



**2024 - 2025**

# **Toledo Neighborhood Capacity Building Institute**

**LuCynthia Jones, Neighborhood Navigator, City of Toledo**  
**Amelia Gibbon, Executive Director, Reinvest Toledo**

**April 24, 2025**

## **Empowering Our Neighborhoods through Capacity Building**

By investing in the capacity of our residents and small nonprofits, the true heart of our disinvested communities, we unlock their potential to revitalize homes, heal our streets, and offer safe havens for our youth. Capacity building, championed by the Department of Housing and Community Development, will strategically equip the next cohort and amplify the vital work of current organizations, paving their way to sustainable funding.

# Toledo Neighborhood Capacity Building Institute (TNCBI)

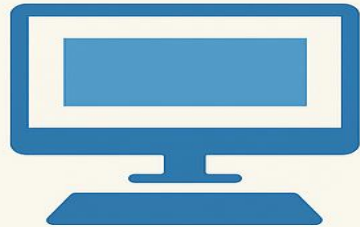
The **TNCBI** is designed to support neighborhood revitalization by engaging select nonprofits and grassroots organizations to build capacity in strategic areas for effective neighborhood revitalization and sustainability.

- ✓ 13 Small non-profit and grassroots organizations
- ✓ 12 Engaging **Modules** (both in-person and virtual) began on October 7, 2024
- ✓ Modules held at **Sofia Quintero Arts and Cultural Center-SQACC** (TNCBI Cohort 1 Graduate)
- ✓ **Capstone Project** required to demonstrate knowledge learned
- ✓ **Program Incentives** (after graduation): **Strategic planning, grant writing, financial management, and organizational development**

# Program Structure Overview



**Nine  
In-Person  
Modules**



**Three  
Virtual  
Modules**



**Micro-  
Learning  
Sessions**



**Group  
Mentoring**

**Up to 12 hours of instruction offered for each in-person module**

- Social Media Marketing Strategies**
- Communication Strategies**
- Conducting Effective Board and Staff Meetings**

- Capstone Review**
- Branding and Marketing w/James Hall**

**Offered during and after the program**

Participating Organization	Organization Leader and Title
Ambassadors in Action	Kristin Waters, Board VP <b>and</b> Jennifer Rodgers, Board Treasurer
Believe Center	Cathy Reichow, Administrative Assistant
BESN X Community	Timothy Fields, President
Elevated Hearts, Inc.	Dannie Hughes, Founder
Get UR Life, LLC	Shauta’u M. Berry, Founder
Greater Generations	Ebony Robinson, Executive Director
Historic Vistula Community Awareness Connection	DebraSue Pearson, Founder and CEO
Lincoln School Coalition	Tina Hall, Board Member
Lucas Housing Services Corporation	Terry J. Awls, Exec. Director <b>and</b> Courtney Helm
Old West End Association	Laure Hammond, Board President <b>and</b> Justin Bays, Volunteer Committee Chair
One Street at a Time	Charlotte Lawson, President <b>and</b> Yolanda Fitch, Community Coordinator
Open Arms Transformation Living	Fonda Royster, Founder and CEO
Sisters 4 Unity	Aviance Hill and Jannell Ector, Founders

# Kick-Off Event September 26, 2024 (City Council Chambers)



From left to right: Amelia Gibbon, Charlotte Lawson, Ebony Robinson, LuCynthia Jones, Dr. Jennifer Sader, Manuel Mathis, DebraSue Pearson, Anthony Shaw, Yolanda Fitch, Dr. Stephen Ball, Timothy Fields, Michelle Klinger, Mayor Wade Kapszukiewicz, Justin Bays, Tina Hall, and Dannie Hughes



Mayor Wade Kapszukiewicz discussed the importance of Capacity Building for Nonprofits in Toledo



Monica Brown, CPD Grants Manager with Ebony Robinson (Greater Generations) and DebraSue Pearson (HVCAC)

## TNCBI COHORT 2 FACILITATOR PROFILES & MODULES

### ***MICHELLE KLINGER***

Evaluation and Nonprofit Business Consultant

#### **INSTRUCTION MODULES:**

- Solutions-based Programming and Services
- Grant Writing



### ***EVELYN McKINNEY***

Owner, Bealive365, LLC

#### ***INSTRUCTION MODULES:***

- Building Collaborative Partnerships
  - Fund Development vs Fundraising
  - Social Media Marketing Strategies (Virtual Module)
- (Co-Instructors Crystal Taylor, MBA,  
and Landyn Jordan)***



## FACILITATOR PROFILES & MODULES

### ***CRYSTAL TAYLOR, MBA***

Owner, Crystal Clear Communications

#### ***INSTRUCTION MODULES:***

- Board Development
- Succession Planning
- Social Media Marketing Strategies (Virtual Module)

***(Co-Instructors Evelyn McKinney and Landyn Jordan)***

### ***LANDYN JORDAN, MPH***

Senior Consultant, McBride, and Director of Slate 312

#### ***INSTRUCTION MODULES:***

- Social Media Marketing Strategies (Virtual Module)
- (Co-Instructors Evelyn McKinney and Crystal Taylor, MBA)***





## FACILITATOR PROFILES & MODULES

### ***JENNIFER SADER, PhD***

Founding Partner, Joysten Group LLC

#### ***INSTRUCTION MODULES:***

- Strategic Planning



### ***ARTISHA LAWSON, MOL***

Director of Member Engagement at the Council of Mi  
Foundations, and  
Freelance Reporter

#### ***INSTRUCTION MODULES:***

- Communication Strategies (Virtual Module)
- Conducting Effective Staff and Board Meetings (Virtual Module)



## FACILITATOR PROFILES & MODULES

### ***STEPHEN BALL, PhD***

Founding Partner, Joysten Group LLC

#### ***INSTRUCTION MODULES:***

- Budgeting and Financial Reporting



### ***THOMAS C. GIBBONS***

Director, Plan Commission, City of Toledo

#### ***INSTRUCTION MODULES:***

- Planning and Zoning



# Module 1

## Board Development

- Who do you need on your nonprofit board?
- Board recruitment best practices
- How to attract new board members
- Basic responsibilities of nonprofit boards
- Board governance and best practices



# Module 2

## Strategic Planning

- What is your purpose, vision, and mission?
- Using the strategic plan (SP) as your GPS
- Developing a SWOT Analysis
- Potential partnership speed dating and developing your elevator pitch
- What are the steps in preparing the SP?



## Module 3

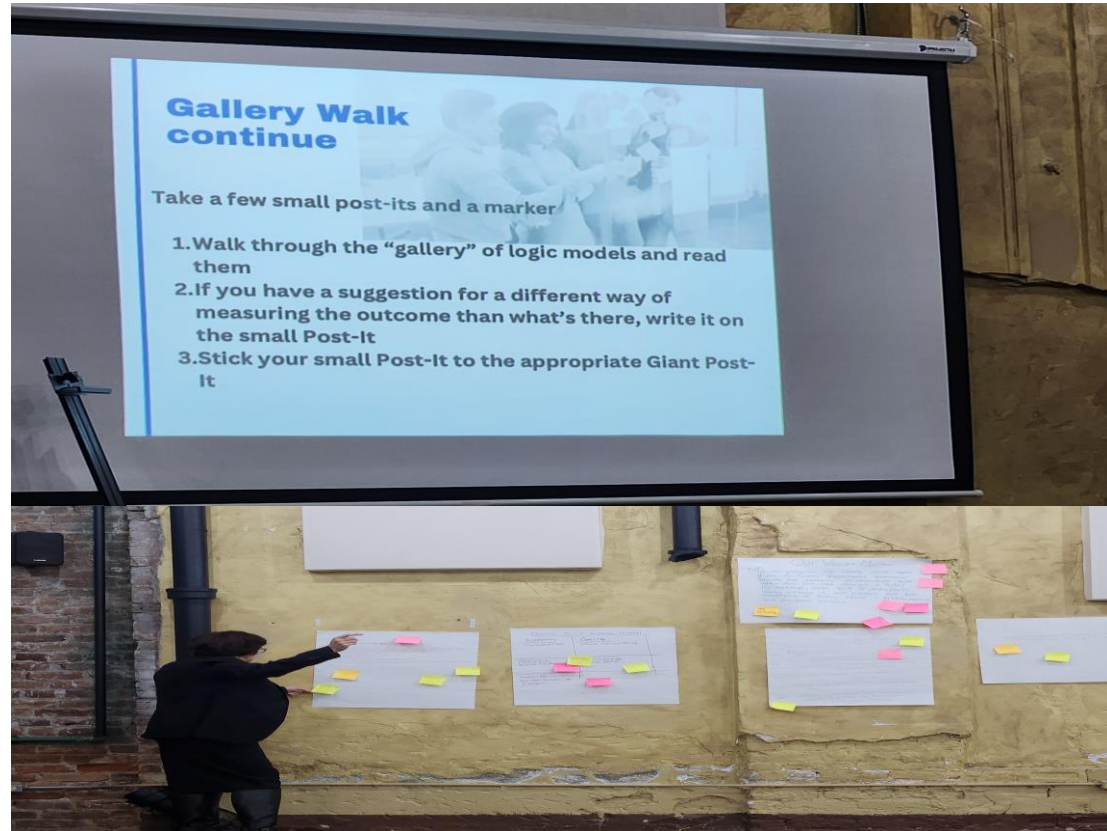
# Finances and Budgeting

- ❑ Foundations of Non-Profit Budgeting and Financial Reporting
- ❑ How to integrate Budgeting and Financial Reporting into Strategic Planning
  - ❑ Understand the relationship b/t financial health and organizational stability
  - ❑ How to present financial information to stakeholders



## Module 4 Solutions-Based Programming

- ❑ What is a Logic Model, and how to create one for your program?
- ❑ How to use SMART language to tell your story and how this relates to funding
- ❑ Understanding Measurement (outcomes, evaluation tools, survey development, and learning goals)
- ❑ Capturing your program in action



## **Module 5 Building Collaborative Partnerships**

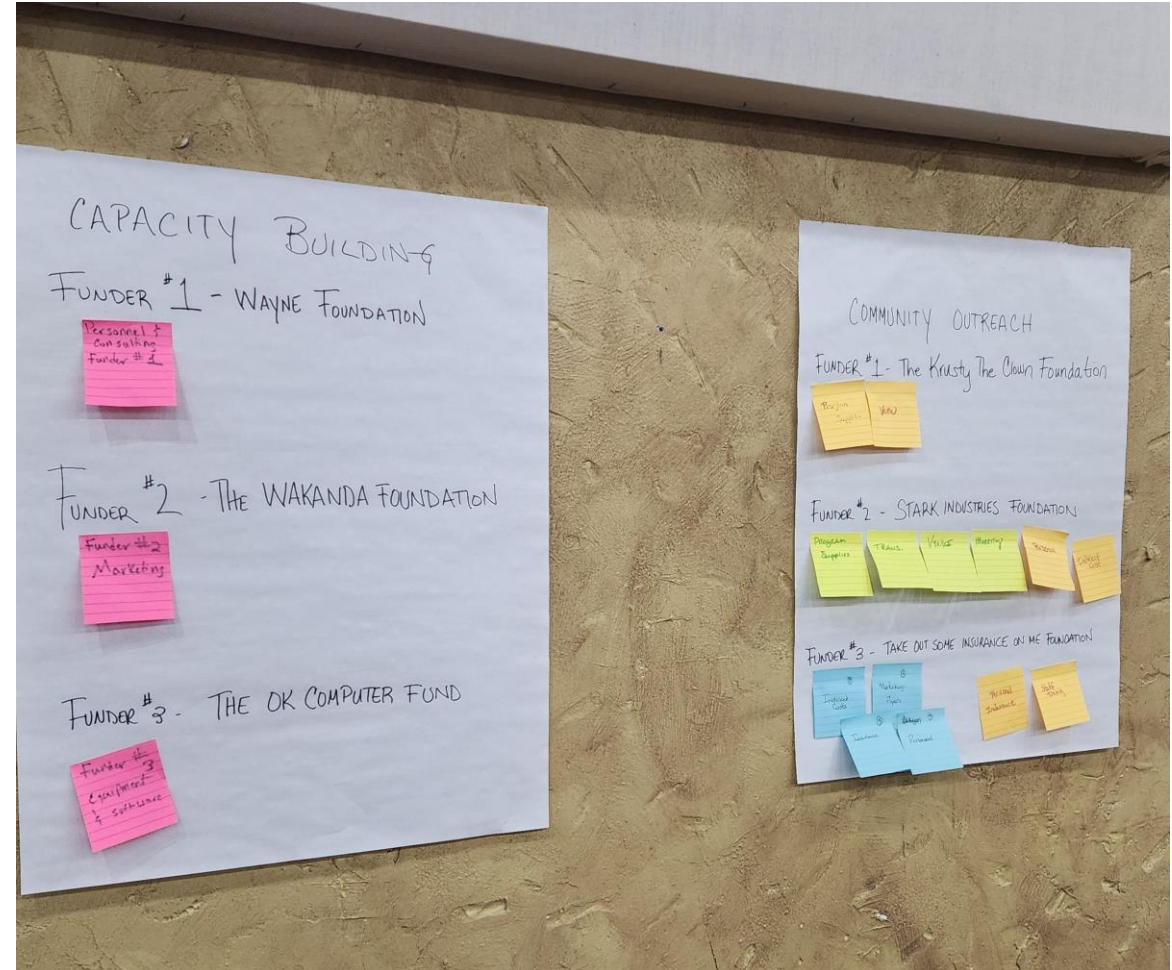
- Identifying and engaging with stakeholders
- How to cultivate collaborative partnerships
- How to build strategic networks
- How to stay on mission in the collaboration process while avoiding duplication of efforts

## **Module 6 Succession Planning**

- Creating policies for sustainability
- Casting a vision that the board and staff can follow
- How to embed succession planning into bylaws and strategic plans

# Module 7 Grant Writing

- ❑ How to conduct a grant search
- ❑ Components of a well-written grant
- ❑ Community Development Block Grant requirements
- ❑ Applying for foundation grants, corporation, and other types of public service grants





## Module 8 Fund Development vs. Fundraising

- The difference between fund development and fundraising
- Components of each and why they are vitally important to your nonprofit
- Creating a fund development and fundraising strategy
- Engaging your board in fund development and fundraising efforts

## Module 9 Planning and Zoning

- Understanding the neighborhood planning and zoning process
- Understanding the land use and permitting process
- Practical steps for grassroots organizations to follow if they want to see changes in the zoning landscape of their neighborhood



## **Module 10 Communication Strategies**

- Exploring the different types of media coverage (i.e., TV, internet, local printed publications, etc.)
- Exploring the different types of report writing (i.e., annual reports, board reports, grant reports, etc.)

## **Module 11 Conducting Effective Staff and Board Meetings**

- Robert's Rules of Order
- Meeting best practices

## **Module 12 Social Media Marketing Strategies**

- Best Practices for Social Media Marketing
- Storytelling in digital spaces

## Continuous Evaluation

“How to organize my grant information efficiently.”

“She is an awesome instructor, well prepared, smart, knowledgeable, and presents real-world scenarios.”

“I learned how the city operates in developing our neighborhoods. We will use this info for vacant houses and land development.”

“Continue to ask questions...the collaboration must be beneficial.”

It is important “to assess each board member and committee chair to make sure they are in the right roles for my organization.”

“The logic model tool was extremely useful in organizing my business activity, goals, and outcomes.”

## Capstone Project: Collaborating to Achieve Success



### Purpose of Capstone Projects:

- 1. Foster Collaboration:** Encourages organizations to work together on projects that align with their missions.
- 2. Demonstrate Knowledge:** Provides participants with an opportunity to showcase the information they've learned through a visual presentation.
- 3. Foster Partnerships:** Creates opportunities for future long-term partnerships
- 4. Enhance Funding Opportunities:** Prepares participant organizations for future federal and private grant opportunities

# Participant Spotlight



**TIM FIELDS**  
Executive Director

**BESN X Community** empowers youth and underserved communities by bridging equity in STEM, esports, game development, AI, green technologies, and visual arts.

## Recent Grant Awards:

- ✓ Vibrancy Initiative White Box Grant **\$24,680** (1256 Broadway Street, Heritage South Plaza in Old South End)
- ✓ Anthem **\$20,000**
- ✓ Parks, Recreation and Youth Services Summer Grant **\$10,000**
- ✓ Toledo Rotary Club **\$9,500** (assisted by **Instructor Michelle Klinger**)
- ✓ LMH **\$6,500** (assisted by **Instructor Evelyn McKinney**)

**Total Instructor Connected Funding \$16,000**

# Participant Spotlight



**LAURE HAMMOND**  
OWEA Board President  
Ambassador, Engage Toledo

**JUSTIN BAYS**  
Ad Hoc Volunteer Committee Chair

Guided by the belief in fostering community “one brick, one family, one gathering at a time,” the OWEA works to strengthen connections and build a welcoming, inclusive environment.

## Seeking Grants:

- ✓ Anderson Foundation Grant **\$20,500** (assisted by **Instructor Michelle Klinger**)
  - ✓ If awarded, the grant funding will be used to complete the final rehab and restoration touches of the home located at **624 W. Delaware**. This home was acquired from **the Lucas County Land Bank**. The ultimate goal is to offer the home at an **affordable** price to a new homeowner.

**Total Instructor Connected Funding \$20,500**

**You're Invited!**

## **Celebrate the Success of TNCBI Cohort 2**

Join us on **June 5th at 5:30 PM** in **Toledo City Council Chambers** for an inspiring evening honoring the incredible work of our neighborhood leaders.

Enjoy a special short video showcasing a few **Capstone Projects** that highlight real change in Toledo's neighborhoods. Come and support the vision, collaboration, and progress of 13 community-driven organizations making a difference!





**Thank you.**

**➔ [toledo.oh.gov](https://toledo.oh.gov)**