



Seeds for Change Consulting  
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**Seeds for Change Consulting, LLC**  
**Grant Writing Portfolio**  
**2011-2012**

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## **EXPERIENCE**

Seeds for Change Consulting, LLC is an Austin, Texas-based consulting firm offering customized services to non-profit organizations in the general areas of consulting, compliance, fundraising, writing and events. Founded in 2004 by Stacy Wheeler Ehrlich, CFRE, the firm has worked with over sixty local, regional and national organizations in collaborative partnership within a professional, experienced framework. Seeds for Change opened its East Coast Office in 2008 in Atlanta. We are:

- Personalized in our quality
- Gracious in our work
- Diversified in our experience
- Unquestioned in our integrity

Three of the ten partners are experienced grant writers – Stephanie Limb, Amy Nunn and Stacy Ehrlich. Familiar with working together as a team, they provide a full service grant writing program of the highest caliber while being efficient and cost effective. Please find their experience summaries below; resumes on all three women can be found at the end of this portfolio.

Our team of grant writers bring qualifications and skills to grant management and proposal writing projects that exceed typical qualifications to perform the job successfully:

1. All partners have bachelor's degrees from an accredited college or university, and two have master's degrees. One partner holds a CFRE as well.
2. Together we have more than 60 years of development experience.
3. SFCC has a solid track record of success in winning foundation grants and corporate gifts (see partial list on page six).
4. SFCC has a strong working knowledge of current corporate and foundation funding requirements.
5. SFCC excels in prospect research.
6. All partners have a strong ability to work independently, with both local and remote clients.
7. All partners have excellent written and verbal communication skills.
8. All partners are able to use computers effectively including word processing, spread sheets, and donor/prospect database programs.

### Stephanie Limb

Stephanie Limb has nearly 15 years experience working with national policy organizations seeking to improve the health care of low income children in the US. She has co-authored numerous reports and peer-reviewed journal articles on topics related to children's access to care, Medicaid financing and delivery, and health care reform. She has written on issues affecting young children, including financial access to hearing aids and Medicaid financing of early childhood development services, and those affecting adolescents, including Medicaid eligibility gaps and confidentiality. She has also co-written grant proposals seeking funding for initiatives to improve health and health care for children with special health care needs and for publicly insured adolescents, including Robert Wood Johnson Foundation, Quality Health Foundation, Maternal and Child Health Bureau (federal), and Nathan Cummings Foundation.

Stephanie was raised in Houston and received a bachelor's degree from Yale University and master's degree in philosophy and public policy from George Washington University. After 15 years in Washington, DC, she returned home to Texas with her family in 2009. She has been a consultant with Seeds for Change Consulting, LLC since May 2010 with a focus on grant strategies, writing and compliance.

## Amy Nunn

Amy Nunn is an experienced grant professional with over ten years experience in successful proposal development, grants management, and reporting. Amy's grant writing experience has been dedicated to human service organizations providing education and social services. In various staff and consulting positions, Amy has managed grant portfolios ranging from \$50,000 to \$6 million, with a mix of private funders and government contracts. In addition to proposal writing, she is highly skilled in prospect research, budget preparation and review, program evaluation, funder reporting and compliance. For multiple agencies she has developed and implemented grants management systems to monitor application deadlines, reporting requirements, and pending grant amounts. Amy is experienced in the Central Texas philanthropic community, as well as state, national, and government funders. In addition, she has six years of experience working at Lance Armstrong Livestrong Foundation reviewing and approving grant applications.

Amy is an Austin native and graduated from St. Edward's University with a degree in Sociology, has completed several continuing education courses in proposal development and is a member of the Grant Professionals Association. She has a long history of community volunteer work, and currently serves on the Board of Directors - Grants Committee, for Zilker Theatre Productions. Amy joined Seeds for Change in the Fall 2010 and works with the firm's clients to strengthen and maximize their grants programs.

## Stacy Ehrlich

Seeds for Change founder, Stacy Ehrlich, has over 15 years of grant writing experience for non-profit organizations across Texas, California and Georgia both as a staff employee responsible for a grants program, and as a freelance consultant. In the past three years she has personally created and managed eight grants programs for organizations and conducted extensive prospect research for an additional four. Since 2008 she has written over forty LOIs, proposals and reports, successfully receiving more than \$2.2 million for clients. From 2007-2009 Stacy also served on the grants committee of Heart House of Austin as a board representative, and was lead grant writer for the Junior League of Austin in 2001-2002. Both grant programs grew substantially during her volunteer tenure.

In 2009 Stacy was the editor of an \$8.5 million State of California proposal for a client's charter school campus. That grant was successfully funded (although the project is currently on hold pending the state's ability to reconcile its dismal financial situation which has frozen all projects related to that particular bond issuance). During 2008 – 2009, Stacy took a \$400,000 grants program and turned it into a steady \$3 million revenue stream in less than twelve months for an Atlanta client. Over the past 15 years she has managed several multi-million dollar corporate and foundation programs and has written and co-written successful grant proposals totaling more than \$30 million.

Stacy is a native Texan with a bachelor's in advertising from the University of Texas at Austin, a master's in human services from St. Edward's University, and a Certified Fund Raising Executive (CFRE) designation since 1999. She lives in central Austin with her husband and two children.

## Sample of recent projects

Breast Cancer Resource Centers of Texas – contract grant writing team responsible for prospecting, developing grants pipeline, and writing and submitting 12 comprehensive proposals to diversify funding sources and increase total fundraising goals. May – October 2011

FATE – Foster Apprentice Training Enterprises – a new non-profit organization being established to provide resources to emancipated foster care youth aged 18-22 . We are the lead consultant responsible for all fundraising, marketing and communication aspects of the agency including funder research, website development, full grants program including prospect research and proposal writing, capital campaign readiness and board development. 2010-2011.

Front Steps, Inc. – proposal manager for the renewal contract to the City of Austin to operate and manage Austin Resource Center for the Homeless (ARCH) – the city’s largest overnight homeless shelter and resource center - in response to the City’s request for applications – Spring 2010. Contract was awarded in September 2010.

Heart House of Austin – free, award winning afterschool and summer care to low income children in kindergarten through grade 5 in Austin and Houston – multiple projects as board member or consultant including (2005 – 2009) programmatic evaluation; creation, recruitment and selection of a development professional staff position; grant proposal writing and reporting; conceptualization, planning and implementation of inaugural fundraising event. Full compliance assessment of human resource policies and procedures Heart House USA (2011).

KIPP Austin – network of free, open enrollment charter schools dedicated to narrowing the achievement gap in public education and putting underserved students on a path to college. Long-term, contract grant writing team responsible for all aspects of grants program management, including identification of new prospects, grant report writing, proposal ideation, and proposal writing and preparation, pipeline development and management. Academic Year 2011-2012.

Mobile Loaves & Fishes, Inc. – creator and lead project manager on the survey of the homeless, report and presentation, as well as project manager, creative team and event planner for the National Symposium on Homeless held at St. Edward’s University March 2010. Prospective grant research and master pipeline creation as well as author of several proposal templates for staff use in submitting proposals through 2011. 2008-2010.

Texas Medical Association Foundation – researched and conducted full due diligence of nearly 30 regional and state funding prospects as identified by the foundation staff and board to determine best match candidates for their child safety, scholarship and immunization education programs. Ranked prospects and created a proposal calendar for the top prospects. Fall 2010.

Former Mayor Bruce Todd’s Tutoring Incentive Program (TIP) at Eastside Memorial High School, a project of Austin Community College’s Center for Public Policy and Political Science – manager of individual and corporate funding including prospect research, website development, management of the mayor’s solicitations, and grant writing. 2009-2010.

University of Texas at Austin – McCombs School of Business – contract grant writer to develop grant proposals, including response to federal government RFP, collateral materials, and corporate sponsorship proposals for the business school’s career services, scholarships, international studies, Energy Center and other initiatives identified as priorities by senior Corporate and Major Donor development staff and faculty. Initial contract has led to an ongoing retainer agreement and additional projects. Winter-Summer 2011.

## Some Recent, Relevant Grant Writing Successes - amounts may be for multiple proposals

Funder	Amount	Focus
3M	15,000	human services, education
A Glimmer of Hope Foundation	25,000	family education and literacy; (pending) curriculum
Aetna Foundation	15,000	(pending) health care policy
Alice Kleberg Reynolds	13,000	health, human services (2)
Amerigroup Foundation	10,000	(pending) health care policy
Applied Materials	10,000	human services
Austin Community Foundation	45,000	human services; capacity building (5)
Bank of America	30,000	human services, at-risk children
Betty & Davis Fitzgerald Fndn	100,000	school success – at-risk children
Comcast Foundation	150,000	Literacy program for foster children
Cora Foundation	10,000	permanent housing for homeless adults
Dell Foundation	100,000	education (2)
Dollar General Foundation	15,000	Education & literacy
ECG Foundation	5,000	general operating, human services
General Mills Corporation	150,000	nutrition program for at-risk youth
Jesse Parker Williams Foundation	80,000	psychiatric & medical care- special needs foster children
Junior League of Austin	3,000	event sponsorship – at risk adults
Kelley Foundation	75,000	education
Lola Wright Foundation	23,000	Supplies for education program and literacy program (2)
Lowe Foundation	10,000	human services
Majestic Realty Foundation	5,000	General operating – at-risk youth
Rachael & Ben Vaughan Fndn.	6,000	education, human services
RGK Foundation	33,500	at risk youth/human services (2)
Seawell Elam Foundation	7,000	education
Shield Ayres Foundation	7,000	Women's health
Target	4,000	Arts education, literacy program
Texas Bar Foundation	20,000	seed money; at risk youth
The Brown Foundation	125,000	education (2)
The Convergence Institute	225,000	education (2)
The Energy Foundation	100,000	(pending) energy policy
The Trull Foundation	10,000	education (2)
The Women's Fund	27,000	parenting education; health
Topfer Family Foundation	17,500	education
United Way Capital Area	20,000	(pending) behavioral health
WalMart	550,000	(pending - 2) Energy education; at-risk adults
Webber Foundation	25,000	children's health
Whitehead Foundation	475,000	foster care support
Wright Family Foundation	27,500	family education and literacy, at risk nutrition

## **PROSPECTIVE TASKS AND GRANT SERVICES**

Tasks we are well qualified to accomplish could include the following – obviously depending on actual agency needs as they relate to the contract grant writer:

1. Seeds for Change could conduct a review of private philanthropy foundations via Grant Station and the Foundation Center national databases. Research could include review of current funding priorities, giving histories, geographical restrictions, giving ranges, application requirements and processes. The firm could research dozens of potential funders resulting in a list of best and good matches.
2. Seeds for Change could compile research and develop a multi-faceted Grant Development Plan and calendar, which could include prospective grant sources, deadlines for applications and review/approval, and anticipated funding. Prospects could be ranked in priority order based on best and good matches.
3. The firm could adapt old proposal information, incorporating current data and future expectations into proposal templates. This could include the development or update of standard language, such as organization background and capacity, need for program, program outcomes, evaluation methods, etc.
4. Seeds for Change could develop and complete grant applications in accordance with guidelines as specified by the funding source(s). Each proposal could be modified to reflect the interests and requirements of the funding source.
5. Seeds for Change could submit draft applications and obtain approval of all applications from the Executive Director prior to submission by the Board, interacting with the Board as requested.
6. Seeds for Change could provide ongoing data entry, pipeline management, reporting, and archival services as they relate to the grants program.

While each project is its own unique collection of tasks and responsibilities, we typically start with an immediate assessment of urgent needs and then quickly move to the creation of a plan that will then be executed over time. We find that our work usually is front loaded with over 60% of the hours worked in the first 25% of the total contract time. Outlines might look something like:

- Urgent tasks for the first 15 business days of project
- Development of Project Work Plan for remainder of contract
- Research and Pipeline Management
  - Prospect Identification, Research and Prioritization
- Template Development
  - Well developed templates for up to multiple topic areas
- Document Submission
  - LOIs, online applications and full proposals
- Administrative Services
  - Monthly allotment of data entry, grant reporting, acknowledgements and pipeline management
- Project Management
  - Monthly allotment of project management, meetings, communication and reporting

In relationship with any organization, Seeds for Change will provide regular and accurate status updates via scheduled and unscheduled meetings and phone calls, as well as consistent email communication. We will provide strong project management skills and endeavor to meet all deadlines. While we cannot and will not guarantee financial outcomes, we will endeavor to apply our expertise to mature and strengthen the organization and increase revenues within the context of a strategic, comprehensive, and long term grants program.

## **Client Deliverables**

As a member of the collaborative partnership, the client agrees to provide timely information, edits and responses to requests for information, will assign a single liaison for Seeds for Change, and will maintain clear, solid decision making processes. The client is responsible for playing a significant role in funder prospect and donor cultivation and meaningful stewardship to build its own unique long term relationships with funders.

The client has final approval of all created material and is solely responsible for the content accuracy of the created intellectual property and its use. The client is responsible for all actual solicitations, will be the signatory on all proposals, and will at all times remain the custodian of its own funds and donations.

## **PROJECT APPROACH AND PHILOSOPHY**

At Seeds for Change Consulting, our goals include bringing affordable, viable solutions to non-profit organizations so they may better fulfill their missions of serving our communities. We respect the work and dedication of every non-profit staff member, board member and volunteer, aiming to make their work more efficient and effective. We enter every relationship with a focus on transparency of information, sustainability of program, and the creation of mutually beneficial partnerships.

Seeds for Change is customer focused and readily able to customize our services to minimize weaknesses and emphasize strengths. We do this by creating a strong, solid foundation of understanding, professional knowledge, and out-of-the-box creativity. We then carefully layer on top of that foundation essential skill sets, communication mechanisms, and publicity materials. We top it with hands-on training and execution. The resulting whole product is the client's to keep, use, expand, contract, and repeat. This sustainable form is key to long term success.

## **APPENDIX**

- Resumes to follow; formatted separately.
- References available upon request as a part of contract negotiations.
- Contract terms and specifics are also a part of negotiations.