

California Library Literacy Services  
Regional Library Literacy Network Training

Call for Presenters

*Presentation Title: Fundamentals of Foundation Fundraising*

*Presenter's Name: Kathy St. John*

*Title: ProLiteracy's Southwest Regional Representative and Regional Institute Coordinator*

*Library (if applicable): \_\_\_\_\_*

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***Experience in Adult Literacy and/or Adult Education:***

Kathy taught English as a Second Language in Washington D.C., Chicago and Madison, WI from 1989-1993. Her first work in basic literacy was as the Adult Literacy Assistant Coordinator and then Coordinator at the Blue Gargoyle Youth Services Center in Chicago from 1993-1995. Kathy supervised Read Santa Clara, the literacy program at the Santa Clara Public Library in California, from 1995-2001.

From 2001-2002, Kathy researched grant funding opportunities and wrote grant proposals for Literacy Volunteers of America. She has been a freelance literacy and resource, program and board development consultant since 2002. Since 2003 she has been ProLiteracy America's Southwest Regional Representative working with state organizations and affiliates in six states. From 2004-2006, Kathy was the Project Manager for the Dollar General/ProLiteracy

America Student Expansion Project and managed national research and dissemination projects on reducing student waiting lists and improving community student referral systems. She is ProLiteracy's Regional Institute Coordinator.

### ***Experience as a Presenter:***

*Kathy's first experience as a presenter was as a tutor trainer in 1993. She presented during dozens of tutor training workshops from 1993-2001. She has developed and presented a variety of conference and in-service workshops for adult basic education and literacy administrators, instructors and learners since 1993. She has presented at the following local, state, regional and national conferences since 2002.*

*California Literacy  
California Library Association  
Read San Diego Tutor Conference  
Read Santa Clara Tutor/Learner Conference  
New Mexico Adult Education Association  
Colorado Adult Education Professional Association  
Mountain Plains Adult Education Association  
California Council on Adult Education  
ProLiteracy*

### ***Presentation Abstract: (Limit 50 words)***

Do you have the knowledge, skills, tools, and expertise required to gain funding from a variety of foundations? Participants will learn how to best invest their time and resources and increase their chances of successfully appealing to foundation funders. If you're a novice foundation fundraiser this workshop is for you!

### ***Presentation Objectives:***

By the end of the workshop, participants will have:

1. Learned how to access up-to-date information on foundations and their funding histories, priorities and guidelines.
2. Learned tips on how to identify and research family, private, corporate and community foundations.
3. Learned tips on how best to communicate with family, private, corporate and community foundations.
4. Learned tips on how to attract family, private, corporate and community foundations to their organizations and projects.

***Presentation Content and Main Points:*** (Tell what you want participants to learn from your presentation. Explain how you will present the information. Will you use handouts? Limit to 300 words. You may attach an additional sheet to this form.)

This workshop is for novices. The presenter will walk participants through the basic steps of identifying, researching, and communicating with a wide variety of foundations using a case study of a foundation in California and key materials from current sources that help individuals decipher and interpret information available about foundations. The presenter will provide participants with a comprehensive packet that will allow them to begin identifying and cultivating appropriate foundations immediately. *Note: This workshop does not cover the topic of how to write grant proposals.*

***References:*** (who has heard you present on this topic that we may contact?) Please provide contact name, phone #, e-mail and when they heard you present.

*I have presented this workshop at the CLA annual conference in 2006, the Mountain Plains Adult Education Association annual conference in 2007, and the New Mexico Adult Education Association annual conference in 2006. I didn't know any of the participants but my evaluations were very good and are most likely available from these organizations.*

