



**Development Leadership Network Webinar:**  
***Grants, Partnerships, and the  
National Office***

April 21, 2022



# Introductions

**Tula Gogolak, CFRE**

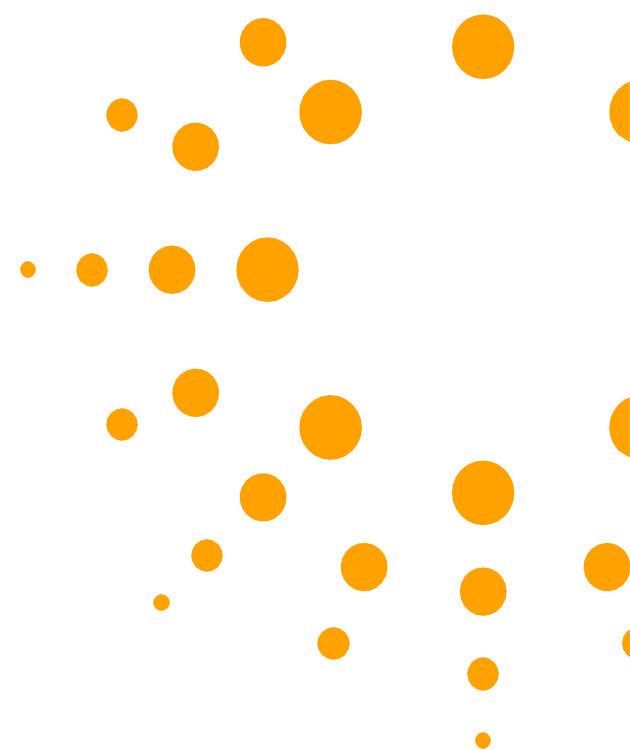
Manager, Development and Strategic Initiatives  
Easterseals National Office

## NATIONAL OFFICE GRANTS TEAM

- **Erik Cooke**, Senior Director of Grant Research and Development
- **Tina Nolan**, Ed.D., Senior Director of Grant Research and Development
- **Stephanie Maras**, Grants Manager

## GUEST SPEAKER

**Deb Condotti**  
President & CEO  
Easterseals Joliet  
Region





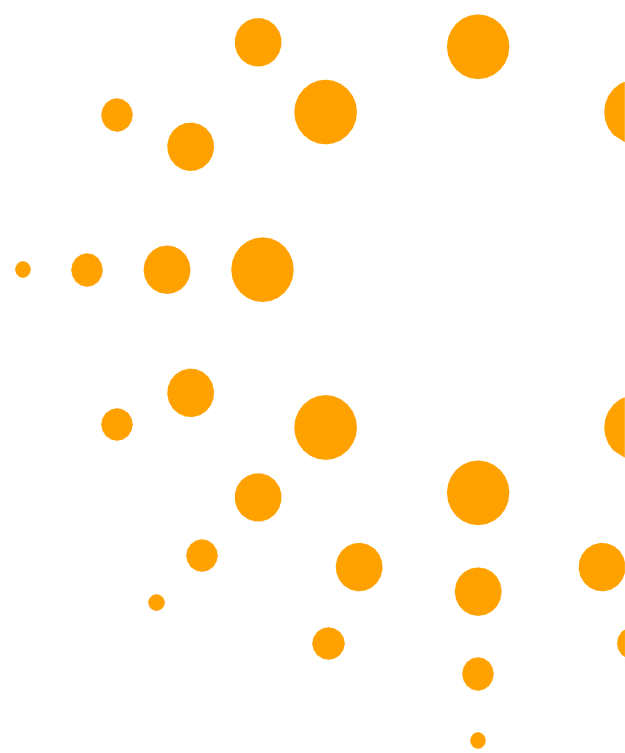
# Webinar Takeaways

- Understand how the National Office Grants Team leverages tools, its relationships, and the assets of the broader network for prospecting, partnerships, and proposals.
- Learn how the National Office Grants Team can provide value for Affiliates.
  - *Highlight: Partnership with Deb Condotti, President and CEO of Easterseals Joliet Region.*
- Highlight the value of inter-affiliate and external partnerships from the National Office Grants Team and discuss ideas on how to establish them.



# Agenda

- **Identifying and Pursuing Funding Opportunities**
  - *Leveraging Internal Resources*
- **National Office-Affiliate Partnerships**
  - *Deb Condotti, President & CEO, Easterseals Joliet Region*
- **Inter-Affiliate Partnerships**
- **Developing External Partnerships**
- **How the National Office Can Support Your Endeavor**
  - *Resources*





# Identifying and Pursuing Funding Opportunities



# National Office's Funding Opportunity Evaluation Methods



- **Do we meet their needs, and do they meet ours?**
  - Mission/funding interests, population/geographic focus, average grant, etc.
  - Any connections to Easterseals?
- **Do we meet basic criteria?**
  - Mission alignment, new concept or adaptation, matching requirements, do we have enough in-house support, etc.
- **Does the proposed idea align with our strategic plan?**
  - What resources are needed to execute and then sustain the project?

Worksheets Located: <https://www.eastersealsbrand.com/affiliate-funding-corner/#to>





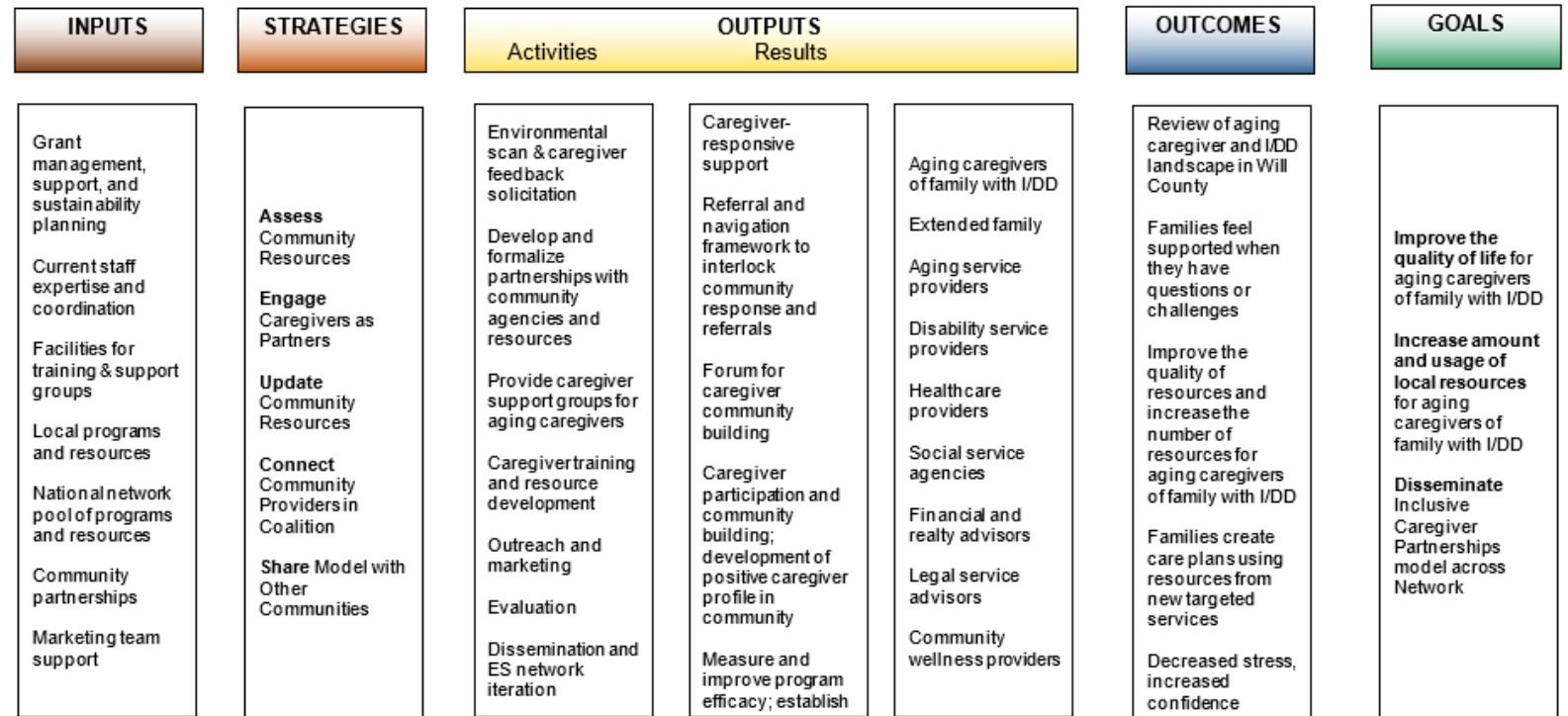
# Tool Examples

FUNDING CONCEPT WORKSHEET	
<b>Project Description:</b>	<i>Brief description.</i>
<b>Connection to ES Mission-Vision:</b>	<i>Link to vision and mission, strategic goals and objectives, and current projects or programs.</i>
<b>Beneficiaries/Population:</b>	<i>Include demographics such as grade level, poverty level, age, race, ethnicity, gender, disabilities, and number.</i>
<b>Statement of Need:</b>	<i>Identify what you are trying to fix.</i>
<b>Goals:</b>	<i>1 or 2 overall goals indicating what you hope to accomplish qualitatively.</i>
<b>Objectives:</b>	<i>What you will do to reach your goal that can be quantified.</i>
<b>Methods:</b>	<i>The steps needed to meet each objective.</i>
<b>Action Plan:</b>	<i>Include the timeline, person responsible and resources allocated for each activity.</i>
<b>Management:</b>	<i>Identify how we will manage the project, and how will we know that the activities are taking place and how you will allow for making changes along the way.</i>
<b>Monitoring and Evaluation/ Outcome Measures:</b>	<i>Which data you will collect to measure each project objective and what evaluation instrument you will use.</i>

Portion of Funding Concept Worksheet to formalize basic concept development and idea viability.

## Inclusive Caregiver Partnerships

**Mission:** Create a caregiver-engaged, self-sustaining community support network for aging caregivers of family members with intellectual and developmental disabilities.



### ASSUMPTIONS

- RRF Foundation for Aging funding support
- Continued engagement of community partners





## Leveraging Internal Resources

Do you have the capacity to carry out the project, or do you need to involve partners to meet requirements or to be competitive?

- Personnel for project execution and management
- Monitoring/evaluation capacity to measure outcomes
- Sustainability
- Required replicability



Leverage the capacity of the National Office and Affiliate Network



# Partnerships



# National Office-Affiliate Partnerships to Enhance Funding Competitiveness

## Partnership with the National Office Brings Value

- The National Office identifies and evaluates opportunities that are not geographically specific then looks within the Network for a collaborative partner and local presence.
- Collaboration demonstrates enhanced value for funders, because we can execute locally then replicate and disseminate nationally across the Network.
- The National Office can leverage funder relationships it has cultivated for Affiliates' benefit.
- Affiliates' successful work strengthens the National Office's funding competitiveness.





# Affiliate to Affiliate Partnership Types

## Cross-Territory Agreements

**Early Steps, Florida's early intervention system**

- **Florida & Northeast Central Florida**

## Consulting Agreements

**One affiliate consults with another to provide services not offered in the area or to build capacity.**

- **Project FIT (Florida)**

## Statewide Initiatives

**Band together all state affiliates for state opportunity (division of labor, etc.)**

- **Project PLAY (Florida)**





# **Collaborating with the National Office to Develop a Competitive Proposal**

**Deb Condotti  
President & CEO  
Easterseals Joliet Region**





# A Mutually Beneficial Collaboration

National Office identified an opportunity from the RRF Foundation for Aging in Spring 2021.

- National Office reached out to us to develop an idea due to our expertise in caregiving, past relationship with the funder, and the funder's geographic interests.
- National Office took lead to leverage recent efforts to develop a relationship with the funder at the national level.
- While we co-created the content, the National Office led the process of pulling the letter of inquiry and proposal together.

## **PROGRAM GOAL:**

Submit a competitive proposal developing an inclusive caregiving program whose strength and value is that could be replicated throughout the Network.



# Collaboration Process

## Proposal Development Collaboration

- Steered by our needs
- Reviewed criteria, shared ideas, and pulled together proposal that fit both the requirements and our mutual goal

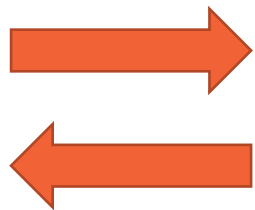
## Tools and Exercises Utilized to Develop Proposal Content

- Funder assessment
- Funding concept development
- Logic model (included in proposal)





# Proposal Collaboration with the National Office Yields Reciprocal Value



- Collaboration leverages National Office resources (e.g., proposal development time/expertise, funder relationships, connections, etc.) to further our mutual development goals.
  - Amplify and grow programs and services.
- Collaborating with the National Office capitalizes on the power and impact of the Network.
  - Their inclusion makes a proposal more compelling and competitive in terms of replicability and dissemination of project outcomes.



## Working with External Partners

Developing partnerships with external groups for proposal success:

- Collaboration with Lewis University





# Establishing External Partnerships- Universities

- In addition to program evaluation partners like Lewis University, other sustaining partnerships are possible:
  - **Research-Practice Partnership**
    - Long-term, mutually beneficial collaborations that promote the production and use of rigorous and relevant research evidence
  - **Project-Based Partnership: Community-Based Participatory Research**
    - Develop improved transdisciplinary and intervention research methods and approaches addressing urgent problems with interventions targeting specific population groups



## How can the National Office help you with your funding search?

- Identify funding opportunities aligned with your geography, population served, or services offered.
- Work with you to evaluate or pursue an opportunity that might be more competitive with a national scope.
- Consult on funder relationships.
- Help you develop external or internal partnerships.



# Wrap-Up: Applying Tools to Evaluate Local Funding Opportunities

Tools available on the Affiliate Funding Corner to determine alignment with strategic priorities and develop concepts:

- [Funder Assessment Checklist](#)
- [Funding Opportunity Worksheet](#)
- [Funding Concept Worksheet](#)
- [Logic Model template](#)

# Additional Resources

- Affiliate Funding Corner, <https://www.eastersealsbrand.com/affiliate-funding-corner/>
  - This webinar recording and slide deck
  - Tools
    - Funding Opportunity Worksheet
    - Concept Development Worksheet
    - Funder Assessment Checklist
    - Logic Model Template
  - Funding opportunities



# THANK YOU!

Please complete the simple post-webinar survey to indicate what topics you'd like covered in future webinars.

Additional Comments or Questions?

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