



April 2012

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## *Southeast Colorado Rural Philanthropy Days*

# Update

*growing together*

## Marketing, social media topic of next trainings

The Southeast Colorado Rural Philanthropy Days Leadership Team is joining forces with the La Junta Small Business Development Center to present two workshops in May that will focus on marketing strategies for non-profit and for-profit businesses.

“Using Social Media to Tell Your Story” will be presented twice in southeastern Colorado: on May 8 at the Otero Junior College Banquet Room and on May 9 in the Buchanan Events Room at Lamar Community College. Each workshop will run for three hours, from 10 a.m. to 1 p.m. These workshops are being presented as follow-up activities to Southeast Rural Philanthropy Days, which was last held in the region in 2010.

Facilitated by Maria Fabula of the Community Resource Center, the workshops will cover how to utilize storytelling, especially through social media, to engage audiences and to inspire action. Storytelling is a powerful communication tool that can make people feel emotionally connected in helping an organization achieve its goals.

Specific components of the workshops will include breaking down the elements of a good story, identifying the types of stories that can help increase impact providing an overview of social media tools and reviewing how to integrate your stories into social media opportunities.

The cost of the workshop is \$30 before May 1 (early bird registration) and \$40 after that date. Registration is being accepted through the Community Resource Center’s online store, [www.crcamerica.org](http://www.crcamerica.org). To register, click on “training,” then follow the page to the bottom under “Regional/Rural Workshops.”

Southeast Rural Philanthropy Days is held in conjunction with the Community Resource Center and is brought to the Southeast Region once every four years. Following the 2010 event, a Leadership Team was formed to provide follow-up activities in the region.

The La Junta Small Business Development Center is funded in part through a cooperative agreement with the U.S. Small Business Administration and Otero Junior College. The Colorado Small Business Development Center is a partnership among the Colorado Office of Economic Development, the U.S. Small Business Administration and Colorado’s institutions of higher education.

For more information on the workshops, please contact Southeast RPD Regional Manager Teri Erickson at (719) 384-6962 or Small Business Development Center Director Bill Dutro at (719) 384-6959.

# The OUTSIDE TRACK



The Spanish Peaks Celtic Festival is sponsoring “A Musical Spring Break” at 7:15 p.m. April 26 at the Fox Theatre in Walsenburg as a fund raiser for the Sept. 27-30 Festival. The concert will feature The Outside Track, 2012 winner of the livelrish Music Awards for Vocal/Instrumental Group of the Year. Tickets may be purchased online at [www.CelticMusicFest.com](http://www.CelticMusicFest.com).

## Upcoming Grant Deadlines

Below is a list of some of the upcoming grant application deadlines for Colorado foundations.

### May

- May 1 – Sam S. Bloom Foundation
- May 1 – Temple Hoyne Buell Foundation
- May 1 – Maki Foundation

### June

- June 15 – Colorado Health Foundation

### July

- July 1 – Adolph Coors Foundation
- July 1 – Gates Family Foundation
- July 31 – Lucille Drinkwater Allen Charitable Trust
- July 31 – Bonfils-Stanton Foundation

More information on these funders can be found in the Colorado Grants Guide, available online at many local libraries. Always contact a funder before applying to ensure their giving guidelines and grant deadlines have not changed.

# *Non-profit organizations attend advanced grant writing workshops in Eads, Walsenburg*



Over two dozen representatives of southeast Colorado non-profit organizations attended two workshops in February that focused on improving grant-seeking skills. Facilitated by Southeast RPD Regional Manager Teri Erickson, the workshops were called “Grant Proposals: the Next Step” and were held in Eads and Walsenburg on Feb. 8 and 9. These workshops were part of a series of follow-up workshop activities being planned throughout the eight counties in the southeast region in the years between RPD events. The next official RPD is planned for September 2014. In the meantime, workshops on marketing and



using social media are planned for May (see Page 1) and workshops on grant management are tentatively being planned for August. More information will be published in future issues of this newsletter.

Above left: Teri Erickson leads a workshop in Walsenburg.

Left: Attendees at the Eads workshop take notes on new grant writing techniques.

## Share Your News!

Did your non-profit organization just complete a big project or get an important grant? Do you have a new employee or other exciting news? We'd like to share your success stories with other attendees of Southeast Rural Philanthropy Days in our quarterly newsletter.

Information and photos, when applicable, should be submitted to Teri Erickson at [teri.erickson@ojc.edu](mailto:teri.erickson@ojc.edu). Please include your contact name and phone number in case follow-up is required. Items will run in future issues of this newsletter on a space-available basis. The newsletter is printed quarterly and items will be published on a space-available basis. Issues and their deadlines are:



January issue — Jan. 10 deadline  
April issue — April 10 deadline  
July issue — July 10 deadline  
October issue — Oct. 10 deadline



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# Recent grant awards

Below is a list of recent grant awards made in the region:

## **Bent County**

- Las Animas Housing Development Corporation (Sunshine Manor) received \$10,000 from the Daniels Fund and \$5,000 from the Anschutz Family Foundation to be used for bathroom vanities and storm doors for the 28 apartment units and community room in the senior housing complex.

## **Kiowa County**

- Kiowa County Economic Development Foundation recently received \$20,000 to restore wetlands in Kiowa County. In 2003, the Kiowa County Economic Development Foundation purchased 800 acres of farm/ranch land south of Eads. The property includes a 320 acre natural area with shortgrass and sand sage prairie, 46.5 acre wetland, and an eight acre pond. The spring-fed Kiowa Creek runs through the length of the property. With input from a wide variety of partners, including Rocky Mountain Bird Observatory, Fish and Wildlife Service's Partners for Fish and Wildlife, Natural Resources Conservation Service and others, they will restore a portion of the creek to provide increased open water in what has been a cattail-choked stream channel.



This grant is one of several received with long-term multi-agency cooperation. With grant funds, an ADA-accessible pier and additional groomed fishing access points have been added at Jackson's Pond in the past year and are nearing completion. The focus of work is shifting to the Kiowa Creek drainage and wetlands east and west of Jackson's Pond. Three successful KCEDF grants totaling \$60,000 from Colorado Parks and Wildlife/Rocky Mountain Bird Observatory, Conoco Phillips and North American Wetland Conservation Act (NAWCA) will fund these restoration efforts. Development of displays for the historic barn is progressing with plans for exhibits to be in place in September 2012. Exhibits are being funded with over \$50,000 in grants from Colorado Parks and Wildlife, Gates Family Foundation and other contributors.

## **Otero County**

- **InspirationField** received \$5,000 from AT&T to support its Building for the Future Campaign. "We are very grateful to AT&T for supporting our new building campaign," said Johnnie DeLeon, Executive Director of **InspirationField**. He added, "Our dream of a new building is becoming closer to reality with each new donation received." AT&T Inc. is committed to advancing education, strengthening communities and improving lives. Through its philanthropic initiatives and partnerships, AT&T has a long history of supporting projects that create learning opportunities, promote academic and economic achievement and address community needs. In 2009, more than \$155 million was contributed through corporate, employee and AT&T Foundation-giving programs.

## **Prowers County**

- Welcome Home Child and Family Development Center was awarded a Temple Hoyne Buell Grant in the amount of \$30,000 for general operating support. Welcome Home Child and Family Development Center serves families and children ranging in ages from six weeks through 12 years old.

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*To share news of recent grants received by your organization, please e-mail the amount of the award, name of the foundation and brief description of what the funds will be used for to: [teri.erickson@ojc.edu](mailto:teri.erickson@ojc.edu). Lists are printed in the quarterly issues of this newsletter. Deadlines to submit information are noon on Jan. 10, April 10, July 10 and Oct. 10.*

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# Non-profit news

## Cinco de Mayo celebration scheduled for May 5

The sixth annual La Junta Tribune-Democrat Cinco de Mayo celebration, an event to commemorate Mexican heritage and pride, is scheduled for Saturday, May 5, and will feature authentic Mexican cuisine, entertainment, games for kids and a dance. The event will take place in downtown La Junta from 11 a.m. to 5 p.m. A dance at OJC McDivitt Center featuring “Latin Sol” will begin at 7 p.m. The dance is for ages 21 years and up. Tickets for the dance are \$10 each in advance or \$12 the day of the event. The celebration will feature authentic Mexican cuisine, which will be served at the La Junta Senior Center, and will also include live entertainment throughout the day, vendor booths, games and a beer garden for adults. A 5K run/walk will also be held. According to Johnnie DeLeon, Executive Director of **InspirationField**, “We are excited about this year’s event and all the great entertainment and activities we have planned. We especially look forward to making this Cinco de Mayo celebration a great event for the entire Arkansas Valley to enjoy.”

**InspirationField** is seeking volunteers to assist with the celebration to help run game booths, food service and trash clean up during the day. In 2011, over 100 volunteers were involved. The funds raised during the celebration will be added to the Building for the Future fund, which was established to raise \$5.5 million to construct a 34,000 square-foot facility for the Day Program and administrative operations of **InspirationField**. To date, **InspirationField** has secured more than \$2.6 million for this facility, which will be equipped with all the newest developments and technology in the field of supporting individuals with developmental disabilities. For additional information on the Cinco de Mayo celebration or to purchase tickets to “Latin Sol,” contact Kristina Lofing, **InspirationField** development coordinator, at (719) 384-8741, extension 146.

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## Mustang Pavilion project continues

One of the final crucial ingredients for the much-anticipated long-term success of the Kim Equine Pavilion and Education Center is coming together and nearing completion. A successful equine facility must have good ground and the ability to maintain it. One way to provide and maintain good ground is a readily available large source of water which can be placed on the arena ground quickly and easily. Local contractors and school kids were recently involved in installing the lagoon liner. The community’s excitement and anticipation of future events that will be held at the Mustang Pavilion continues to grow as phase three construction nears completion.



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## Wellness Center opens in Bent County

Bent County HealthCare Center is proud to announce the opening of *Get Fit Wellness Center*, part of the Bent County HealthCare Rehabilitation Center. The Rehab Center has moved to a new location at 215 Maple in Las Animas. This is still within the nursing home but the front entrance is now accessible to clients from Maple Street. A new back entrance connects the Rehab Center to the nursing home. New fitness equipment has been purchased and *Get Fit Wellness* memberships are available to the community. This project was made possible by grants from USDA Rural Development and the Colorado Health Foundation. The goal of the *Get Fit Wellness Center* is to improve the community’s access to physical activity and expand options for physical fitness. A variety of classes will be offered to the public including yoga, tai chi, N’Balance (fall prevention), and Pilates. Activities to be added in the future include classes on chronic disease management and holistic health coaching. The Rehab and Wellness Center hours of operation will be Monday through Friday from 8 a.m. to 6 p.m. and Saturday from 8 a.m. to 6 p.m. For more information, call (719) 456-0848 or email [bhccgetfit@gmail.com](mailto:bhccgetfit@gmail.com).



## Southeast RPD is on Facebook!

Want more ways to stay connected to Southeast RPD? Visit our Facebook page and be sure to “like” us. Connect to our new page under Southeast Colorado Rural Philanthropy Days.