



Determine the ideal structure for your organization



Maximize financial resources and enhance accountability



Design programs that respond to community needs

# Capacity Building *Blocks*<sup>TM</sup>

## Position your organization for long term sustainability

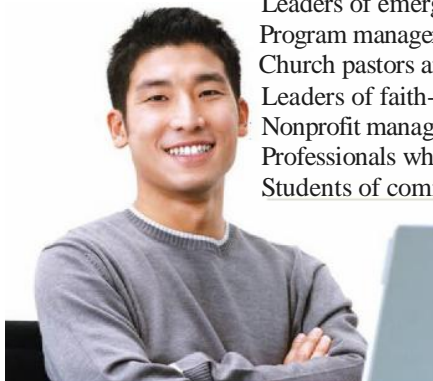
In these times of economic uncertainty, the competition for charitable gifts and government contracts has increased dramatically. By and large, foundations are not only looking to fund good causes, but they are looking to invest in well-run organizations that have the capacity to effect positive community change over the long term.

*Capacity Building Blocks*<sup>TM</sup> is a 10-week workshop series for nonprofit leaders who are serious about maximizing community impact. The interactive workshops provide an in-depth organizational assessment, and balance of instruction, case studies and group activities designed to help you strengthen your organization's infrastructure, and position it for long term sustainability. You may participate in the entire series, or selected modules.



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|--|--|
| Capacity Building Block 1 <sup>TM</sup>  | Starting a New Organization              |
| Capacity Building Block 2 <sup>TM</sup>  | Developing Effective Boards              |
| Capacity Building Block 3 <sup>TM</sup>  | Strategic Planning vs. Business Planning |
| Capacity Building Block 4 <sup>TM</sup>  | Program Development                      |
| Capacity Building Block 5 <sup>TM</sup>  | Technology Planning for Nonprofits       |
| Capacity Building Block 6 <sup>TM</sup>  | Budgeting and Forecasting Cash Flows     |
| Capacity Building Block 7 <sup>TM</sup>  | Proposal Writing                         |
| Capacity Building Block 8 <sup>TM</sup>  | Marketing and Communications             |
| Capacity Building Block 9 <sup>TM</sup>  | Program Evaluation                       |
| Capacity Building Block 10 <sup>TM</sup> | Regulatory Compliance                    |

**Who should attend:** Board members of nonprofit organizations  
 Leaders of emerging organizations  
 Program managers with grantmaking responsibilities  
 Church pastors and ministers  
 Leaders of faith-based initiatives  
 Nonprofit managers who have assumed new responsibilities  
 Professionals who are contemplating mid-career transitions  
 Students of community and/or organizational development



What Nonprofit Managers Really Need to Know

# The Instructor

Valerie F. Leonard

Valerie F. Leonard is a community development consultant with a mission of strengthening the capacity of organizations to make a positive impact on the communities they serve through technical assistance, specialized workshops, resource and organizational development and project management.

Ms. Leonard has considerable experience in the public, private and not-for-profit sectors. Having held various positions that have allowed her to analyze organizations from the top down, her emphases have been finance, community development, organizational development and real estate project management.

Prior to starting her consulting practice, she

- Spearheaded the spin-off of a community-based grant making organization from a family foundation and became its founding executive director
- Managed site planning and development activities for certain Jewel and Osco stores in Chicago and the six Collar Counties
- Coordinated financings in excess of \$100 million for construction, renovation and major capital equipment purchases for Mount Sinai Health System
- Developed winning strategies for New York City's \$6 billion general obligation bond program

Ms. Leonard's recent projects include serving as a technical assistance provider for the Illinois ResourceNet; delivering online instruction in finance and budgeting and grant writing for UIC-Great Cities Institute; peer reviewing state and local government proposals for Federal Stimulus funding; developing a strategic plan for a network of organizations addressing issues of hunger and poverty; assisting in the development of a business plan for an organization providing housing and job training for homeless youth; writing proposals for organizations seeking federal funding through the Second Chance Act, HUD Section 202, Neighborhood Stabilization Program and American Recovery and Reinvestment Act (ARRA); and providing technical assistance workshops for Community Housing Development Organizations (CHDO's).

Ms. Leonard has a bachelor of arts degree in economics from Spelman College, and a master of management degree in finance and marketing from the Kellogg Graduate School of Management. Ms. Leonard is a member of the Association of Consultants to Nonprofits.

## Workshop Schedule

September 15, 2009	<i>Starting Off on the Right Foot: How to Start (or Spin Off) a Nonprofit Organization</i>  Learn how to start a new organization from scratch, spin off new initiatives from existing organizations and how to avoid common pitfalls.
September 22, 2009	<i>Developing Effective Boards</i>  Leadership matters. Learn board and executive directors' roles and responsibilities, typical governance structures, organizational growth stages, and common challenges associated with board development.
September 29, 2009	<i>Navigating the Winds of Change</i>  Capitalize upon the changes in your funding environment. Learn more about the strategic planning process, its relationship to business planning; how to align programs and management systems with your organization's mission, values and goals, and how to stay on track.
October 6, 2009	<i>Programming for Maximum Impact</i>  Are your programs still relevant? You will learn how to develop or improve existing programs so they are consistent with your mission and strategic plan, yet responsive to client needs.
October 13, 2009	<i>Developing Realistic Budgets</i>  You will learn how to develop program budgets, consolidated organizational budgets and cash flow projections consistent with your organization's mission, programs, and timelines.
October 20, 2009	<i>Writing Winning Proposals</i>  What do funders look for when they evaluate proposals? Attend this workshop to gain valuable insights into writing your needs statement and developing proposals for foundations and government agencies.
October 27, 2009	<i>Marketing and Communications Strategies That Get Results</i>  You will learn how to develop and implement a comprehensive marketing and communications strategy to brand your organization's products and services, reach key constituencies and expand opportunities to attract more resources to your organization.
November 3, 2009	<i>The Measure of Success</i>  Does your work really make a difference? Attend this workshop to better understand the relationships between program development, marketing, and the evaluation process; how to develop tools to determine the community impact of your programs.
November 10, 2009	<i>Technology Planning for Nonprofits</i>  Learn how to create a technology plan that may be used as a basis for technology proposals; to enhance the efficiency of day-to-day operations and maximize fundraising and marketing efforts.
November 17, 2009	<i>Maintaining Regulatory Compliance</i>  Maintain your tax exempt status and current funding by complying with the most recent state, federal and local regulatory requirements and maintaining proper documentation.

# High Quality Instruction, Reasonable Rates!

Pricing				
Number of Workshops/ Attendees	Rate Per Workshop/ Per Person	Total	On Site Registration	Total
1	\$65	\$65	\$100	\$100
2	\$65	\$130	\$100	\$200
3	\$60	\$180	\$95	\$285
4	\$60	\$240	\$95	\$380
5	\$55	\$275	\$90	\$450
6	\$55	\$330	\$90	\$540
7	\$50	\$350	\$85	\$595
8	\$50	\$400	\$85	\$680
9	\$45	\$405	\$80	\$720
10	\$45	\$450	\$80	\$800

**Payment and Refund Policy:** Payment is due one week prior to the workshop for which you register. Refunds will be made, less a \$20.00 processing fee per registration. In the event that multiple registrations are involved, the refund will be pro-rated based upon the actual number of workshops attended. Substitutions are allowed.

Organization Name \_\_\_\_\_

Name/Organizational Representative \_\_\_\_\_

Title/Position \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

### Workshops Attending: (Check All that Apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Starting Off on the Right Foot     | <input type="checkbox"/> Developing Realistic Budgets          |
| <input type="checkbox"/> Developing Effective Boards        | <input type="checkbox"/> Writing Winning Proposals             |
| <input type="checkbox"/> Navigating the Winds of Change     | <input type="checkbox"/> Marketing & Communications Strategies |
| <input type="checkbox"/> Programming for Maximum Impact     | <input type="checkbox"/> The Measure of Success                |
| <input type="checkbox"/> Technology Planning for Nonprofits | <input type="checkbox"/> Maintaining Regulatory Compliance     |

Amount Enclosed \_\_\_\_\_

Make checks payable to Capacity Building Blocks  
PO Box 4821  
Chicago, IL 60607

How did you learn of Capacity Building Blocks™? \_\_\_\_\_

## Customized Training and Technical Assistance

Capacity Building Blocks provides customized on-site technical assistance in any of the subject areas included in this workshop series. We also provide training and technical assistance in a number of content specific areas, including

- TIF Advocacy
- Organizational Assessment
- Fundraising
- Community Assessment
- Community Development
- Policy Analysis and Advocacy

## Further Information

Contact Valerie F. Leonard for further information, at 773-521-3137, or [valeriefleonard@msn.com](mailto:valeriefleonard@msn.com)

# Capacity Building Blocks™

A TEN-WEEK PROFESSIONAL DEVELOPMENT WORKSHOP SERIES  
ADDRESSING THE NEEDS OF NONPROFIT ORGANIZATIONAL LEADERS.

## you will learn how to

- start a new organization or spin off a new initiative
- develop effective boards
- discern the differences and similarities between strategic plans and business plans, and when it is most appropriate to use each
- develop and implement program evaluation plans
- write effective funding proposals for private foundations, technology and government submittals
- develop budgets that support the overall mission of your organization and programs
- effectively communicate your organization's mission, goals and accomplishments to enhance accountability and raise funds
- comply with state and federal government regulations as they relate to nonprofits

## SOLID FOUNDATION

### Longterm Sustainability



Dates: Every Tuesday  
September 15, 2009 to  
November 17, 2009

Time: 9:00 a.m. -12:00 noon

Place: Garfield Park Conservatory  
300 North Central Park  
Chicago, IL

## Capacity Building Blocks™

PO Box 4821

Chicago, IL 60607

### Location

Workshops will be held at historic Garfield Park Conservatory, located at 300 North Central Park. There is free parking, and easy access to public transportation.

### Traveling by Car

Take the Eisenhower Expressway (I-290). Exit at Independence Boulevard (Exit 26A) and travel north. Turn right (east) onto Washington Boulevard. Turn left (north) onto Central Park Avenue.(3600W) Travel two blocks north past the Garfield Park Golden Dome field house and the Lake Street public transit line. The Conservatory is on the west side of the street at 300 N. Central Park Ave.

### Public Transportation

Take the CTA Green Line to the new Conservatory-Central Park Drive Station. The station is just steps away from the Garfield Park Conservatory. Please note: the Conservatory is located at the "Conservatory-Central Park" stop of the Green line on the West Side of Chicago, not the "Garfield" stop on the South Side at 55th St.

Place  
Postage  
Here

*Capacity Building Blocks thanks the Chicago Independent Bulletin for their generous sponsorship of these workshops.*

*Register now, and get more training for your money.*