



Changing Central Florida One Grant at a Time

Network News

April Program

Bonnie Hubbard

Elizabeth Morse Genius Foundation

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The upcoming general membership meeting of the Grant Professionals Network of Central Florida, Inc. will feature **Ms. Bonnie Hubbard**, Grants Administrator, Elizabeth Morse Genius Foundation. More information about Ms. Hubbard appears in the Speaker Profile on the following page.

The Elizabeth Morse Genius Foundation (EMGF) was established in May 1959, in honor of Mrs. Elizabeth Morse Genius, who was the mother of the founder, the late Mrs. Jeannette Genius McKean. The Foundation was established exclusively for recognition of religious, charitable, scientific, educational, literary or educational purposes, and to promote the welfare of mankind. Additional details are available online at <http://www.geniusfoundation.org/index.html>.

The **April 22nd** meeting will occur at the Heart of Florida United Way Dr. Nelson Ying Center, 1940 Traylor Blvd, in Orlando. Networking and refreshments will begin at 8:30 a.m. with the call to order at 8:45 a.m.

The mission of the Grant Professionals Network (GPN) is to provide a collegial forum to facilitate training, resource development, leadership and networking opportunities for grant professionals.



April Speaker Profile

Bonnie Hubbard

Elizabeth Morse Genius Foundation

Bonnie Hubbard is the Grants Administrator for the Elizabeth Morse Genius Foundation for the past nine years. Prior to moving to Orlando, Bonnie worked with a national bank; one of her positions was in a newly developed area that concentrated on revitalizing downtown communities. This gave her first hand knowledge to the impact that nonprofits and their projects can and how their success can change lives. Bonnie is serving as chair of the United Arts Standards and Allocation Committee and a member of their Executive Committee. She has a B.S. in Management from the University of West Florida and is currently pursuing a Masters Degree in Nonprofit Management from the University of Central Florida.





Exciting Training Opportunities !!

Rollins' Philanthropy and Nonprofit Leadership Center (PNLC) announces its training:

APRIL

- *Fundamentals of Successful Fundraising* (Required for the Certificate in Philanthropic Fundraising) — *Wednesday & Thursday, April 22 & 23 and Wednesday & Thursday, April 29 & 30*
The cornerstone of the Certificate in Philanthropic Fundraising, this workshop, designed for those at beginner or intermediate levels of fundraising experience, covers the scope of fundraising vehicles and techniques used to gain the resources for nonprofit success.
- *Restructuring - An "Out of the Box" Solution for Tough Times* — *Tuesday, April 28*
With resources declining, operational expenses rising, demand for services increasing, and calls for greater accountability and regulations of nonprofits, are you concerned about your nonprofit's viability and future? Are you looking for alternative solutions other than more belt-tightening, painful layoffs, service cut backs, and ramped up fundraising efforts? Have you considered merging, shared services or developing an alternative legal arrangement with another nonprofit? Restructuring, done responsibly, can be a "game-changing" solution for many nonprofits. Join this provocative and practical conversation to learn the options, benefits, risks, and processes of restructuring.
- *Volunteer Managers Academy* — *Tuesday, April 28 & Wednesday, May 6*
Volunteer managers need a variety of skills in order to guarantee that their nonprofit is able to accomplish its mission. This two-day workshop is designed for volunteer managers who wish to earn a Certificate in Volunteer Management. Participants will learn techniques for recruiting, training, placing, retaining and rewarding volunteers as well as ways to increase the teamwork with staff. They will learn the necessary elements for creating a volunteer manual.

MAY

- *Telling Your Nonprofit Story by Creating a Business Plan* — *Monday & Tuesday, May 4 & 5*
Business plans are essential part of the 501c3 process, the IRS wants them and funders are requesting them. Rather than just creating a document because you have to, this workshop will help you create a business plan that you will be able to use in running your nonprofit. Presented by Tom Kruczek, Adjunct Professor and Executive Director of the Syracuse University Falcone Entrepreneurship Center.
- *Steps for Starting a 501c3 Nonprofit* — *Monday, May 11*
This session provides a basic overview of the steps for starting a 501c3 nonprofit corporation. Participants will receive practical information about mission/vision, board of directors, bylaws, realistic funding expectations, and the process for Florida state incorporation and federal government tax-exempt status.
- *Your Nonprofit Brand: Key to Mission Success (Leaders Series Lunch)* — *Wednesday, May 13*
One key to mission success is brand marketing to maximize communication and awareness. More so than ever, effective communication and awareness are essential. At this lunch you will pick up helpful branding tips and learn what makes a successful brand strategy. Presented by Mary Conway Dato-on, Associate Professor of International Business at Rollins College, Crummer Graduate School of Business.
- *Relationship Building for Gift Giving* (Required for the Certificate in Philanthropic Fundraising) — *Thursday & Friday, May 14 & 15*
No matter what fundraising vehicle you employ - major gifts, proposal writing, special events, planned giving - success depends on relationship building. This two-day workshop will help you relate to each of your donors in a personal way based on an understanding of their behavioral style as well as your own.



• <http://www.pnlc.rollins.edu/> •



Exciting Training Opportunities !! (Continued)

2008-09 GPN Trainings (Theme: Grant Professionalism)

UPCOMING EVENT

May 14, 2009 11:30 am -12:30 pm	Brown Bag Session Topic: ETHICS IN GRANTSMANSHIP Panel led by : Jeannie Floyd, Orange County Public Schools Location: Heart of Florida United Way (Ted Crowell Room, 2nd Floor)
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Brown Bag Session NOTES: Attendees should be sure to bring lunch, but water will be provided. Brown bag trainings are free for GPN members and \$5 for non-members. To register, download and complete the appropriate brown bag registration form from the GPN Web site at <http://www.gpninc.org> and e-mail it to floydjg@gmail.com. If applicable, pay online by PayPal. You also may mail your registration with your check to GPN, P.O. Box 532051, Orlando, FL 32853. If you have further questions, contact Jeannie Floyd, GPN Professional Development Chair, at floydjg@gmail.com or call 407-496-3581.

Announcements and registration information are also available on the GPN website at <http://www.gpninc.org>.

Grant Writing and Grant Management Training Offered in Central Florida

Learn how to stay in compliance with grant management regulations and laws by attending **Grant Writing USA's** two-day Grant Management Workshop presented in partnership with the Disney Entrepreneur Center in Orlando on **May 4-5, 2009**. If your agency receives grant funds, this training is for you.

Grant Professionals Network of Central Florida members will receive a \$100 class discount—please use code **“GPN”** at time of registration. Seating is limited, online reservations are necessary. For more information visit:

<http://grantwritingusa.com/events/manage/orfl0509m.html>



GPN Meeting Minutes

Wednesday, March 25, 2009

Grant Professionals Network Membership Meeting Wednesday, March 25, 2009

Meeting was called to order at 8:49 am by President Georgiana Tynes.

Introduced the Board of Directors, Directors and Committee Chairs.

Chris Howell, introduced guests – Congressman Grayson's aide – Darren Vierdaz and Marie Lee Walker.

Approval of the January minutes
Moved: Todd Stroup, Seconded: Katherine Zimmerman, Vote: Unanimous Approval

Speaker

Mark Brewer, President/CEO & Michelle Chapin,
Project Director for Community Foundation of
Central Florida
Topic – DonorEdge

This is not fundraising software.

Looking for people who want to make an investment in the community.

1-2 years of change in focus from the foundation

Capacity & sustainability on the Obama platform for nonprofit – hasn't been revealed.

Vast majority in Central Florida 80% has an annual budget of less than 1 million. * These individuals do the most good.

- Medium Organization – \$1-9.9 million
- Large Organization - \$10-49 million
- Very Large Organization - \$50 plus million

Fundable Characteristics

1. Clear, inspiring, and compelling mission.
2. Strategically comprised, focused and productive board. (They are out in the community talking about the organization).
3. Compelling and rational strategic plan.
4. Impressive track record.
5. Highly effective and principled Executive Director with excellent leadership and management skills and reputation.
6. Competent, committed and diverse staff who hold positions that maximize their strengths and compensate for their weaknesses.
7. Effective and efficient management systems that are appropriate for the current state of growth of the organization.
8. Highly quality communications, both the strategy and the presentation of the organization's brand image.
9. Critical mass of stakeholders that are congruent with the strategic plan.
10. Office and equipment that is consistent with the image, the management and the program delivery requirements of the organization.
11. A "leader development culture" where each individual understands and is committed to the mission, strategy and goals, is supported in their professional growth, and is accountable for their performance.
12. Funding that is:
 - Diverse by type of source e.g., foundations, corporations, government, endowment, annual campaign, income producing vehicles and program related investments.
 - Balanced by type of use, e.g., program delivery, management, capacity building (systems development and financial strength), innovation and mission orientation.
 - Renewable, e.g., multi-year, regular/annual, and/or and a base of funds that generate income.
 - Aligned with the organization's strategy.
 - Effectively and efficiently uses the board, stakeholders, and executive director to create opportunities and successfully secure resources.



GPN Meeting Minutes

Wednesday, March 25, 2009

Individual philanthropists have grown by 400%.

It is more important that you are here than who you serve (sustainability); it shows that you are going to be around.

New Knowledge – High net-worth donors, foundations, and funders share a need for knowledge about the nonprofits they want to invest in.

- Where have you been?
- What have you done?
- Who is on your board?
- How efficient & effective are you?

New Marketplace –

- Why does it matter & how does it impact the rest of the community?
- What's the value of your mission to the rest of us?
- Where do we go from here?

A Typical Foundation

- Does initiative funding – they come looking for you vs. you going to find them.

Portfolio Funding

- Pick a social cause & find the organizations that can help those causes w/ longer term results.

Collaborations—is the organization making its own portfolio?

Systemic communication – be TRANSPARENT.

Donor Edge

- Market changes happening.

Public web portal to you. No ranking & rating. Are you sustainable? Opportunity to explain.

Programs – How do you measure them? Metrics?

Things people can learn about your organization:

- Succession Plan
- Capital Campaign
- Endowment
- Top 3 Funders
- Are you sustainable
- Opportunity to explain any issues or problems with your organization.
- Programs
 - ◊ How do you measure them?

Usually you have to deduct 4.7% for credit cards when you accept them on you website. Through Donor Edge, it will be added in for the donor to understand there is such a charge.

In the Central Florida area, there are currently 3,500 nonprofits. On GuideStar there are 1.7 million.

Currently 100 organizations are in the process of building their portrait, with a total of 500 who were invited to be part of this project. Covering seven counties – Brevard, Lake, Orange, Osceola, Polk, Seminole, and Volusia.

Community Collaborative & Initiates – LEARN

Compare your organization with others:

- How well you operate vs how well you do what you do
- Duplication of services
- Mergers

Thus far two orientation s are being held each month at Rollins, lasting 2 hours.



GPN Meeting Minutes

Wednesday, March 25, 2009

There is a user guide, with all the items you need to have ready to complete the process. The process on average takes about 4 weeks to complete. It will then be reviewed prior to it being published. The hope is to have 250 portraits ready to launch publicly in either May or June. At that time there will be a public unveiling and those who have completed and had their portraits published will possibly be able to get some funding.

Donor Edge is currently in seven cities nationwide – Some of which are: Nashville, San Diego, Kansas City, Houston, Columbus, and now in Orlando.

Currently the database is for 501(c)3's and not government agencies like Lou Gardens, but they are working on it for the future.

Grantors will no longer need all the data because it will be on the website, but they'll still need the grant completed.

Brenda Bray, offered the following insights –

- Get board members involved.
- Research best practices from other nonprofits.
- Nonprofits & for profits.

\$90 million worth of donations are lost because of one phone call not returned; because they didn't know the person.

Donor Edge can be a marketing tool.

Gift cards and other strategies will be available in about a year.

Capacity learning for individual to get info about your organization on the website.

30% Marketing & 70% Transparency / knowledge base

Committee Reports

Grant Awards – Georgiana Tynes passed around the form to gather grant funding on behalf of Lee Bailey.

Nomination – The year is coming to an end and board members, directors and committee chairs are needed. Form was past around to get people thinking about individuals that might fit the bill.

Conference – SOLD OUT!!! The “Thriving Through Creativity”, conference a collaboration with UCF and the Nonprofit Advisory Council was a success. The speakers and sponsors were all a hit. Plans have been made to collaborate again next February. Three individuals were granted scholarships for the conference via Rollins College Philanthropy and Nonprofit Leadership Center.

Collaborative Sharing

- Joan Beary, Cara Eule, Katherine Zimmerman, and Susan Mitchell all discussed funding they've received for their organizations.

Newsletter – Kudos for all the great information.

GPN members were invited to be part of a AFP panel discussion for their April 15th Chapter meeting.

Door Prize drawing – Jana Parpart won.

Adjournment at 10:23 am

Respectfully submitted by Melanie Campbell,
GPN Secretary 2007-2009



GPN Meeting Dates and Location

The location of GPN's general membership meetings is the Heart of Florida United Way Dr. Nelson Ying Center, 1940 Traylor Boulevard in Orlando. The facility is centrally located near the intersection of 441 and Princeton Street. (The specific space for GPN meetings is called the Dr. P. Phillips Community Meeting Room and is located on the facility's main / first floor.)

To adapt to United Way conference room availability, the meetings will be held the **fourth Wednesday of each month**.

The remaining current fiscal year (July 1-June 30) meetings will occur on the following dates:

- April 22, 2009
- May 27, 2009
- June 24, 2009

Editor's Corner

Please forward articles or news items for publication in the next issue to Shannon Callahan at callahas@osceola.k12.fl.us no later than **May 10, 2009**.

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

Shannon Callahan, Editor
GPN Network News



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