



GENÉSI
GROUP

Advanced Development Focuses For Grant Funding

Social Entrepreneur Leadership Development Training



FOCUS ON A SUCCINCT PURPOSE

- One application
- Your success is a **direct result of the strategy and mapping techniques you express in the application** and exhibit in the compliance and deliverables.
- How you are going to accomplish the desired results within the grant cycle **and beyond?** (It is a relationship)

FOCUS ON INITIAL RESEARCH & MAPPING

Succinct mission and community engagement interest



Funder growth and innovation in giving



Competition - the risk of strengthening your hand



Expected scope of measurable impact

FOCUS ON CONTENT AND LANGUAGE

- Use the right content and language for your application.
- Clearly define **your unique** capability.
- Clearly express the strategy to achieve the desired impact numbers for:
 - the **program**
 - the **partners**
 - the **funder**
 - and most importantly **the community** being served.

FOCUS ON STATING YOUR IDENTITY

Reputation, progressiveness and dependability

Prove the credibility of the organization in every area.

Who are you? Distinguish your unique value

Be intentional with key words

FOCUS ON DEVELOPING COLLABORATIVE PARTNERSHIPS FOR A STRONGER GRANT

- **How** can the impact be **increased**?
- **How** can the funding be most effective and create sustainable **change**?

FOCUS ON INCREASING CAPACITY

How much will the grant **COST YOU?**

What is the ratio of time, labor and effort?

What is the true capacity?

Growth, innovation or stagnation?

FOCUS ON INCREASE FUNDING EFFECTIVENESS

Innovation
and
partnership

Case for
support,
resources and
data

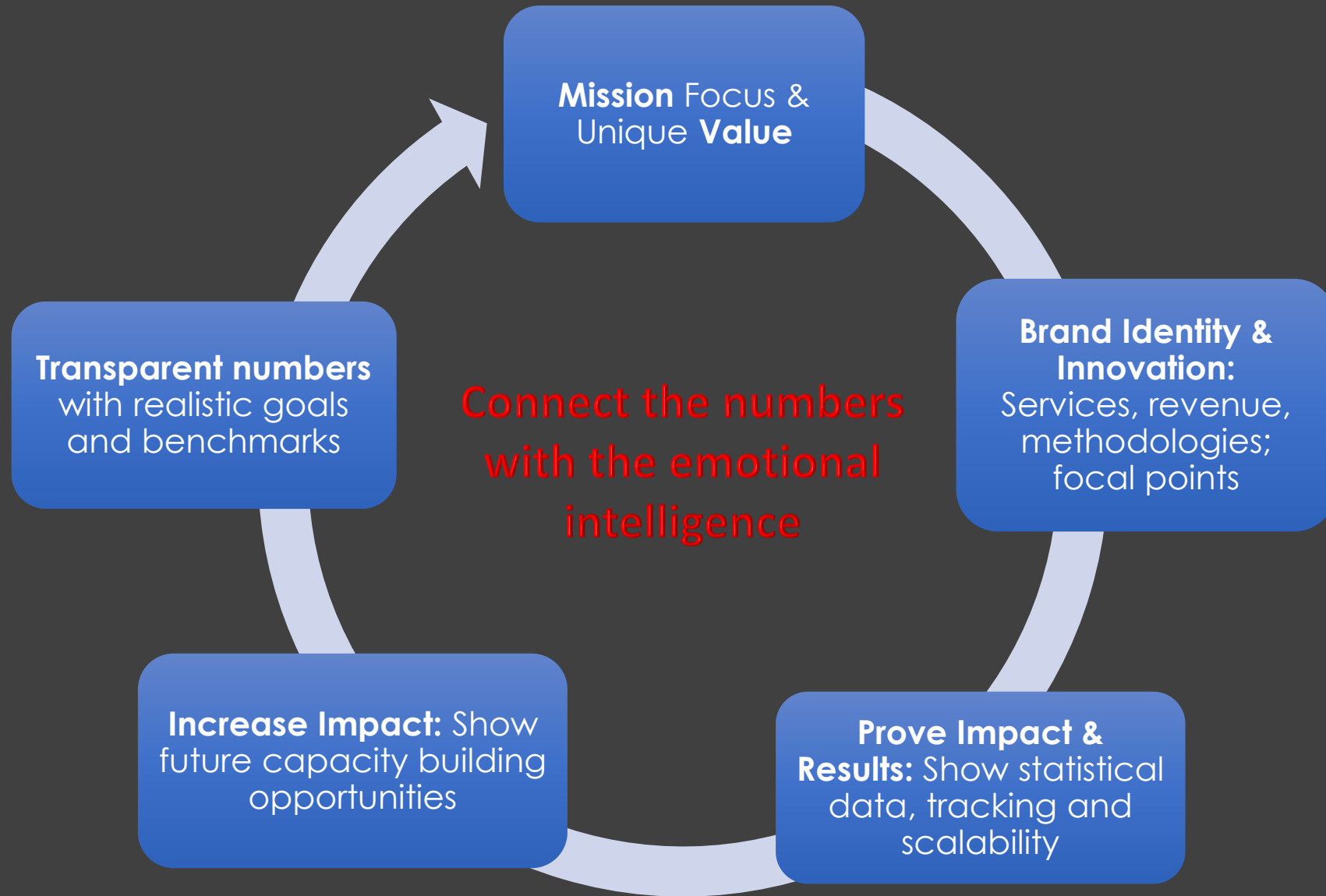
Objectives,
risk, tracking
and
evaluation

Current
organizational
need - future
capacity

FOCUS ON SHOWING SUSTAINABILITY

- Ability to diversify
- Ability to be forward thinking
- Ability to be innovative and remain sustainable
- Ability to think in a 3-5 year progression in programs
- Ability to increase service impact and ROI for the funder

THE COMPLETE NARRATIVE



Q&A



COMPLIANCE. DELIVERABLES. NARRATIVES. IMPACT. COLLABORATION.



PHONE

O: 904.651.8379

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www.thegenesi.com

STAY CONNECTED



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PHILANTHROPY

GENÉSI GROUP

The Genési Group, Inc provides innovative solutions in strategic philanthropy.

We are the exception in creative intelligence and provide the following services:

- Strategic Solutions in Philanthropy
- Corporate Social Responsibility Design
- Impact Investing & Collaborative Partnership Development
- Fund Development Campaign Strategies
- Social Entrepreneur & Social Enterprise Leadership Development
- Executive Coaching
- Keynotes, Panels & Trainings



Iris Ivana Grant-Simmons, CEO & President
E: iris@thegenesi.com

www.thegenesi.com