks to GPN officers, directors, committee chairs and their committee members for all of your hard work in planning this year's activities.



*Tony Jenkins, Market President, Central Florida Region, and Vice President of Diversity Strategy and Development, Blue Cross and Blue Shield of Florida, discussed Cultural Competency and the Grant Proposal at the September GPN meeting.*

The year will be filled with opportunities for GPN members to learn and grow in their careers and to network with GPN members and funders.

Be sure to mark the following dates for special GPN events on your calendars: GPN Awards Breakfast at Harry P. Leu Gardens on Dec. 6 and the GPN 10<sup>th</sup> Annual Conference on March 15-16 at the University of Central Florida's Rosen College of Hospitality Management. More information will be out soon.

I look forward to seeing you at the October meeting!

Jeannie Floyd  
GPN President

# October's Speaker

**Next GPN Meeting:**  
**October 4, 2006 General Membership Meeting**

8:30 a.m. Networking  
8:45 a.m. – 10:30 p.m. Program and Meeting

**FEATURING:**

**Deborah Hessler**

Corporate Secretary and Program Officer  
Edyth Bush Charitable Foundation, Inc.

***After You Sign the Check:  
What Does the Funder Expect?***

What reasonable expectations will the funder have **after** your organization receives a grant? Following the award, a grant professional's work has only just begun. The next step is grant management and reporting responsibilities. Deborah Hessler will share her experiences with having an upfront understanding of what funders expect, which she thinks of as ...

**"Know What You Need to Know, Before You Need to Know It"**

Mrs. Hessler joined the Edyth Bush Charitable Foundation in 1981. As Program Officer, Deborah is involved in every aspect of the Foundation's grant making, from identifying quality programs in the area to administering grants. She serves as a local and national guest speaker, participates in the "Volunteer Executive" program at the Philanthropy and Nonprofit Leadership Center at Rollins College, and is a member of the Women's Resource Center Board and Chair of its Philanthropy Committee.

Her love of Central Florida guides her to volunteer as a mentor at the local high school, fundraise for a worthy cause, or lead a youth organization committee. She and her husband raised their two sons in Orlando.

A graduate of Rollins College, Deborah holds a B.S. in Corporate Communications and Business Management.

For further information, contact Activities Chair Terri Chastain, CFRE Program Manager, The Philanthropy and Nonprofit Leadership Center, Rollins College, Crummer Graduate School of Business (Ranked #1 MBA in Florida--*Forbes*, Aug. 2005), 1000 Holt Ave. - 2755, Winter Park, FL 32789-4499. She can be reached at 407-975-6414 (phone), 407-975-6419 (fax), tchastain@rollins.edu , www.pnrc.rollins.edu.

**We're on the Web!**

Visit us at

[www.gpninc.org](http://www.gpninc.org)

# 10th Annual GPN Conference to be Held March 15-16

## 10th Annual Grant Professionals Network of Central Florida, Inc. Conference - Save the dates!!!!

*Enhancing Excellence in Grantsmanship—  
Pathways to Success* is our theme for the 10th  
Annual Grant Professionals Network of Central  
Florida, Inc. conference to be held March 15 and  
16, 2007. Please put these dates on your  
calendar and plan to join us at the Rosen College  
of Hospitality. There will be workshops for all  
levels of grant writing – beginners, intermediate,  
and advanced. If there is a specific subject or  
presenter of interest that you would like us to  
contact, call Judy Bennett or Teresa Shipley,  
Conference Committee co-chairs.

In addition to the chairs, members of the  
Conference Committee include Khadija Pirzadeh,  
John O'Connor, Jana Parpart, Lee Bailey, Marilyn  
Crotty, and Jeannie Floyd. Communications Chair  
Melanie Campbell will place conference  
information on the web site. If you are interested in  
joining the committee, please contact Judy or  
Teresa. The committee will be meeting every two  
weeks for a few months until we have everything  
organized.

### 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*



## Inspiration

“Make a career of humanity and you will make  
a greater person of yourself, a greater nation of  
your country, and a finer world to live  
in.” (Martin Luther King)

“Small deeds alone are better than great deeds  
planned.” (Peter Marshall)

“Whether you think you can or you can't, you're  
right!” (Henry Ford)

### **Networking Opportunities: Join Us! GPN Committee Chairpersons**

**Activities Committee**—Terri Chastain  
tchastain@rollins.edu

**Membership Committee**—Cara Freedman  
cfreedman@communityvision.org

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

**Conference Committee**—Judy Bennett & Teresa  
Shipley  
jbennett@stcloud.org  
shplet1@ocps.net

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

**Legislative Committee**—Lisa Kaston  
lkaston@hopeandhelp.org

**Communications Committee**—Melanie Campbell  
m.campbell@CHCFL.com



*Marilyn Hughes, owns her own development and grant writing consulting company, The Write Proposal, Inc.*

## **Leader Highlight: Marilyn Hughes GPN Treasurer**

### **Where were you born?**

Born at Winchester Hospital, Winchester, Massachusetts and grew up in Reading, MA.

### **What is your education background?**

I received my certification as a Radiologic Technologist in 1970 from Northeastern University, Boston, MA.; Bachelor of Arts from Boston University, Major Neuropsychology; and Masters in Administration from American University, Washington DC, Major Finance.

### **When did you start your company, the Write Proposal?**

I started The Write Proposal, Inc in May 2002, after 10 years as Director of Development of Orlando Union Rescue Mission. I hired my first full time associate, Ashley Brouwer, in September 2004 and my second full-time associate, Kirsten Bullock, in September 2006. My first client was Cherry Street Rescue Mission in Toledo, OH. Over the past four years, we have provided grant writing services to 15 rescue missions across the United States and to over 15 other nonprofits including, health care organizations, churches, and private schools.

### **What led you to become a grant professional?**

I have thoroughly enjoyed the field of fundraising from the moment I stepped into the Orlando Union Rescue Mission 15 years ago. It was difficult to leave the Mission, but I knew that God had another purpose for my life when my husband was diagnosed with esophageal cancer in 1999. I began grant writing from home and was asked by Randall James, President of the First Orlando Foundation to serve in a part-time grant writing capacity for the ministries of First Baptist Orlando. Through this

opportunity and I started my own development and grant writing consulting company, The Write Proposal, Inc.

### **What do you like most about your work?**

I enjoy sharing the heart and passion of the non-profit organizations I serve. I enjoy the challenge of translating their heart and passion into a document that may provide the funds to help them achieve the goals of providing for those they serve and knowing that I played some small part in improving the lives of individuals so that they too can discover the plan that God has for their life.

### **How long have you been a GPN member?**

I have been an active GPN Member for four years.

### **Tell me something that no one else knows about you.**

When I lived in Washington DC between 1982 and 1987, I started my own health and fitness company while going full-time to American University to earn my masters degree. I was asked to be a lead guest on a local talk show program, *Panoramic*, hosted by Maury Pauvich. It was a pretty cool experience. Another piece of interesting trivia is Abraham Lincoln is my great, great, great, great Uncle.

### **Tell me about your family?**

I have been married to my wonderful husband, Jim, for 15 years and we have two wonderful step-daughters married with children. Therefore, I am the proud grandmother of four wonderful grandchildren. My mother lives four doors down the street and having my own company gives me the flexibility to care for her from time to time.

### **What is your top outside interest, hobby or sport?**

I have a one-year old playful bichon frise, Roscoe, who captures my heart at home or away from home. My grandchildren have become another important interest in my life in the past five years. I enjoy many outdoor activities including simple walks in the park. Also, as a Christian, I am frequently involved with church activities.

### **Where do you want to be in five years?**

I see strong company growth over the next five years, expanding in other areas of development consulting for nonprofits including development audits combined with income diversification strategies, creating fundraising plans to forecast increased donor growth and cultivation, building capacity for development departments in emerging nonprofits, conducting workshops for board development as well as grantsmanship services.

# Grant Professionals Network Membership Meeting Wednesday, September 6, 2006

The Grant Professionals Network met Wednesday, September 6, 2006 in the Maitland Civic Center. Jeannie Floyd, president, called the meeting to order at 9:00 a.m. Cara Freedman introduced a number of guests.

Jeannie Floyd introduced the officers and committee chairs. She then asked all in attendance to introduce themselves and give a brief description of what the organizations they represented do.

### **Guest Speaker – Tony Jenkins, Blue Cross & Blue Shield**

Teresa Douglas Shipley introduced the speaker, Tony Jenkins, Marketing President, Central Florida Region and Vice President of Blue Cross and Blue Shield. He was with Walt Disney World for 18 years, starting in restaurant management and later recruiting and hiring chefs and restaurant managers with an emphasis in finance and accounting.

Tony mentioned the local rate of population growth. In 1995 Disney did research and of the 25 million who visited Disney, 4% were Hispanic; 5% were African-American; and 1% were Asian. Today Florida has become the third-largest Hispanic market in the nation. Almost 18% of the population are age 65 and over, a figure that will soon reach 30% and by 2050 is expected to reach 45%.

In terms of percentages, Florida has:

- 3.2 million Haitians, of whom nearly 70% are in Central Florida
- 4<sup>th</sup> largest Jewish market in the nation, with South Florida home to the largest Jewish concentration outside of Israel
- 37% multicultural population. Only 4 states in the U.S. have 51% multicultural population: New Mexico, California, Texas, and Hawaii

Throughout his career, he has focused on building diversity, helping organizations become more aware of the importance of diversity on their boards. He noted that diversity includes a variety of

disabilities. Tony noted that when a company increases its marketing to any percentage in terms of diversity, the company will increase its bottom line by \$15 million.

Tony currently serves on seven boards. To identify diverse individuals who can serve on boards, he looks at individuals who are coming up in organizations such as the Hispanic Chamber of Commerce, African-American Chamber of Commerce, National Hispanic Society of MBA's, and National Association of Black MBA's.

Tony noted that if the choice is to hire talent and diversity, you hire talent every time. However, he focuses on trying to create opportunities for employees to do their best work.

Tony shared some of what Blue Cross/Blue Shield ("Blue") is doing in Florida. There is a health care crisis in Florida including a high diabetes rate in children in Florida. In the past five years, Blue has awarded grants over \$1.5 million per year, plus about \$28 million given separately, corporately. In addition, Blue just went into a partnership with Miami-Dade in a program emphasizing character intangibles. For more information on Blue grants, go to [www.bcbsfl.com](http://www.bcbsfl.com).

Tony shared some numbers related to Central Florida:

- High Puerto Rican population – Orlando/Kissimmee - # 1 area in immigration for immigration in U.S. Business is taking notice - Publix recently opened two Spanish stores, one in Kissimmee and one in Hialeah.
- Brookings Institute survey ranked the top 50 multicultural (melting pot) areas, including :
  - 1st - Los Angeles, CA
  - 2nd - Phoenix, AZ
  - 3rd - Miami, FL
  - 17th - Orlando, FL

## Membership Meeting (Cont.)

- Over 60% of students in Orange County schools are minority students

Tony quoted Ron Lutz, who said, "Funding diverse board members is a process that requires both to get out of their comfort zones."

### Business Meeting

Nancy Ludin moved that the minutes of the August meeting be approved. Teresa Shipley seconded. The motion passed.

Marilyn Hughes shared a profit and loss statement from July 2005 through June 2006 with balance sheet that was presented to serve as a year end treasurer's report. Jeannie Floyd noted that the report had been reviewed by the board of directors. Revisions had been made and the board had indicated the report was ready for a vote. It was noted that there was a negative net income for the year, largely attributable to the fact that no annual conference was held in the spring of 2005. It is anticipated that with income from the conference being planned for 2006, GPN's annual income will again be positive. GPN savings were used to cover the negative income for 2005-2006.

Judy Bennett moved that the July 2005-June 2006 profit and loss statement be approved. Lisa Kaston seconded. The motion carried unanimously.

Marilyn Hughes then presented a combined July and August 2006 treasurer's report covering July 1 through September 4, 2006. A question was raised concerning membership fees that appeared as a loss. During discussion it was noted that anticipated budgeted membership fees appear in accounts receivable and that QuickBooks reduces the fees that are still due. Jeannie stated that a revision to the report needs to be made. Members with questions were invited to speak with Marilyn after the meeting. Jeannie stated that any necessary revisions will be made and the revised report will be put to a vote at the October membership meeting.

Jeannie noted that chairpersons are still needed for the Awards and Nominating Committees. She is currently acting as chair for the committee and will still be calling on people to work with her as needed.

The board met on August 25. Work continues on putting together the strategic plan. The board is also working on plans for the annual conference.

### Highlights of Committee Reports:

Activities – On behalf of Chair Terri Chastain, Jeannie Floyd stated that the speaker for the October meeting will be Deborah Hessler, Corporate Officer and Program Officer with Edyth Bush Charitable Foundation.

Training – Co-chair Jan Tunnell stated that the committee is planning two trainings. One will be held during the November membership meeting, and one will be a separate half-day Introduction to Grant Writing. After January, the committee plans to focus on brown bag luncheon trainings. From January to June 2007, the committee anticipates conducting another half-day training and another training during a membership meeting. Members are invited to send Jan an e-mail if they have ideas for training topics.

Membership – Chair Cara Freedman asked that members review the information on the membership list at the membership table to be sure that their contact information is correct. In addition, a membership list appears on the GPN website, [gpninc.org](http://gpninc.org), and members can make changes or corrections to the list via e-mail through the website. If there are any corrections or changes to be made, members may also let Cara know.

Webmaster/Communications – Melanie Campbell stated that she would update the website by the end of the week. She invited members to send marketing opportunities to her.

Annual Conference – Judy Bennett announced that the annual conference will be held Thursday and Friday, March 15-16, 2006. This year the conference will be held at the Rosen College of Hospitality Management at the University of Central Florida. This is a change from the UCF Student Union, which previously has been the location. Judy has signed a contract with the UCF Institute of Government, which will provide registration services. "Enhancing Excellence in

## Membership Meeting (Cont.)

Grants: Pathways to Success.” Judy is currently selecting topics and presenters.

Awards Breakfast (December meeting) – Jeannie Floyd, serving as acting chair, noted that there are four major awards given annually. She asked that in voting this year, members consider others besides just the leaders who are visible when casting their votes. She emphasized that any member can receive an award; it is not necessary to be an officer or a director to be nominated. This year’s breakfast will be held at Leu Gardens in the Camellia Room on the date of the regular December GPN meeting.

On behalf of Jean Hartsaw, Jeannie Floyd asked members to share amounts of recently received grants.

Announcements included some events to be held in September. Lisa Kaston noted that the Hope and Health Center was having its Headdress Ball, and Pat Zahry noted that Community Coordinated Care for Children (4C) was holding Tees & Ties, including golf and gala fundraising events.

Diane Brown presented the door prize, two tickets to Sak’s Comedy Theater. The winner was Melanie Campbell.

### **Editor’s Corner**

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

[ianaparpart@hotmail.com](mailto:ianaparpart@hotmail.com) no later than **October 10th**.

Many thanks to everyone who contributed to this month’s issue of *Network News*!



### **Benefits of GPN Membership are Far Reaching**

Each year at the annual GPN Awards Breakfast, Jean Hartsaw announces the total grant funding awarded to GPN member organizations as reported in our monthly meetings. That amount represents millions of dollars in funding for the Central Florida community. GPN membership contributes to this success through professional development opportunities and networking with grant makers and other GPN members.

GPN has maintained affordable dues compared to most professional associations to ensure that not only large organizations and agencies can join, but also that developing community-based organizations and independent grant professionals can afford to participate.

The GPN fiscal year runs from July 1 to June 30. Please be sure to pay your dues so that you will continue to receive the benefits of membership which include:

- GPN Monthly Meeting Presenters, Resources & Networking
- Reduced cost for professional development opportunities
- GPN e-newsletter and e-blasts

### **Membership Options**

**Individual (\$50)** - One person receives the benefits of membership. One vote per individual membership

**Agency/Organization (\$100)** - Any person from an agency may receive the benefits of membership. One vote per agency/organization membership.

**Student (\$25)** Students receive all the benefits of membership. One vote per student membership.

# Job Line

**TITLE: Development Associate for Canine Companions for Independence**

**DEPARTMENT: Development**

**CLASSIFICATION: Non-exempt**

**REPORTS TO: Development Director**

**SUPERVISES: Part-time Administrative Assistant**

**PRIMARY PURPOSE OF THE JOB:** This position works closely with the Development Director in the identification, solicitation and development of community, local and regional fundraising sources.

## **ESSENTIAL DUTIES:**

### **Grants:**

- Research and identify local, community and regional grant sources. Record in grant spreadsheet
- Prepare timely filed grants to coincide with funding source guidelines
- Once grant is secured, prepare timely grant reports as requested by grant maker
- Prepare grant progress reports for regional board meetings and for monthly development report to National
- Follow-up declined grants to improve future grant writing procedures

### **Donor Research and Cultivation:**

- Assist with identifying major donor prospects, donors capable of upgrading current gifts
- Prepare periodic progress reports to submit to donors via e-blasts
- Prepare other written assignments pertaining to the development department as needed
- Compose graduate thank you letters (min. 4-6 per year) with input and approval of graduates

### **Sponsorships:**

- Oversee puppy adoption sponsorship program
- Oversee namesake puppy naming program

### **Development Presentations:**

- Give development presentations and demonstrations to volunteers and public with a high degree of professionalism (e.g., graduate follow-up workshops)

### **Oversee Work of Part-time Administrative Assistant**

- Ensure that donor thank you letters and correspondence is prepared in an accurate and timely manner and that donor database has most up-to-date information
- Ensure that presentations are coordinated in a timely and professional manner

## **REQUIRED ABILITIES:**

Ability to use computerized programs such as database, data processing, and other communication software programs.

Ability to network, motivate and train staff, volunteers and clientele.

Ability to perform several tasks concurrently, time management and organizational skills.

Ability to complete necessary paperwork and meet deadlines.

Excellent written and verbal communication skills.

Ability to perform public speaking; ability to complete grant proposals.

# Job Line, Continued

**REQUIRED EXPERIENCE:** Grant writing; computer experience and ability to do donor research

**REQUIRED EDUCATION:** College graduate or equivalent.

**REQUIRED LICENSES:** None.

**WORKING CONDITIONS:** Work indoors and outdoors performing development and administrative duties. Weekend and some evening work required.

**SAFETY HAZARDS:** Minimal hazards. General office working conditions This job description does not list all the duties of the job. You may be asked by supervisors or managers to perform other instructions and duties. You will be evaluated in part based upon your performance of the tasks listed in this job description. Management has the right to revise this job description at any time. The job description is not a contract for employment and either you or the employer may terminate employment at any time, for any reason.

**EMPLOYER:** Canine Companions for Independence is an organization dedicated to enhancing the lives of individuals with disabilities by providing them with highly trained assistance dogs and ongoing support.

**POSITION:** Southeast Region Development Associate

**DESCRIPTION:** Research and identify local, community and regional grant sources and other funding opportunities for an 8-state southeastern region. Prepare and submit timely proposals and reports. Oversee work of part-time Administrative Assistant, ensuring accurate and timely preparation of donor correspondence and recognition and maintenance of donor database.

**REQUIREMENTS:** Bachelor's degree plus 3 years experience or equivalent. Must be self-motivated individual, who is goal-oriented, results-driven and able to manage multi-priorities. Must have excellent written and verbal communication skills. Computer and internet savvy.

**BENEFITS:** Excellent benefits including, competitive salary, matching 403(b) program, medical and dental insurance, life insurance, confidential employee assistance program and generous PTO program.

**APPLICATION:** Please send resume, salary history and cover letter to:

Canine Companions for Independence  
ATTN: Holly Stevens  
PO Box 680388  
Orlando, FL 32808  
Fax: 407-522-3347  
Email: hstevens@cci.org