



GRANT STRATEGY PROPOSAL

July 21, 2022

A GRANT STRATEGY PROPOSAL FOR

Open Web Application Security Project®

ADEO DEVELOPMENT SOLUTIONS, LLC

Teresa Huff, MS Ed.

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Overview

July 21, 2022

Andrew,

I enjoyed talking with you and learning more about your work and vision for OWASP. What a massive impact you're making! I love your team's big vision for long-term growth over the next few years.

I understand from our conversation that you are needing support with your grant readiness and creating a tangible, actionable grant strategy. Before we dig into details, I want to go over a couple of big picture things.

First, **my why is to help you fulfill your why.** Because of that, I only work directly with nonprofits when:

1. I resonate strongly with their mission.
2. I'm confident I can help them move their mission forward.

That's good news, because:

1. As a teacher at heart, I love your vision for making your materials available worldwide and investing in the future.
2. You already have so many ideal pieces to work with; I can help you expand your capacity for sustainable fundraising and grant readiness.

Based on the information we discussed on our call, you identified the following:

- You are clear about your mission, staff roles, and general funding priorities.
- You need help identifying gaps and opportunities in the grant landscape, both internally and externally.
- You need support developing a grant readiness strategy in order to put your best foot forward with potential funders.
- You need a strategic trainer and thought partner to equip and activate your board so they understand their role and how they can best serve.

My recommendation is to begin with the Grant-Ready Roadmap we discussed. This will involve auditing your current content and processes, refining your core messaging, and nurturing your board's involvement. Then as this phase wraps up, we can determine next steps based on the scope of support you need moving forward.

The next page outlines an overview of the general milestones, timeline, and investment.

Please feel welcome reach out as you have questions or to further discuss how we can best serve together. I look forward to hearing from you and exploring how we can maximize your impact!

Warmly,

Teresa Huff, MS Ed.
Nonprofit Grant Strategist
Adeo Development Solutions, LLC

Grant Strategy Roadmap

Phase 1: 5-Step Grant-Ready Roadmap Process

Facilitated by Teresa Huff, MS Ed.

Step 1: Grant Preparation Audit

- Evaluate and refine core grant documents and organizational materials
- Audit of systems, processes, content, financials
- Identification of recommended internal areas to strengthen

Step 2: Organizational Roadmap

- Monthly board training sessions to educate and identify board member strengths
- Conduct internal and external surveys; analyze results

Step 3: Strategy Framework Sessions

- Develop and clarify internal messaging: vision, mission, core values, and key goals
- Identify your top 3-4 program priorities for grant funding
- Establish target indicators and criteria for prospective funders

Step 4: Case for Support

- Compile materials into a centralized Case for Support document that may be used organization-wide for fundraising and marketing efforts
- Incorporate any additional elements, examples of graphics, etc.

Step 5: Team Training Session

- Develop an action plan with objectives, timeline, and team responsibilities
- In-depth board workshop to facilitate vision and fundraising goals (* Travel expenses additional)
- Develop future proposal for ongoing work based on scope of support needed

Approximate Phase 1 Time Frame: 12 weeks

Phase 1 Grant Strategy Roadmap Investment: \$12,000 or three monthly installments of \$4,000

Key Outcomes: Case for Support, Refined Processes and Messaging, Board Member Training

Looking Ahead: Next Steps

Phase 2: Grant Prospect Identification and Timeline

- Run a grant search using tools such as Instrumentl and Candid Professional
- Identify and prioritize good-fit grant opportunities
- Create a grant application timeline and project tracker

Phase 3: Grant Writing and/or Ongoing Grant Advisory Support

Grant strategy, research, planning, writing, advising, training, coaching in-house team, and related activities

Meet Your Consultant

Teresa Huff, MS Ed.



Teresa Huff, MS Ed., host of the [Grant Writing Simplified Podcast](#), is the go-to expert in grant writing and strategy for nonprofits. She's helped nonprofits triple their funding and maximize their impact.

After winning over \$7 million for schools and nonprofits, Teresa now teaches grant writers and nonprofits the strategies they need to develop millions in sustainable, long-term funding. Her podcast has been downloaded in 100+ countries across 6 continents; more than 3,200 students worldwide have completed her university-accredited online grant writing programs.

Teresa uses her Master's in Education and over 20 years of experience in grant writing, special education, and business to help nonprofit leaders take their skills to the next level.

Thank you for the opportunity to serve alongside you!

ADDITIONAL TERMS

Pricing is effective for 30 days from the date of proposal.

Services are fully remote with no travel. In the event that travel is required, all travel expenses will be billed in addition to the program.

We will work with you to generate strategies, tactics, ideas, pitches, and materials to achieve your desired results; however, we cannot guarantee grant funding. This is not legal or accounting advice. Any statements related to income or potential funding amounts are examples of what may be possible. We cannot guarantee your results. You are responsible for your own decisions and agree not to hold us liable for your results. Payment is due upon receipt of executed contract. Payment may be made by mailed check, ACH deposit, or credit card.

Client is responsible for timely communication and the exchange of information. Delays in milestone completion may occur if there are delays in the information exchange process. Significant additions and/or changes will incur additional costs. Client and Contractor will agree on any additional fees in writing before a new scope of work begins.

INDEPENDENT CONTRACTOR AGREEMENT

INFORMATION EXCHANGE

Client agrees that the accuracy of information supplied to Contractor is the sole responsibility of Client, and that Contractor is not responsible and shall not be held liable for the results of services performed on the basis of inaccurate, incomplete or untruthful information furnished by Client. Additionally, Client and Contractor acknowledge that the completion of duties listed on Page 2 requires communication and the exchange of information between parties. Delays in task completion may occur if there are delays in the information exchange process. Contractor will not be held liable for delays incurred by Client.

INDEPENDENT CONTRACTOR

Contractor is not an employee of Client for any purpose, including unemployment tax, social security contributions, income tax withholding or workers compensation, whether state or federal. Contractor agrees to pay and be solely responsible for all applicable taxes, both state and federal, in connection with amount paid by Client to Contractor. Contractor is, and will continue to be, an Independent Contractor and is not to be considered in any way subject to control by Client. Nothing contained herein shall prevent Contractor from contracting with other representatives for similar services. Contractor is not an exclusive agent of Client. Contractor further agrees that in all such aspects of such work, Contractor shall comply with the policies, standards, regulations of Client, and shall perform the duties assigned faithfully, intelligently, to the best of their ability, and in the best interest of Client.

CONFIDENTIALITY

Client acknowledges and agrees that any information received by the Contractor regarding the business, financial, personal, or other affairs of the Contractor will be treated by Client in full confidence and will not be revealed to any other persons, firms, or organizations during the term of this Agreement or after the termination of this Agreement without the prior written consent of the Contractor. Contractor acknowledges and agrees that any information received by the Client regarding the Client financial and accounting records, personal data, and other Client information related to its organizational process are the Confidential Information of the Client. Except for disclosures required to be made to advance the interests of the Client and information which is a matter of public record, Contractor shall not, during the term of this Agreement or after the termination of this Agreement, disclose any Confidential Information to any person or use any Confidential Information for the benefit of Contractor or any other person, except with the prior written consent of the Client. Files and documents provided by Client remain the property of Client.

LIABILITY

Client shall indemnify, defend and save Contractor harmless from any and all suits, costs, damages or proceedings, including, but not limited to, Contractor's services, pertaining to any and all litigation in which Client is a party. Client shall further indemnify and hold harmless Contractor from liability for any and all claims, costs, suits and damages, including attorneys' fees arising directly or indirectly out of or in connection with the operation of Client, and from liability for injuries suffered by any person relating to Client. All reasonable precautions will be taken to safeguard the property entrusted to Contractor. In the absence of negligence, however, Contractor will not be held liable for loss, destruction or damage of any kind resulting from items which are lost or delayed in transit, whether such transit is electronic, fax, mail or otherwise, nor for unauthorized use by others of such property. Contractor will not be held liable for any incidental, consequential or indirect damages, including without limitation damages for loss of profits, business interruption, loss of information, plagiarism, etc. Contractor will not be held liable for typographical omissions or errors. Client acknowledges that Contractor makes no guarantees as to fundraising, SEO, lead generation, website traffic, or other analytics. We will work with you to generate strategies, tactics, ideas, pitches, and materials to achieve your desired results; however, we cannot guarantee funding. This is not legal or accounting advice. Any statements related to income or potential funding amounts are examples of what may be possible. We cannot guarantee your results. You are responsible for your own decisions and agree not to hold us liable for your results.

TERMS

The attached proposal is a part of this agreement and both parties agree to the pricing and terms therein. Payment is due according to the terms set forth in the attached proposal. Initial payment is due upon receipt of executed contract. Payment may be made by mailed check, ACH deposit, or credit card. Contractor reserves the right to charge a 2% interest fee per month on late invoices.

Services are fully remote with no travel. In the event that travel is required, all travel expenses will be billed in addition to the program. Significant additions or changes will incur additional costs. Client and Contractor will agree on additional fees in writing before a new scope of work begins.

This Agreement shall terminate upon the occurrence of any of the following:

- The expiration of the terms set forth herein.
- Mutual agreement in writing signed by both parties, with a minimum of 60 days notice.

This Agreement shall be governed by and shall be construed in accordance with the laws of the State of Missouri. Signatures below indicate both parties understand and agree to the terms and conditions of this Agreement.

CLIENT:

Name _____

Company _____

Signature _____

Date _____

CONTRACTOR:

Name _____

Company _____

Signature _____

Date _____

Grant Writing Simplified Podcast

www.teresahuff.com/podcast

Using Constraints as Containers for Creative Progress Instead of Roadblocks:
www.teresahuff.com/76

How to Create a Ripple Effect by Becoming a Go-Giver: Interview with Bob Burg:
www.teresahuff.com/89

What Drives Nonprofit Giving? Insider Tips to Optimize Your Fundraising: Tim Kachuriak,
NextAfter: www.teresahuff.com/75

7 Things Grants Are NOT: What You Need to Know About Grant Funding
www.teresahuff.com/80

Should You Hire a Grant Writer or Do It Yourself? Questions to Ask www.teresahuff.com/81

Google Ad Grant: The Nonprofit World's Best-Kept Secret: www.teresahuff.com/7



ADEO DEVELOPMENT SOLUTIONS

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