FRIENDS OF THE TEXAS HISTORICAL COMMISSION

Development Seminar 2019 – Elements of Successful Philanthropy
Wednesday, July 24, 1:00PM-4:30PM & Thursday, July 25th[th], 9:00AM-4:00PM

Fulton Mansion State Historic Site
317 Fulton Beach Rd., Rockport, Texas 78382

WEDNESDAY, July 24th
1:00PM – 4:30PM
"Development 101"

The world of non-profit fundraising is highly competitive. With the call on donors' dollars coming from multiple organizations, with a variety of missions, it is more important than ever for non-profits to invest in building a strong development program, that allows them to be sustainable and effective in delivering their mission for the long term. The "Development 101" session of this seminar will introduce attendees to trends in philanthropy today, and to the larger development landscape. You will learn about the guiding principles of fundraising, how to fundraise by the rules, the importance and key elements of a development plan, how to build capacity within your organization for a strong and sustainable development program, and ethics in fundraising.

Making the Case – Why Raise Money? | Philanthropy – The Big Picture | Fundraising by the Rules | The Guiding Principles of Fundraising | Building Capacity for a Strong Development Program | The Development Plan | The development Process | Ethics in Fundraising

THURSDAY, July 25th
9:00AM – 4:00PM
"Foundations Fundraising & Effective Grantsmanship"

On day two of the Seminar, participants will learn about cultivating and soliciting individual donors and developing annual fund and major gifts programs. We will take an in-depth look into the world of grants, foundations, and what makes a successful proposal package, arming participants with effective strategies for identifying the right foundation prospects and structuring strong and powerful grant requests with clear and effective program/project budgets. Participants will bring with them a cover letter, and a grant request that they are working on, to develop further, at the end of this session.

No development program can be successful without the appropriate research resources – for foundations and well as individuals. Day two will also focus on resources that are available to non-profit boards and staff – both free and for a fee. We will take a look at the Foundation Directory Online and how to use this resource to identify potential foundation funders, and will also learn about federal and state funding programs – finding the right sources, writing the grants, and managing reporting.

Individual giving – Overview | The Annual Fund | Cultivating relationships for major gift fundraising
Understanding grants and grantors | Foundation fundraising Developing the ask – the grant proposal
Developing a budget for the grant request Real Projects – Real Proposals

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Development Seminar 2019: Presenter Biographies

ANJALI KAUL ZUTSHI, *Executive Director, Friends of the Texas Historical Commission*

Anjali Kaul Zutshi, Executive Director of the Friends of the Texas Historical Commission, and Chief Development Officer for the Texas Historical Commission, leads the fundraising efforts for the Friends in support of the Texas Historical Commission's mission of historic preservation. Anjali has over 23 years of experience in the non-profit sector, in development and fundraising, strategic planning, program development and non-profit management. She spent almost twelve years with the Trust for Public Land, a national land conservation organization based out of San Francisco, CA, building the Texas development program, coordinating several capital campaigns, and working on several municipal public funding measures. Following her tenure at TPL, Anjali ran a successful consulting business for nine years, continuing her work with land conservation organizations, as well as children and youth, and aging services non-profits, before joining the THC team in 2016. Through her work over the last 23 years, Anjali has established a successful track record – working with non-profits on building sustainability through effective management, and with funders on building partnerships for effective mission support and delivery. She is a graduate of Leadership Austin, and is a committed community volunteer, serving on the Board of Directors of the Eanes Education Foundation, and as a member of the Eanes ISD's District Leadership Team and of the Advisory Council for the Annette Strauss Institute for Civic Life at the University of Texas at Austin. Anjali is an architect by training, with a graduate degree in Community and Regional Planning from the University of Texas at Austin.

ANGELA REED, *Community Partnerships Coordinator, Texas Historical Commission*

Angela Reed is the Community Partnerships Coordinator for the THC's Historic Sites Division, where she consults local Friends Groups that support the agency's 22 State Historic Sites as they navigate fundraising initiatives, board development, 501(c)3 requirements, agency Memorandum of Agreements and Fiscal Sponsorship Agreements. With more than 15 years' experience working in both the nonprofit and state government sectors, primarily with historic resources, Angela has enjoyed the opportunity to wear many hats in the development arena; because as it turns out, the humanities can always use more money. Angela's work experience includes serving as Development Manager for the Friends of THC, Grant Writer for the historic Paramount Theater and Austin Theater Alliance, Program Manager and Interim Executive Director for Preservation Austin, Historian for CCC Parks of the Historic Sites Program - Texas Parks and Wildlife, and Field Coordinator for Volunteers for Educational & Social Services. She also currently volunteers as Board Chair of the local nonprofit, Partners for Educational, Agricultural and Sustainability (PEAS) and serves on the Historic Resources Committee of the South River City Neighborhood Association. Angela holds a Master's in humanities with a focus in history from New York University, and a Bachelor's in sociology from St. Edward's University.

Workshop Registration

Registration fee for both days (July 24th and 25th): $169.00
Early bird registration: $149.00
Limited space. Lunch provided on Thursday.

Click here to register

For more information, please contact Reina Andrade at (512) 936-2189 or Reina.Andrade@thc.texas.gov.

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ACCOMMODATION RECOMMENDATIONS

La Quinta Inn & Suites Rockport-Fulton
Address: 2921 Highway 35 N, Rockport, TX 78382

Phone: (361) 727-9824

Book Online

Inn at Fulton Harbor
Address: 215 N Fulton Beach Rd., Fulton, TX 78358

Phone: (361) 790-5888

Book online