

Fundraising Resources DSLBD & DC Government

**11th Annual Public Private Partnership Conference
August 25, 2011
Washington, DC**

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Project Manager

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Mission

DSLBD is charged with fostering economic growth and the development of emerging DC-based business enterprises through:

- ✓ Programs and opportunities
- ✓ Agency and public/private contract compliance
- ✓ Advocacy
- ✓ Supportive legislation



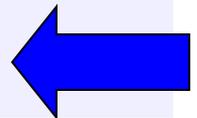
Divisions

Business Opportunities &
Access to Capitol

Certification

Commercial Revitalization

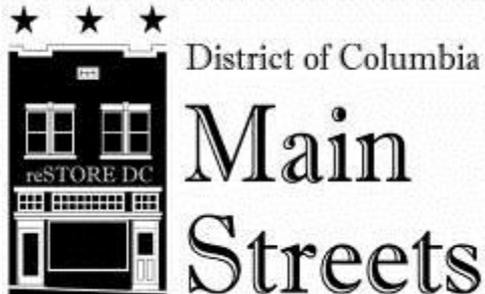
Training and Education





DSLBD Grants

- ✓ Funds legislated (DC Council)
- ✓ Competitive
- ✓ Primary areas:
 - Business needs assessment
 - Business assistance services
 - Commercial district services



Recent Examples:

- ✓ **Commercial District services**
19 Clean Teams citywide
- ✓ **Business Assistance**
Kennedy Street/Brightwood Georgia
- ✓ **Business expansion**
Healthy Retail Food Stores
- ✓ **Business branding & Commercial Property Improvement**
Ward 4 Storefront Improvement Program
- ✓ **Comprehensive Neighborhood Commercial District Revitalization**
DC Main Streets

FY12 Cycle:

- ✓ DC MainStreets
- ✓ Clean Team services



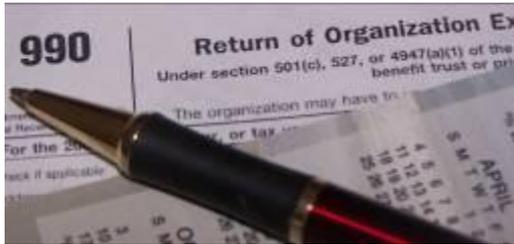
Identifying Opportunities

- ✓ DC Register
- ✓ OPGS Funding Alert
- ✓ Citywide Grants Database
- ✓ Contracts (OCP)



Pro-active Research

- ✓ DC Budget
- ✓ Agency press releases
- ✓ Sub-contractors



Core Eligibility

- ✓ IRS compliance (501c3, filings)
- ✓ DC compliance (incorporation, filings)
- ✓ Mission (economic/business development)



Grants Management

- ✓ Manage funds
- ✓ Reporting
- ✓ Team on proposed grant





Program Management

- ✓ Scope of work (service delivery)
- ✓ Measure impact (performance)
- ✓ Evaluate program & adjustment



Utilization of DC Businesses & Residents

Risk

- ✓ Performance on past grants
- ✓ Feedback from past funders



District of Columbia
City-Wide Grants
Manual and Sourcebook

Office of the City Administrator
December 2010

Review Process

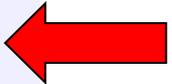
- ✓ Preliminary Review (DSLBD)
- ✓ Independent Panel Review
- ✓ Agency Director Review
- ✓ Director Selection



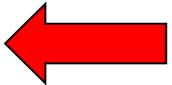
Late submission

Missing documents

Assume reviewers know industry
or organization



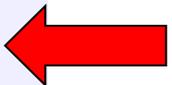
Passing on “optional” attachments



Sending materials separately

Too verbose

Not underscoring key message(s)



Ignoring submission requirements

**Think and Operate like a Business
to Distinguish yourself from the Pack**



BUSINESS

NONPROFIT

Mission-focused → Strategic selection of opportunities

Capacity Statement → Demonstrate Subject Matter Expert

Target Market → Know your Customers

Business expansion → Demonstrate growth/evolution

Relationship Development → Offer solutions, Be informal partner

Results-Oriented → Establish, track, and tout impact

Branding → One message in all actions

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