

GRANT SUCCESS CONFERENCE **2023**

Courageous Generosity



Leadership at the Crossroads
of 21st Century Philanthropy

Friday, April 28, 2023 | 9:30 AM – 4:00 PM

Impact House, 200 W. Madison Street, Chicago

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April 28, 2023

LETTER FROM THE PRESIDENT

Dear Colleagues and Friends,

Welcome all to the 2023 GPA Chicago Area Chapter Conference!

Last year was our first in person meeting after a forced pandemic hiatus, and the energy brought by everyone was electric! This year we have a fantastic lineup of presenters, a fantastic new space to host our brilliant education, and all our fantastic attendees yet again! Thank you all for making this our premier event of the year. It's a day of networking, learning, and friend making/reunions.

Your attendance helps us make our current and future educational opportunities the best offerings possible. The insights provided in your outcome responses help us plan future programs and conferences. Our post event email will contain links to our supporters and our outcome report that we encourage everyone to fill out. We want to hear from you!

Planning our education is no small feat, it takes months of organizing and a whole team of board members and volunteers. It is truly a team effort, so thank you to our board members, volunteers, and speakers for putting today together.

May you all have a wonderful day of learning!



Konstandina Dulu, MA
GPA Chicago Area Chapter President
Chicago, IL



There are currently **444** credentialed grant professionals
Will you be counted in next year's total?

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www.grantcredential.org



Reason #92 to earn your GPC:

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- Exam Preparation Tips
- How to Register
- Scholarship Opportunities
- Why Certify





CONFERENCE SCHEDULE

Full attendance at this conference qualifies for four (4) education points for CFREs and GPCs.



9:30–10:15 am Registration, Connections, Continental Breakfast

10:15–10:30 am Welcome

10:30–11:30 am **Keynote: Grant Leaders Educate Up**
Amanda Day, GPC & Kimberly Hays de Muga, GPC, *HayDay Services*

11:30–11:45 am Break

11:45 am–1:15 pm Luncheon & Connections *Sponsored by GEMS*

12:15–1:15 pm **FUNDERS PANEL DIALOGUE**
Trust-Based Philanthropy & Community-Centric Fundraising
Moderator: Yusef Garcia, *Chief External Affairs Officer, Forefront*
Panelists: • Mark Murray, *Chief Operations Officer, Field Foundation*
• Jessica Delohery, *Director of Programs and Curriculum, Squid Group*
• Jasmine Taylor, *Program Associate, Wayfarer Foundation*

1:15–1:30 pm Break & Connections

1:30–2:30 pm **Concurrent Sessions I**

- **Your GPS Guide to Federal Funding Trends | Room A**
Kimberly Hays de Muga, GPC & Amanda Day, GPC, *HayDay Services*
- **Community Centric Fundraising 101: Deep Dive | Room B**
Christina Bourné, *Community-Centric Fundraising*

2:30–2:45 pm Break & Connections

2:45–3:45 pm **Concurrent Sessions II**

- **First Contact: Successful Strategies for Securing an Invitation to Apply | Room A**
Kimberly Vann, *Director of Foundation Relations and Grants, Greater Chicago Food Depository*
Nathan Armstrong, *Senior Director of Foundation and Corporate Relations, WTTW/WFMT*
Channing Lenert, *Program Officer, Polk Bros. Foundation*
Jennifer Miller-Rehfeldt, *Senior Employment Program Officer, Lloyd A. Fry Foundation*
- **Federal Proposals thru the Lens of an Evaluator | Room B**
Lisa Green, MPA, CF, APMP, *ASIL Ventures*

3:45–4:00 pm Closing Remarks

4:30–6:00 pm Post-Conference Reception *Sponsored by Forefront*
Relax and enjoy informal mingling with colleagues in Impact House's cozy Bar and Lounge area.

SESSION DESCRIPTIONS AND SPEAKER BIOS



KEYNOTE

Grant Leaders Educate Up

*Amanda Day, GPC
& Kimberly Hays de Muga, GPC
HayDay Services*

Grant professionals so rarely have a seat at the executive table, yet our work is instrumental in the development and funding of crucial programming, capital investments, and daily operations for the organizations we serve. In today's keynote address, we will hear about a variety of situations where grant professionals and fundraisers must speak up and educate up to ensure our work is successful, ethical, and sustainable. Learn to be a leader for the causes your organization champions.

GPC Competencies

- Leadership and Management.
- Ethics and Accountability.
- Raising the level of professionalism for grant developers.

Amanda Day, GPC and **Kimberly Hays de Muga, GPC** are co-hosts of the popular podcast, Fundraising HayDay, a podcast about grants and such. They are co-founders of HayDay Services, a grant and fundraising training company. Together they have more than 50 years of grants and fundraising experience, have raised millions of dollars, have trained more than 20,000 grant seekers in the art and science of raising more money to transform communities. Kimberly has an extensive background in working with health and human services and education agencies. Amanda is a former local government grants administrator with a strong background in federal grant funding for first responders, infrastructure, and community outreach. They share a love of tea but agree to disagree about the best way to fix grits. Find them at www.fundraisinghayday.com.

SESSION DESCRIPTIONS AND SPEAKER BIOS

FUNDERS PANEL DIALOGUE

Trust-Based Philanthropy & Community-Centric Fundraising

This timely discussion features representatives of private foundations who are re-imagining their traditional grant-making roles to create a more equitable philanthropic community. The panel will review a Trust-Based Philanthropy approach to giving and the corresponding principles of Community-Centric Fundraising as a basis in equity and social justice; outline approaches funders can take to build trust with grantee partners, and discuss how grant writers can have a role in positioning their organization's relationships within the funding community. This discussion is moderated by Yusef Garcia, Chief External Affairs Officer for Forefront, Illinois' statewide association representing both grant makers and nonprofits, as well as their advisors and allies.

Moderator: *Yusef Garcia, Forefront, Chief External Affairs Officer*

Panelists: *Mark Murray, Chief Operating Officer, Field Foundation*
Jessica Delohery, Director of Programs and Curriculum, Squid Group
Jasmine Taylor, Program Associate, Wayfarer Foundation

GPC Competencies

- Relationship building, cultivating and maintenance.
- Other: Equity and social justice

Yusef Garcia is the chief external affairs officer at Forefront. For over 15 years, Yusef has been committed to helping build a more vibrant Chicago region through philanthropy and social impact. As Chief External Affairs Officer, Yusef and his team activate stakeholders with Forefront's work, deepen relationships through cultivating collaborative partnerships, and helping transfer power one relationship at a time. Prior to joining Forefront, Yusef led institutional fundraising and engagement strategies for organizations focused on public media, arts & culture, and human services. Yusef actively volunteers as a Board Member of AFC (AIDS Foundation of Chicago). In addition to his passion for convening partners, building relationships, and influencing social change, Yusef is a trained chef, having graduated from the Culinary Institute of America in Hyde Park, NY. Yusef is a native of Chicago, amateur photographer, and lover of House Music. He and his husband live in the Uptown neighborhood with their two dogs.



SESSION DESCRIPTIONS AND SPEAKER BIOS

FUNDERS PANEL DIALOGUE

Trust-Based Philanthropy & Community-Centric Fundraising

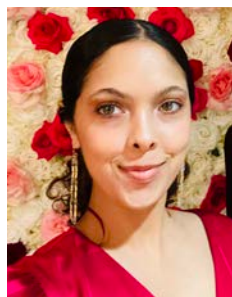
Mark Murray (*he/him/his*), Chief Operating Officer of the Field Foundation, manages the foundation's support for community, civic, and cultural organizations. Mark has worked on issues ranging from establishing community schools to programs that support violence prevention. Mark manages a team of grantmakers who are dedicated to working with and within Chicago communities to tackle some of the city's most pressing needs. Mark is a foundation professional with more than a decade of experience in philanthropy, program development, budget oversight, as well as staff and consultant management. He is an award-winning educator and academic advisor with nearly two decades of experience teaching at the university level in the classroom and online.



Jessica Delohery is Giant Squid Group's nonprofit coach extraordinaire and works with clients in all stages of their fundraising journey through one-on-one coaching, group masterminds, and custom trainings. Jessica started her nonprofit career as an AmeriCorps VISTA coordinating a K-12 college access program in Michigan. After that experience, she went on to teach English to elementary students in Istanbul, Turkey. Jessica has been an employee, a volunteer, and a board member at a few fantastic organizations in Michigan, Washington D.C., and Illinois. Jessica's experiences as a teacher in Istanbul, Turkey and as a sales manager additionally helped her hone strategic planning and relationships building skills which are essential for successful fundraising. Currently, Jessica lives outside Chicago in Bartlett, IL with her family and a never-stops-playing puppy!



Jasmine Taylor has an educational background in city-planning and public affairs. Jasmine ended up returning to her passion for community engagement and youth development work. With racial justice activism rooted in her family, she has been involved in racial and social justice work as a community member and activist. She has partnered with leading nonprofits and city institutions to facilitate spaces for community engagement. Now, working with the Wayfarer Foundation, Jasmine loves fostering connections with those she engages with because she sees building relationships as the leading force behind healing and unifying our communities.



SESSION DESCRIPTIONS AND SPEAKER BIOS

CONCURRENT SESSIONS I

Your GPS Guide to Federal Funding Trends

*Kimberly Hays de Muga GPC & Amanda Day, GPC,
HayDay Services*

Just when you think you have a handle on the way the grant funding world works, the federal government passes a whole host of new legislation, throwing a wrench in operating in “business as usual” mode. Join our speakers for a strategic roadmap to understanding the latest fluctuations in federal funding, the return of federal appropriations (earmarks), the Bipartisan Infrastructure Law, and more. With more money available than ever, your boss, board, or elected officials are probably expecting a bigger payday than last year from your grants office, but is your organization even eligible or the right fit for this funding? Let’s chart the course together and find out.

GPC Competencies

- Research and matching funding resources to meet specific needs.
- Crafting, constructing and submitting an effective grant application.



Amanda Day, GPC and **Kimberly Hays de Muga, GPC** are co-hosts of the popular podcast, Fundraising HayDay, a podcast about grants and such. They are co-founders of HayDay Services, a grant and fundraising training company. Together they have more than 50 years of grants and fundraising experience, have raised millions of dollars, have trained more than 20,000 grant seekers in the art and science of raising more money to transform communities. Kimberly has an extensive background in working with health and human services and education agencies. Amanda is a former local government grants administrator with a strong background in federal grant funding for first responders, infrastructure, and community outreach. They share a love of tea but agree to disagree about the best way to fix grits. Find them at www.fundraisinghayday.com.

SESSION DESCRIPTIONS AND SPEAKER BIOS

CONCURRENT SESSIONS I

Community Centric Fundraising 101: Deep Dive

*Christina Bourné, Director of Development
Forward Momentum Chicago*

Learn more about the movement, defined by the website Community-Centric Fundraising.org, as “a fundraising model that is grounded in equity and social justice. We prioritize the entire community over individual organizations, foster a sense of belonging and interdependence, present our work not as individual transactions but holistically, and encourage mutual support between nonprofits.” In this session you’ll discover the ten core principles that guide the transformation of fundraising and philanthropy towards a more equitable basis in racial, social, and economic justice.

GPC Competencies

- Organizational development as it pertains to grant seeking. (see 2.07, organizational cultures and values)
- Effective program and project design and development strategies. (see 3.09, cultural competency or diversity issues)
- Relationship building, cultivating and maintenance.
- Other: Equity and social justice



Christina Bourné is an accomplished educator, arts administrator, and fundraising professional with nearly 15 years of experience in the nonprofit sector. During her career, she has also developed programs, facilitated workshops and lectures, and devised various arts experiences to discuss social and civic issues such as race, equity and inclusion, and gender equality. Christina is also a dynamic nonprofit consultant working with organizations and individuals with a focus on fundraising, DEI (diversity, equity, and inclusion) strategy and implementation, strategic planning, and organizational leadership. As a consultant, she engages audiences to go beyond rhetoric to responsibility with authentic and innovative discussions aimed at developing a lasting change management framework. Her work has led her to facilitate workshops and lead conversations as a panelist and moderator for the National Guild for Community Arts Education, Chicago Women in Philanthropy, TCG: Theatre Communications Group, and many others. Christina currently serves as the Director of Development for Forward Momentum Chicago, Vice Chair for the Board of Directors of Awakenings Art, and Finance Committee volunteer for the Joliet Arts Commission. When not enhancing lives through advocacy, equity, or enrichment program development, she can be found performing with her family of nine comprised of her siblings and mother—The Bournés.

SESSION DESCRIPTIONS AND SPEAKER BIOS

CONCURRENT SESSIONS II

First Contact: Successful Strategies for Securing an Invitation to Apply

Kimberly Vann

*Director of Foundation Relations and Grants
Greater Chicago Food Depository*

Nathan Armstrong

*Senior Director of Foundation and Corporate Relations
WTTW/WFMT*

Channing Lenert

*Program Officer
Polk Bros. Foundation*

Jennifer Miller-Rehfeldt

*Senior Employment Program Officer
Lloyd A. Fry Foundation*

You've done it: you worked with your programming team to build a program budget and identify a few metrics for their exciting new idea. Now it's time to seek funding! We know the importance of good prospecting, but what are the next steps? How do you take your organization's idea from a first contact to an invitation to apply?

Drawing on sector best practices and lived experience, Kimberly Vann and Nathan Armstrong will provide insight into successful strategies for grant writers of all experience levels. The conversation will also include two Foundation program officers, who will provide their own feedback on the process of building a new grantee relationship. This conversation will include Q&A from the audience, with an emphasis on CFRE Test content such as prospective donor research, relationship building, and securing the gift.

GPC Competencies

- Current and Prospective Donor Research.
- Securing the Gift.
- Relationship building, cultivating and maintenance.
- Research and matching funding courses to meet needs

SESSION DESCRIPTIONS AND SPEAKER BIOS

CONCURRENT SESSIONS II

First Contact: Successful Strategies for Securing an Invitation to Apply

Kimberly Vann is the Director of Foundation Relations and Grants at the Greater Chicago Food Depository. Her responsibilities include deepening foundation support, as well as government grant opportunities, plus leading strategy for the Foundation Relations and Grants team. Kimberly develops, oversees and implements relationship building and fundraising strategies for foundation partners, including donor cultivation, stewardship, solicitation and recognition. Prior to joining the Food Depository, Kimberly was the Director of Development at the Safer Foundation. She has previously served as Associate Director of Communications and Education at the Illinois Nurses Association and Communications Coordinator at the American Bar Association.



Kimberly received a Bachelor of Arts degree in Broadcast Communications from Columbia College Chicago. She has authored articles on mentoring, diversity and communications which have appeared in local and national association publications. She has also produced and moderated workshops for the Philanthropy Club of Chicago and the Imagining America National Gathering. Kimberly is committed to building relationships beneficial to organizations by creating an environment of trust and collaboration among internal and external stakeholders. A past AFP Chicago Peer Mentoring protégé and Fellow, Kimberly joined the AFP Chicago board in 2019. She is a former co-chair of AFP's Member Engagement Committee and currently serves as co-chair of the Fellows Program.

In her spare time, Kimberly loves visiting music museums around the U.S.

SESSION DESCRIPTIONS AND SPEAKER BIOS

CONCURRENT SESSIONS II

First Contact: Successful Strategies for Securing an Invitation to Apply

Nathan Armstrong (he/him) is Senior Director of Foundation and Corporate Relations at WTTW|WFMT, Chicago's PBS television and classical music radio stations. He has worked with local and national funders to create and grow programs such as *Chicago Tonight*, the Studs Terkel Radio Archive, *Chicago Stories*, and the animated PBS Kids show *Nature Cat*. In addition to his work in philanthropy, he oversees TV Sales Underwriting. In 2018, he was awarded the PBS Development Rising Star Award, a national honor that recognizes up-and-coming leaders in the PBS system.



Before arriving at WTTW|WFMT in 2014, Nathan spent five years with the Chicago Academy of Sciences and the Peggy Notebaert Nature Museum, both in the education and development departments. Since 2018, Nathan has served as a board member for the Chicago Chapter of the Association for Fundraising Professionals, representing more than 600 active members. In 2022, he served the Chicago Chapter as President.

He is also the editor and contributing author of *The Quick and the Rest*, a book of and about poetry published in 2017. He lives with his wife Dana and three rowdy cats in West Humboldt Park.

Channing Lenert has served as a program officer for the Polk Bros Foundation and works across the Foundation's focus areas, with an emphasis on Strong Communities. He came to the Foundation from Navy Pier, where he served as development manager and contributed to Navy Pier's transformation into Chicago's mission driven cultural district. Channing is a 2019 IMPACT Fellow of the Chicago Urban League and University of Chicago Booth School of Business.



Prior to Navy Pier, Channing worked on both the development and program teams at Polk Bros. Foundation grantee Working in the Schools (WITS), and was an AmeriCorps and Senior AmeriCorps Member with another grantee, City Year Chicago. He serves on the Board of Directors of the Chicago Chapter of the Association of Fundraising Professionals (AFP), on the Chicago Urban League's Scholarship Program Committee, and is Chairman of City Year Chicago's Alumni Board.

SESSION DESCRIPTIONS AND SPEAKER BIOS

CONCURRENT SESSIONS II

First Contact: Successful Strategies for Securing an Invitation to Apply

Jennifer Miller-Rehfeldt has over twenty years of experience working in non-profits and philanthropy with a focus on workforce development. Jennifer has significant non-profit management and programmatic experience. Jennifer worked at Inspiration Corporation for ten years, where she last served as its Chief Program Officer overseeing housing, workforce, and meals programming. For five years, Jennifer has worked at the Lloyd A. Fry Foundation where she oversees the Foundation's investments to workforce development organizations located in Chicago. Jennifer serves as a co-chair of the Chicago Continuum of Care's Employment & Income Task Force and serves on the Executive Committee of the Chicagoland Workforce Funder Alliance. Jennifer graduated from the University of Kansas and began her career providing individualized career counseling, training, job placement, and retention services to people with disabilities and adults who are unhoused.



SESSION DESCRIPTIONS AND SPEAKER BIOS

CONCURRENT SESSIONS II

Federal Proposals thru the Lens of an Evaluator

*Lisa Green, MPA, CF, APMP,
ASIL Ventures*

Likability is a weapon of influence used in writing more persuasive proposals. This session will focus on likability and explore how to develop more compliant and responsive proposals to help you win more federal grants.

GPC Competencies

- Crafting, constructing and submitting an effective grant application.
- Effective program and project design and development strategies.
- Writing a Convincing Case for Funding.



Lisa Green is the Founder and President of ASIL Ventures, LLC, a certified WMBE business development firm. ASIL Ventures provides four primary services: RFP management, grant management, research management, and strategic planning services. Lisa manages all elements of ASIL Ventures' business development. She works directly with clients to help them develop and manage their business development needs. She enjoys working on federal grants and opportunities, especially those opportunities that include and strengthen local, community-based nonprofits. She is a frequent presenter and panelist on industry-related topics.

Lisa is the current GPA Chicago Board Secretary and lives in Lincoln Square. A self-proclaimed picky foodie, you can find her dining out with friends when not researching and writing about things.

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Chicago Area Chapter GPA would like to express our deepest gratitude to all the volunteers who have helped to make today's conference possible.

WELCOME PARTNERING MEMBERS AFP CHICAGO!

GPA Chicago Area is one of the oldest and largest chapters in the Grant Professionals Association, the nation's leading organization focused on the profession of grantsmanship. The mission of GPA is empowering grant professionals and those they serve through: Advocacy—Advocating for members and the grants profession; Community—Creating powerful communities and connections; Professionalism—Fostering excellence in professional practice.

The Association of Fundraising Professionals

empowers individuals and organizations to practice ethical fundraising through professional education, networking, research and advocacy. AFP Chicago delivers on this mission by serving as a thought leader in service to Chicago-area fundraising professionals and providing access to relevant education and training, professional development resources, and networking opportunities.



Thank you to our sponsors. Please visit their websites to learn more.

Thank you to our host site: Impact House
200 W. Madison Street
Chicago, IL 60606



LAND ACKNOWLEDGEMENT

We, the Chicago Area Chapter GPA, acknowledge that the land upon which we live, work, and meet and whose outdoor beauty we enjoy, the lifegiving waterways that run through it and whose lakes reside upon it are located on the traditional unceded homelands of the Council of the Three Fires: the Ojibwe, Odawa, and Potawatomi Nations. Long a center of trade, travel, gathering and healing, this land we call Chicago, its surrounding areas and the state of Illinois, has been and is the center of life for many additional tribes-including the Miami, Ho-Chunk, Menominee, Sauk and Meskwaki peoples. Today, it is still home to more than 100,000 tribal members in the state of Illinois, more than 20,000 residing in Chicago, one of the largest Urban American Indian communities in the United States. We acknowledge also the many Indigenous People who presently reside, thrive and contribute daily to our region. [\[Why Land Acknowledgements?\]](#)

About Our Statement

We recognize that the goal of any true land acknowledgement is to move beyond words to a call to action. It is a process of deep self-reflection, research, awareness and understanding and authentic relationship building. We commit to continually engage in such a process, particularly in strengthening our relationship with Indigenous People and colleagues working in the fields of philanthropy and grantsmanship. It is our hope that this land acknowledgement will inspire others to engage in this process as well.

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GRANT EASY MANAGEMENT SOFTWARE



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FOR GOOD WITH GEMS.

ABOUT US

GEMS was developed by a grant writer for grant writers, Founder & CEO Rachel Waterman saw her team heading for burnout and realized the firm needed to work more efficiently and create stress-free file management while building institutional memory. GEMS is the answer!

WHY CHOOSE US?

- You can track your ToDo list, proposals, LOIs, site visits, reports, and other important deadlines.
- Always know the status of every grant in your pipeline, award amounts, grant periods, and more.
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Consultants Corner

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**\$25 Membership Discount if you join
within 30 days of the conference date!**

Go to <https://grantprofessionals.org/page/join> and use
promo code: CHAPTERCONF23 (not case sensitive) at checkout!



Chicago Area Chapter

GPC Study Group Beginning

1-2-3, GPC!

Are you ready to take the next step in your career as a grants professional? The Chicago Area GPA is here to help you prepare for the GPC exam administered through the Grant Professionals Certification Institute (GPCI). Join our 10-week Zoom study group led by our Treasurer, Erica Whelan, who obtained her GPC in 2021. The group will meet monthly on Thursdays at noon beginning on May 18 for one hour of instruction examining exam eligibility and the 9 GPC competencies and skills followed by 30 minutes of group-led discussion. Sessions may be recorded and shared as needed for those unable to attend. There is no cost to participate and all are welcome to join! For more information, please reach out to ericalynnwhelan@gmail.com.

Proposed Meeting Dates

(noon - 1:30 p.m.)

Thursday, May 18

Thursday, June 15

Thursday, July 13

Thursday, August 17

Thursday, September 14

Thursday, October 19

Thursday, November 16

Thursday, December 14

Thursday, January 18

Thursday, February 15



***Monthly Members' Lunch & Learn**

2nd Thursdays | 11:45AM (gathering) | Noon-1PM

[*Members Only] Free

*For more information contact Chicagogpa@gmail.com

Interested in joining? Click Here!

Hurry Discount expires within 30 days!

SAVE THE DATES

September 21, 2023

CHICAGO AREA CHAPTER GPA QUARTERLY MEETING

“The Ethics of ChatGPT in Grantseeking”

Cyndi MacKinzie, GPC

December 7, 2023

CHICAGO AREA CHAPTER GPA ANNUAL MEETING



Grant Professionals Foundation

Scholarships for Grant Professionals

“supporting grant professionals with GPA membership,
GPCI exam fee, and conference scholarships.”

Donate today!

GPC AND CMP SCHOLARSHIP APPLICATION OPENS APRIL 1ST

Feel free to pass along that the GPC and CMP scholarship application opens on April 1st at this link

<https://www.zoomgrants.com/zgf/gpcisolar2023>



iLearnLive May 4 (9am-4pm) Central
https://grantprofessionals.org/page/_ilearnlive



GRANTMAKER OF THE YEAR NOMINATIONS ARE OPEN

If you know a grantmaker who is innovative, creative, and game-changing and has impacted the grant sector, we invite you to nominate them for the Grantmaker of the Year Award by May 31, 2023.

<https://grantprofessionals.org/page/grantmakeraward>



<https://grantprofessionals.org/page/nextlevelgrantraining>



November 1-4, 2023
Loews in Kansas City, MO
and online

<https://grantprofessionals.org/page/grantsummit>