



Seeds for Change Consulting
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Seeds for Change Consulting, LLC
Consulting 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

All of the ten lead partners are experienced non-profit professionals, board members and volunteers. Familiar with working together as a team, they provide full service consultation, planning, implementation and evaluation – all of the highest caliber while being efficient and cost effective. Resumes on all partners can be found at the end of this portfolio while a list of additional “special project” consultants can be found on our website.

Our team brings qualifications and skills to all non-profit work that exceed typical qualifications to perform the job successfully:

1. All partners have bachelor’s degrees from an accredited college or university, and several have master’s degrees. Two partners hold their CFRE designation as well (Certified Fund Raising Executive).
2. Together we have more than 100 years of development experience working with and for Texas non-profit organizations.
3. SFCC has a solid track record of success in winning foundation grants and corporate gifts (see partial list on page six), managing projects from start to finish, and assisting with a multitude of tasks – whether in strategic planning or crisis mode.
4. SFCC has a strong working knowledge of current trends, best practices, funding requirements and compliance issues in the industry.
5. SFCC excels in prospect research of individual, foundation and corporate donors.
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 and are reputable professionals.

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. 2011.

Easter Seals Central Texas – partner has been hired as acting Chief Development Officer to restructure the development team to meet and expand the potential of the agency, its mission and its fundraising goals. Implementing new policies, procedures and best practices as well as managing existing and new development staff. Fundraising goals include an overall increase of 200% over the next three years. 2011-2012.

Families First, Inc. – (Atlanta, GA) developed a five-year fund development plan for this 100-year old agency seeking opportunities to increase fundraising goals from \$1.5 million to \$13 million. Created a master proposal pipeline with well-researched prospect profiles on over 50 potential funders. Wrote five comprehensive programmatic template proposals for the agency's use through 2009. 2007-2008.

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. Also project managing the creation of the curriculum, program and policy manuals. 2010-2012.

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.

GENAustin – communications consultant for traditional public relations and new media including the creation and implementation of a multi-faceted program for the 2011 We Are Girls' Conference. Conference attendance increased 50% year over year with significant increases with specific targeted populations. 2011.

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.

My Healing Place – unique and challenging project of performing an Executive Director search to replace the existing founder who is moving into a program director position. Delicate in nature, but dynamic opportunities, Seeds for Change found the perfect balance of representing the agency professionally and

effectively, while allowing the right candidate to come to the forefront on her own merit. Also assisting with transition tasks. 2011-2012.

Narcolepsy Network – “the” connection resource for individuals living with narcolepsy. Seeds for Change managed the redesign of their website, message boards and online resource library. Continue to contract with the agency for ongoing technology maintenance, troubleshooting and upgrades. 2009-2012.

Partnerships for Children – multiple projects as consultants, board members, and volunteers. Including the creation of a formalized grants program, implementation of the annual gala (which have raised more than \$500K net in four years). Implemented training, guidelines and best practices for the Board of Trustees and managed the creation, implementation and evaluation of several strategic plans. 2007-2012.

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 key 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, 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 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	10,000	(pending) health
Amerigroup Foundation	10,000	(pending) health care policy
Applied Materials	10,000	human services
Austin Community Foundation	45,000	human services; capacity building (5)
Avon Foundation	125,000	(pending) health
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
Federal Department of Energy	360,000	(pending) energy policy
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 Foundation	6,000	education, human services
RGK Foundation	33,500	at risk youth/human services (1; 1-pending)
Seawell Elam Foundation	7,000	education
Target	2,000	Arts education
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
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

PROJECT APPROACH

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
- Execution of Work Plan
- Mid-Contract Evaluation and Assessment
- Administrative Services
 - Monthly allotment of data entry, project reporting, acknowledgements and tasks as needed to effectively meet expectations and goals
- Project Management
 - Monthly allotment of project management, meetings, communication and status reporting
- Evaluation and Recommendations for Future Projects

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 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 and donors.

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 official correspondence, and will at all times remain the custodian of its own funds and donations.

FIRM 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 for the organization.

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.