

Reality Grantmaking: Focus on Health & Human Services **May 22, 2007**

About the Speakers

About the Facilitators:

Cheryl A. Clarke, JD, is a fundraising consultant, trainer and author with nearly 20 years of experience working with nonprofit agencies. Her areas of special focus are grantwriting, annual giving programs, major donor campaigns, and capital campaigns. Cheryl is a graduate of Northwestern University and the University of San Francisco School of Law. She and Susan Fox are the co-authors of *Grant Proposal Makeover: Transform Your Request from No to Yes* (published by Jossey-Bass). Cheryl is also the author of *Storytelling for Grantseekers*.

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Susan Fox has worked as an independent fundraising consultant to nonprofit organizations since 1980 and has held the designation of Certified Fund Raising Executive since 1995. She provides services in strategic fundraising including major donor campaigns, feasibility studies, development audits, grantwriting, appeal letter writing and public relations, as well as training in major gifts, grantsmanship, annual fund and planned giving campaigns. She has led numerous workshops on fundraising and grantsmanship throughout the United States and in Mexico and she has been an instructor at UC Berkeley Extension, the University of San Francisco and the University of Montana. Susan has held the position of Development Director at Salem Lutheran Home in Oakland and at The Management Center in San Francisco.

Together with her colleague Cheryl A. Clarke, Susan organizes and moderates successful **Reality Grantmaking** workshops at several Bay Area conferences. The two have also written a book for Jossey-Bass on proposal writing. *Grant Proposal Makeover: Transform Your Request from No to Yes* published this year.

Susan serves on the board of Development Executives Roundtable. She is also a member of the Association of Fundraising Professionals and served on the board of its Golden Gate Chapter for two years including one year as Vice President - Education.

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About the Grantmakers:

Mary Gregory, Vice President/Senior Program Officer, Pacific Foundation Services: Raised in San Francisco, Mary has been with PFS since 1998 providing administrative and program services to foundations. She graduated from Princeton University and returned to the Bay Area where she held various positions over the years with twenty nonprofit organizations. In 1996, she founded Mary's List, a web-based matching service for non-profit organizations seeking consultants, at www.maryslist.net. Mary and her husband live in the city and have two daughters and a dog, Sazerac.

Bella Vista Foundation: With the over-arching goal of helping young children to be ready for school, Bella Vista Foundation's Early Childhood focus area funds programs that help foster healthy social and emotional development in children 0-3 years old. In particular, BVF is interested in funding interventions to prevent or alleviate depression by increasing parents' ability to cope with stress, since we know

that depressed caregivers cannot give young children the attention they need to create healthy attachments to adults (which is the basis for learning.) Interventions might include: mindfulness training, support groups, home-visiting, infant massage, etc.

The Bella Vista Foundation's Ecosystem Restoration program focuses on protecting, restoring, and revitalizing high priority watershed ecosystems in California and Oregon. Within these key watersheds, the Foundation's priorities are promoting the sustainable management of forest and agricultural land, revitalizing streams, restoring riparian areas, and protecting biodiversity, with the goal of enhancing and maintaining self-sustaining watershed ecosystems. For more information, please visit: www.pfs-llc.net.

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Damon Scott is a Regional Contributions Manager for Kaiser Foundation Health Plan (KFHP), Community Benefit, for Northern California. He has served in this capacity since November 2006. Damon is responsible for managing philanthropic grants and charitable contributions, as well as coordinating KFHP's contributions strategy and implementing its donor-advised grant programs throughout Northern California.

Prior to joining KFHP, Damon was a Community Development Officer with the Wells Fargo Foundation, where he created and fostered strategic alliances with the nonprofit community on behalf of the Foundation.

Damon is an attorney, having practiced with the U.S. Department of Labor, Pension Benefits Administration, in San Francisco and Washington, D.C. He also has worked with the San Francisco Board of Supervisors as a legislative analyst, the San Francisco Mayor's Office, and the City and County of San Francisco Department of Real Estate.

A native of Cleveland, Ohio, Damon received his Bachelor of Science Degree in Organizational Communication from Ohio University, and his Doctor of Juris Prudence Degree from Howard University School of Law in Washington, D.C.

As someone who is dedicated to community service, Damon is a member of the Board of Directors for the 100 Black Men of the Bay Area, the Black Coalition on AIDS in San Francisco, and the Ohio University Alumni Association, as well as a former President of the Berkeley Graduate Chapter of Omega Psi Phi Fraternity, Inc.

At **Kaiser Permanente**, we are committed to improving the health of our members and the communities we serve. Kaiser Permanente's mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. In keeping with that mission, the Kaiser Permanente Northern California Region Community Benefit Program's portfolio of grants and initiatives take a multi-dimensional approach designed to have a long-term impact on community health.

Kaiser Permanente Northern California Region collaborates with and provides funding to organizations and agencies that offer direct services or address public policy with the aim of improving community health. Kaiser Permanente Northern California Region uses a Request for Proposal Process for strategic grantmaking to meet current funding priorities. In addition, through our Responsive Grants program, Kaiser Permanente Northern California Region will consider unsolicited grant requests from organizations whose work meets our funding priorities.

Current funding priorities are:

- Access to Care and Coverage
- Safety Net Partnerships
- Healthy Eating and Active Living
- Developing and Disseminating Knowledge and Training

For more information, please visit: <http://xnet.kp.org/communitybenefit/>.

Michele Williams is the Neighborhood and Community Development Program Fellow, and comes to the San Francisco Foundation with an extensive background in affordable housing and community development. Michele has been involved with community planning and affordable housing in the Bay Area for over 15 years. Prior to working at the San Francisco Foundation, Michele was a Senior Project Developer at Tenderloin Neighborhood Development Corporation for almost ten years, where she developed affordable housing for individuals and families with very low incomes including some of San Francisco's landmark supportive housing projects for homeless youth and dually diagnosed individuals. Michele holds a Master of City Planning with a concentration in Community Development from the University of California at Berkeley and a BS in City and Regional Planning from Cornell University.

The San Francisco Foundation is the regional community foundation serving Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties. The Foundation has built a reputation for impactful public policy, program initiatives, and grantmaking. Started over 55 years ago by San Francisco's civic and philanthropic leaders, the Foundation is led by Sandra R. Hernández, MD, CEO, and an eleven-member board of trustees, chaired by Tatwina Lee. The San Francisco Foundation is outstanding in its annual grantmaking — in fiscal year 2004, it made grant distributions of \$65 million through 5,000 separate grants.

The San Francisco Foundation provides grants in the areas of Arts and culture, community health, education, the environment, social justice, and community development. As the seventh largest community foundation in the U.S. in grantmaking and assets, the Foundation is well known for its leadership in cultivating and supporting community landmarks such as KQED, the Trust for Public Land, Bridge Housing, and the San Francisco Jazz Festival. The foundation's assets are comprised of funds from individuals, families, corporations, and organizations who choose to invest and make a difference in their communities.

For more information on The San Francisco Foundation and its grantmaking, please go to: <http://sff.org/grantmaking/index.html>.

Dianne Yamashiro-Omi, senior program officer for Culturally Competent Health Systems, joined The California Endowment in 2000.

Yamashiro-Omi, who has more than 20 years of experience in philanthropy, oversees the grant-making activities for the foundation's Culturally Competent Health Systems program and works closely with the program's director, Ignatius Bau, to help advance The Endowment's goal and overall mission.

Prior to her current appointment, Yamashiro-Omi was senior program officer for The Endowment's Greater Bay Area regional office located in San Francisco, where she oversaw all administrative and grant-making activities for that region. In addition,

she served as the staff lead for the foundation's investments in community-based "focus funds." Focus Funds are small, vibrant grant-making nonprofits created by people who are connected not just by location, as with community foundations, but also by shared experience and culture – whether centered on race, ethnicity, gender or sexual orientation. These funds help fill important needs that mainstream foundations are typically unable to meet.

Prior to joining The Endowment, she served as a foundation consultant with a number of organizations including the Levi Strauss Foundation, the Evelyn and Walter Haas Jr. Fund, the Civil Liberties Public Education Fund, the Asian Pacific American Community Fund and the San Francisco Foundation.

Yamashiro-Omi also served as a program officer with the Koret Foundation and the Gap Foundation. In addition, she served as executive director of the Asian Foundation for Community Development, co-director of Asian Health Services and executive director of Asian Manpower, Inc.

Yamashiro-Omi holds a bachelor's degree in Social Science from U.C. Berkeley and a teaching credential from the University of San Francisco.

The California Endowment is a private, statewide health foundation established in 1996 with a mission to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians. Since its inception, the foundation has awarded more than 8,400 grants totaling approximately \$1.6 billion to organizations in California.

The Endowment, as well as its Center for Healthy Communities, is headquartered in Los Angeles, Calif., with regional offices in Sacramento, San Francisco, Fresno and San Diego. For more information about The California Endowment, please visit our Web site at www.calendow.org or call (800) 449-4149.

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