



TRANSPORTATION



HOUSING and COMMUNITY



PARKS and RECREATION



WATER



PUBLIC SAFETY



Request for Qualifications
for
Professional Grant Writing Services

Submitted
May 2, 2018

www.californiaconsulting.org

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Statement of Qualifications for Professional Grant Writing Services

Founded in 2004, California Consulting has offices in Northern, Central, and Southern California. We currently have approximately over 80 clients statewide consisting of 40 cities, almost 30 school districts, and several nonprofit, and private sector clients. California Consulting is the largest grant writing firm in California. We have secured over \$1.6 billion for our clients since inception through grant writing and governmental affairs efforts combined and written over 865 successful grant applications totaling over \$210 million for our clients. The California Consulting team boasts over 22 grant writers. California Consulting staff is experienced in all facets of grant research, grant writing, and grant management. Our grant writers have over 75 years of grant writing experience combined. California Consulting works collaboratively with our clients to create a strategy identifying funding opportunities that align with the client's needs, whether it's at the Federal, State, or Private Foundation level.

California Consulting is the leader in the grant writing industry. We have set the standard with:

- Thorough knowledge of policy and grant writing expertise
- Hands on approach by the CEO, Steve Samuelian, on strategic planning and client care
- Grant advocacy for each client
- Collaborative team approach to grant writing for every client

Scope of Services

California Consulting is a full service grant writing firm. We are experts in the fields of grant research and identification, preparing comprehensive and concise grant application packages, submitting grants in a timely fashion, and follow through after the grant has been submitted.

California Consulting has a fundamental business philosophy founded on open communication and tailoring the grants to fit the client's needs.

1. **Funding Needs Analysis:** *(In-Depth Meeting with Department Heads to review priorities and funding needs).* We learn about the client at the outset of the contract by conducting an in-depth Needs Assessment at the City of Carson. The City of Carson will be assigned a Project Manager who will meet client regularly and continue dialog on an ongoing basis.
2. **Grant Funding Research and Identification:** Our Project Managers are experts in grant identification. They conduct thorough research on an ongoing basis. We have several grant related search engine and List Service websites we subscribe to in order to research all current and upcoming Federal, State, and Private Foundation grants. We will focus our grant research and identification in the following areas but not limited to:
 - ✓ Community Redevelopment
 - ✓ Economic Development
 - ✓ Urban Greening and Water Grants
 - ✓ Parks and Recreation
 - ✓ Transportation
3. **Grant Proposal Development:** We will write all sections of the grant application. Once a grant has been identified, we work with staff to interpret guidelines and gather information necessary for a strong proposal and application. We develop a checklist and schedule for the city and project manager.

Below is a list of general tasks for our grant process:

- a. Create a task timeline with due date.
- b. Ensure the proposed project meets the grant agency's requirements
- c. Collect information on the project
- d. Meet with staff to create an accurate scope of work, budget, timeline, narratives, and cost analysis
- e. Attend pre-proposal conferences, webinars, as necessary
- f. Coordinate with local agencies and organizations
- g. Obtain letters of support, when necessary
- h. Work with staff to determine if City Council approval is required for submission
- i. Draft proposals and send to staff for review
- j. Incorporate staff edits in final drafts
- k. Submit completed application.
- l. Monitor funding agency until grant awards are announced

4. **Preparation of Grant Application Documentation:** The Project Manager will be responsible for preparing any associated exhibits and presentations related to the grant application being prepared.

5. **Grant Review and Approval Process:** California Consulting takes pride in our impeccable grant applications and ensures timely and critical review for grant submissions. Our Grant Managers conduct group meetings with all Project Managers twice each month.

6. **Timely Submission:** We create a precise timeline to ensure the grant is submitted on time. This timeline not only captures the submission deadline, but establishes internal deadlines in order to obtain the information needed for a quality submissions.

7. **Grant Administration:** Some grants require post award compliance, reporting and administration. California Consulting will prepare required agency reports and submit them by the required due date.

8. **Progress Reports:** California Consulting will prepare a monthly report for the Client reflecting grants in progress, grants submitted, and grants awarded.

Pricing

California Consulting offers the following pricing for Grant Writing services. This pricing includes all grant research, grant identification, grant writing, and post award administration.

Monthly Retainer

California Consulting offers a set monthly retainer to include the following services:

Task	Included in Price
Meet with Client Staff to ascertain needs and goals.	✓
Conduct background research as requested by Client.	✓
Attend meetings in person or by teleconference as necessary.	✓
Develop schedule for grants chosen by Client.	✓
Preparing and writing all grant applications chosen by Client	✓
Develop evaluation strategies in accordance with funding agency's instructions.	✓
Adhere to decisions made by Client relating to grants.	✓
Draft and finalize grant language with direction of Client.	✓
Ensure timelines for grant submittal are met.	✓
Monthly reports to include grants in progress, grants submitted and grants awarded.	✓
Regular communication via email and/or phone regarding upcoming grant opportunities.	✓

We propose a flat monthly rate of \$4,000 plus reimbursement of out of pocket expenses for services explained above.

Staff Qualifications

Grant Management Team

Steve Samuelian is the CEO of California Consulting. Mr. Samuelian has held various leadership posts during a career spanning almost 34 years. He began as a volunteer for a political campaign and founded a political foundation where he served as president in high school and college. Mr. Samuelian graduated from California State Polytechnic University at Pomona with a degree in Political Science. In January 1995, he was appointed as Field Director for a U.S. Congressman. He was later promoted to District Director overseeing the Congressional District Office staff and District operations for the Congressman, where he served in this capacity for 8 years. Mr. Samuelian has served on the board of a Chamber of Commerce, on the board of Crime Stoppers, and on the board of a County United Way. A tireless worker for Armenian-American issues nationwide, Mr. Samuelian has traveled twice to Armenia. He traveled as an international election observer as part of the Office Organization of Security and Cooperation in Europe (OSCE) delegation to observe the adoption of Armenia's first Constitution. His election observation report was later filed in the US Congress Congressional Record. In 2002, Mr. Samuelian was elected to the California State Assembly representing the 29th Assembly District where he was appointed to the Assembly Appropriations Committee by the Speaker and served as the Vice-Chairman of the Assembly Elections and Redistricting Committee. Currently Mr. Samuelian is the Co-Chair of the USC Unruh Institute Ambassador Program <http://dornsife.usc.edu/unruh/ambassador-press-release/> and is elected to the Board of Directors of the L.A. County Business Federation (BizFed) where he is an elected Executive Committee Member serving as an Officer for one of the largest business organizations in the U.S. Mr. Samuelian has been a keynote speaker, a panelist, and has participated in many forums, conferences, and events throughout California. He has been a guest speaker for League of Cities division meetings, Contract Cities, and other municipal and education groups. He has been interviewed by local, state, and national television, radio and newspaper outlets on a variety of issues related to local government and education.

Holly Bachman is the Statewide Senior Director and has been with California Consulting for almost two (2) years. Ms. Bachman's responsibilities include overseeing client relations and business development throughout California. Ms. Bachman has over 16 years of marketing, PR, events, and business development. Her experiences include serving as a Membership Consultant and Co-Chair of LA Area Chamber of Commerce's new nonprofit council where she assists in growing membership and consults with various sized businesses and organizations in the greater community. Ms. Bachman received her B.A. in Sociology/Social Psychology from the University of Minnesota. Ms. Bachman believes in the importance of giving back to the community through mentoring and organizing various local and national events that promote identity, diversity, and unity. Ms. Bachman is also a member of the Beverly Hills Chamber of Commerce, Los Angeles Football Club (LAFC), and University of Minnesota Alumni Association.

Danielle Sotelo is the Senior Project Manager and assists with keeping the grant program running smoothly. Ms. Sotelo has been with California Consulting for over nine (9) years. She has constructed over 350 federal, state, and private foundation grants for school districts, cities, and non-profit organizations. Ms. Sotelo is directly responsible for writing and submitting grants that has resulted in over \$20 million in awarded grants for clients. She has administered state and federal grants to meet all reporting requirements. Ms. Sotelo earned her Bachelor of Arts degree in International Relations with an emphasis in Political Science and a minor in Philosophy from Pepperdine University. She has worked in the office of a U.S. Congressman, she has worked in Washington D.C. for the Guatemala Human Rights Commission, and has taught at San Joaquin Valley College in Fresno, California.

Project Managers

At California Consulting, we operate using a collaborative approach to grant writing. Ms. Sotelo, Senior Project Manager, will oversee all grant writing efforts by Diana Dinerman, Project Manager and will assist whenever necessary.

Diana Dinerman is a Project Manager and has been with the firm for over 4 years. She is management and communications professional offering fifteen years of experience in creative, corporate, and academic writing. A Washington, DC-native, she previously worked for the Patent and Trademark Office, Department of Defense and the Department of Justice, serving teams from the Department of Homeland Security (DHS) and the Bureau of Alcohol, Tobacco, Firearms, and Explosives (ATF). After working as a government contractor, she transitioned to the non-profit sector to build successful grant programs for mission-based organizations. As a non-profit consultant, Ms. Dinerman secured over one million in private foundation and government grants to support arts education for underprivileged youth, and public access to the performing arts. In the private sector, Ms. Dinerman was the Director of Project Management for a digital agency, where she supervised over five million in accounts, delivering scalable, web-based business solutions to corporations, lobbying and advocacy groups, and membership organizations. Ms. Dinerman is a graduate of Indiana University and the George Washington University. She was a writing instructor at George Washington University and taught American History at the University of Minnesota during her PhD. Ms. Dinerman has received many grants for her historical research and was a research fellow at the University of Minnesota, the New York Public Library for the Performing Arts, and the University of Southern California.



and

City of Carson

~By the Numbers~

Total Grant Awards **\$500,415**

HCD Housing Related Parks Program	\$75,000
Kaiser Permanente Foundation Community Benefit Grant	\$7,500
CalRecycle Tire Derived Grant	\$150,000
CalFire Urban Forestry Improvement & Expansion Grant	\$267,915

Total Paid to CC \$68,000

Percentage 735% Return on Investment

Total earned for City \$500,415

\$ Per Working Day \$1156

Working Days 374 days

As 4-1-18