



#### **OUR VISION**

A thriving community where dreams are fulfilled through the power of philanthropy.

#### **OUR MISSION**

Inspire philanthropy, collaboration and innovative leadership to strengthen Reno County communities.

#### **OUR VALUES**

We are TRUSTWORTHY, building honest and open relationships in stewarding the resources and capital entrusted to us.

We are INNOVATIVE, encouraging experimentation & bold ideas.

We are COMMUNITY-CENTERED, uniting people, organizations, and resources from throughout the community toward a shared vision for our future.

## **REQUEST FOR PROPOSALS – SEPTEMBER 9, 2019**

### **CAPITAL BUILDERS PROGRAM**

Since 2005, Hutchinson Community Foundation has made a commitment to investing in organizations as they build capacity to effectively deliver and sustain their mission now and into the future. We believe some of our community's strongest assets are the thriving nonprofit organizations that strengthen and enhance the lives of the people they serve and our community's quality of life. Through our grant programs, workshops, and issue briefs like *The Overhead Myth*, we strive to help our partners break out of the nonprofit starvation cycle and into an asset-based, growth mindset.

As we work toward an even greater future for Hutchinson and Reno County, we know that visions are not achieved and challenges are not solved in the span of one year or one grant. When a grant ends, our nonprofits partners must replace grant funding with renewable revenue—namely, individual giving—to continue their impact year after year. Thus, as funders and partners, we must ensure our giving creates long-term and lasting change. Increasing an organization's capacity to raise unrestricted funds is foundational to making progress on building stronger programs, increasing connections, and innovating for increased impact. Ultimately, we want our nonprofit partners to be less reliant on grants for their own resilience and sustainability.

The Community Foundation has partnered with Jenna Goodman and Nancy Jackson of Generous Change (Lawrence, KS) to create an eight-month Capital Builders Program, during which up to seven Reno County nonprofits will be selected as a cohort to engage in group coaching, individual organization coaching, and actionable tasks along the way to develop and execute a fundraising plan. Though no grant funding is automatically awarded to organizations selected, there will be an opportunity to propose funding for additional capacity needs.

For shared learning and deeper organizational buy-in, we require at least two people from an organization to participate in each coaching session (one board member and one staff member or, in the case of a volunteer-led organization, two board members). The participating staff member should be consistent throughout the program, but a different board member may attend each time. Because it's about relationships, not just fundraising. And it's about the future, not just today.

### Benefits of the Capital Builders Program:

- Relationship building among individuals and organizations in the cohort
- Access to Fundraisers' Monthly, a library of videos, scripts, checklists, & downloads
- 8 in-person or virtual group coaching sessions with Generous Change
- 3 one-hour organization-specific coaching calls with Generous Change
- Development of a fundraising plan and calendar
- Accountability and benchmarks for completing tasks
- Tactical skills that produce results
- Time management system to help get fundraising done
- The confidence to make any ask
- Energize the board for fundraising

### Schedule for Group Coaching Sessions (time of day TBD):

Jan. 7	Introduction to the Program and Major Giving (3 hours)
Feb. 4	Time for Fundraising (2 hours)
March 3	Board Partnership (2 hours)
April 7	Find Your Donors (2 hours)
May 5	Meet Your Donors (2 hours)
June 2	Ask Your Donors (2 hours)
July 7	Thank Your Donors ... and Tell Great Stories (2 hours)
Aug. 8	Final Thoughts and Celebration (3 hours)

## **CRITERIA FOR SELECTION**

### ***Who can apply?***

Proposals must come from organizations that are exempt from federal income tax under Section 501(c)(3) and serve Reno County. Proposals from individuals or non-qualifying organizations will not be considered. Applicants must conduct business without discrimination on the basis of race, religion, gender, sexual orientation, age, marital status, disability, or national origin.

### ***Which organizations will be given priority in being selected?***

- *Willingness* – Organizations that demonstrate a commitment to dedicate time to participation in the program and execution of tasks.
- *Readiness* – Organizations that have 200 or more private donors or contacts.
- *Accountability* – Organizations that will follow through on the commitment to the program and the expectations therein.
- *Innovation* – Organizations that are curious and open to experimentation that may lead to better results and improved systems.
- *Need* – Organizations that do not currently have the resources to develop and fully execute a fundraising plan.
- *Vision* – Organizations that are clear and compelling in their purpose and direction.

## PROCEDURE FOR SUBMITTING APPLICATIONS

A requesting organization must submit the completed proposal and board chairperson's Letter of Commitment as a PDF file via email to Sarah Blake, [Sarah@HutchCF.org](mailto:Sarah@HutchCF.org), by **noon on Wednesday, October 23, 2019**. Proposals must be typed (not handwritten).

## TIMELINE

Applications due by noon on October 23, 2019

Cohort announced at 8:30 a.m. on November 14, 2019 at the Crystal Ballroom

Program duration January 1, 2020 – August 31, 2020

Progress report due October 31, 2020

## ABOUT GENEROUS CHANGE

Together, Nancy Jackson and Jenna Goodman are [Generous Change](#). They bring a combined 25 years of nonprofit leadership and have personally raised over \$70 million for arts, education, and environment as staff and volunteers. They don't just teach fundraising—they do it, actively and ambitiously.

Nancy began her development career at the Music Center of Los Angeles County, where she coordinated the efforts of the premier women's support organization. After graduate school and ten years acquiring and shaping scholarly books at the University Press of Kansas, she moved to KU Endowment as development director for the Spencer Museum of Art. In 2007, Nancy left KU to found and lead the award-winning Climate & Energy Project (CEP), which was featured on the front page of the *New York Times*. Nancy returned to KU Endowment in 2010 as Team Lead for the College of Liberal Arts & Sciences, where she designed and executed a successful 3-year, \$38 million capital campaign for the Earth, Energy & Environment Center. In 2018, she served a one-year term as the Simons Public Humanities Fellow at KU's Hall Center for the Humanities, where she completed a project on publicly engaged scholarship, and began writing a book on impact philanthropy.

Jenna started her 12-year fundraising career at the University of Central Missouri after selling a successful coffee shop she bought in college. She spent ten years raising tens of millions for the College of Liberal Arts & Sciences at KU Endowment, where she created best-in-class training for new development professionals. Employees trained under her rubric were effective months more swiftly than in the past and have remained successful and engaged. Jenna also worked closely with new Dean Carl Lejuez to prepare him for fundraising and co-create fundable initiatives following *Far Above*. Together, they partnered with donors across the country to raise millions of dollars for new College initiatives, including the Research Excellence Fund, the Cofrin-Logan Center for Addiction Research & Training, and the Birenboim-Green Prize, a \$10 million endowment to create an international prize for biochemistry/chemical biology research.

Contact Sarah Blake at [Sarah@HutchCF.org](mailto:Sarah@HutchCF.org) or 663.5293 with questions or to request an electronic copy.  
Applications also available at [www.HutchCF.org](http://www.HutchCF.org).