Fundraising Assignment
SW 663: Grant-getting, Contracting and Fund Raising
Fall 2015
Professor Diane Kaplan Vinokur

Assignment Goal
To write a complete proposal for a 501(c)3 organization that could be sent successfully to a foundation for funding.

Assignment Timeline
- September 30-October 1: Class discussion on conducting a literature review and writing the need or problem statement
- October 7-8: Goals, program objectives and methods of the program or project proposal
- October 14-15: Evaluation plan
- October 21-22: Letter of inquiry, budget, budget narrative and sustainability of the program
- November 4-5: Final proposal due

List of Partner Organizations/Agencies Where You Can Do a Proposal
* All are located at: NEW Center, 110 North Main Street, Ann Arbor, MI 48104*
**Website: www.new.org**

1. Ann Arbor Youth Chorale (AAYC)
2. Association of Outdoor Recreation and Education (AORE)
3. Legacy Land Conservancy
4. NEW: Solutions for Nonprofits
5. ReLeaf Michigan
6. Veterans' Empowerment Neighborhoods (VEN)
7. Washtenaw Association for Community Advocacy (WACA)
8. Huron Valley Watershed Council

1. Ann Arbor Youth Chorale (AAYC)

About: The Ann Arbor Youth Chorale aims is a non-profit organization whose mission is to enrich the community by supporting young singers to excel in musical performance and social activities. Their goals are: to foster personal and social growth of choir members and promote their sense of self-worth, accomplishment, and pride; to achieve excellence in public and recorded performance; to offer membership to children of all
racial, cultural, religious, and economic backgrounds; to increase the quality of singing in
area youth choirs by providing an organization which augments the available choral
experiences; and to contribute to the cultural life of Ann Arbor, Michigan, and the US.
[Text adapted from website]

Project Proposal: TBD

Contact Person: Lori Harris, Administrator
Lori Harris has worked with AAYC since 2009. Prior to that time, she worked for the
Ann Arbor Public Schools in Purchasing, Finance, Partners for Excellence and the Fine
Arts & PE departments.

Phone: 734-996-4404
Address: 1100 N. Main Street, Suite 111
Website: www.annarboryouthchorale.org
Email: aaycadmin@annarboryouthchorale.org

2. Association of Outdoor Recreation and Education (AORE)

About: The mission of the Association is to provide opportunities for professionals and
students
- in the field of outdoor recreation and education to exchange information, promote the
preservation and conservation of the natural environment, and address issues common to
college,
university, community, military, and other not-for-profit outdoor recreation and education
programs.
[Text adapted from website]

Project Proposal: TBD

Contact Person: Jeanette Stawski, Executive Director
Jeanette Stawski has worked for many years in the field of outdoor recreation and
education. She is a Leave No Trace Master Educator, a National Outdoor Leadership
School Instructor, a Wilderness Medical Training Center Wilderness Medicine Instructor,
and an Emergency Medical Technician. She completed 11 years as the Director of
Outdoor Adventures at the University of Michigan. Prior to working for UM Jeannette
worked for 5 summers as a professional outdoor guide. She has mentored over 500
participants while leading multiple extended programs.

Phone: 810-229-2782
Address: 1100 N. Main Street, Suite 101
Website: www.aore.org
Email: jstrowski@aore.org

3. Legacy Land Conservancy

About: Legacy Land Conservancy protects forests, prairies, farms, wetlands and waters.
This organization was founded in 1971, and is Michigan’s oldest organization
dedicated to the voluntary conservation of locally important land. Today, Legacy has grown to nearly
6,000 acres of conserved lands that provide safe drinking water, places to play, and vibrant
local farms.

[Text adapted from website]

Project Proposal: Legacy Land Conservancy is looking to find funding for a one-time
technology cost associated with migrating donor data from an existing platform to a Salesforce platform.

Contact Person: Diane L. Dupuis, Development Director
Diane Dupuis has had extensive grantseeking experience, having worked with Grand Traverse Regional Land Conservancy and currently as the Development Director with Legacy. The Project Legacy is seeking to do is similar to one Diane has implemented before at Grand Traverse Regional Land Conservancy, of which she oversaw the migration and implementation of its donor data to a new platform.

Phone: 734-302-5263
Address: 1100 N. Main Street, Suite 203
Website: www.landlegacyconservancy.org
Email: diane@legacylandconservancy.org

Last updated: Fall 2015
4. NEW: Solutions for Nonprofits

NEW SOLUTIONS FOR NONPROFITS

About: NEW seeks to improve the impact and performance of nonprofits by creating innovative solutions. NEW is a co-location that provides affordable office space and share office equipment for nonprofits. Since 1993, NEW has been helping nonprofits by providing educational, consultative, and technological solutions, as well as providing support for issues and challenges that nonprofits face.

[Text adapted from website]

Project Proposal: TBD
Contact Person: Ms. Yodit Mesfin-Johnson – Chief Relationship Officer
email:

As Chief Relationship Officer, Yodit initiates strategic partnerships, high impact collaborations, and innovative business opportunities while building and driving the growth of a robust ‘relationship ecosystem’ for our organization. Yodit brings many years of experience, both in corporate and entrepreneurial endeavors, to this role. Prior to joining NEW, Yodit directed a statewide business development project for the Center for Empowerment and Economic Development (CEED). In that capacity and since, she has been a frequent speaker and advocate for nonprofits and social entrepreneurs. Yodit studied Marketing and Communications at Eastern Michigan. She is the 2014 recipient of the American Business Women’s Association Rising Star award and serves on several area committees and boards.

Phone: 734-998-0160
Address: 1100 N. Main Street, Suite 100
Website: www.new.org
Email: ymesfin@new.org

5. ReLeaf Michigan

ReLeaf Michigan

About: ReLeaf Michigan is a state-wide tree planting and education organization. Its mission is to educate the public on the value of trees. Since its founding in 1988, ReLeaf
has planted over 28,000 trees and worked with over 350 communities on tree related projects.
[Text adapted from website]

Project Proposal: TBD

Contact Person: Melinda Jones, Executive Director

Phone: 800-642-7353, 734-718-2702 (cell)
Address: 1100 N. Main Street, Suite 105
Website: http://releafmichigan.blogspot.com/
Email: mjones@releafmichigan.org

6. Veterans' Empowerment Neighborhoods (VEN)

About: The goal of VEN is to promote sustainable supportive services to prevent homelessness. VEN will take a proactive approach to assisting military men and women in returning to an independent lifestyle. VEN services include: support and reintegration to veterans and families as well as active duty military and their families; home repair for disabled and elderly veterans; mailbox service; email services; community outreach; employment assistance and job training; short term and permanent housing; and emergency assistance for veterans and their families.

At VEN, civilians have been recently added to their target market due to requests for rehab and home modification assistance for seniors and individuals living with disabilities. VEN initially started providing supportive services and permanent housing placement for single veterans and veterans with families. However, in the fall of 2014 they began to receive calls requesting home modification assistance for the installations of grab bars, roll in showers, wheelchair ramps etc. The Board then decided that they would not turn anyone down and to include civilians that have been either overlooked or whose annual income exceeded most agencies’ income threshold. The organization is funded through fundraising and grants. The grants received go back out the door to fund the programs, 5% is used to operate the organization, and all services are free to clients.
[Text adapted from website and email correspondence]
[Brochure of services offered included in email]
7. Washtenaw Association for Community Advocacy (WACA)

About: ACA's mission is to ensure that people with disabilities and their families have choices, opportunities, and the supports they need to be fully included in community life through advocacy and education. ACA envisions a community that fully supports equality, dignity, respect and inclusion for all people.
[Text adapted from website]

Project Proposal: TBD
Contact Person: Kathy Homan

Phone: 734-662-1256 ext 205
Address: 1100 N. Main Street, Suite 205
Website: www.washtenawaca.org
Email: khoman@washtenawaca.org

8. Huron Valley Watershed Council

About: HRWC runs several scientific programs designed to gauge the health of the land and water throughout the watershed that serves Ann Arbor and the surrounding area. In addition to these programs, stream flow studies, water quality monitoring and other river research is conducted as part of watershed management plan development and project implementation. HRWC is bringing together our community partners up and down the river to examine the topic of a changing climate and how communities in the watershed, and Michigan, can maintain quality of life under projected scenarios. GLISA and River Network are partners. It has been "protecting the river since 1965".
Project: TBD
Contact Person: Laura Rubin, MBA/MS, Executive Director
(734) 769-5123 X606
Address: 1100 N. Main Street
Website: http://www.hnwc.org/

How to Get to NEW
There is a direct AATA bus that will take you to NEW from the Blake Transit Center (BTC).

Take the 13 from BTC. You will get off at the 5th stop, NW Summit. From NW Summit, turn onto N. Main Street. It will be about a 6 minute walk to the destination.