

CAPABILITY STATEMENT

ABOUT US / The mission of RBW Strategy, LLC is to provide public-serving organizations of any size with high-quality, customized strategic grant seeking, grants management, and fundraising consulting services. RBW Strategy is led by Rachel Werner, a Project Management Professional, Grant Professional Association Approved Trainer, and Certified Grant Professional. Her team of nonprofit and public sector strategists has deep knowledge of the grants lifecycle (pre- through post-award), and expertise in implementing various fundraising campaigns and assuring grant award compliance. The team also stays current on different funder types such as government (federal, state, and local) sources and corporate, private, and family foundations while mapping these to opportunities to maximize results for clients. This collective body of expertise is leveraged into a one-of-a-kind, results-driven service approach.

CORE COMPETENCIES

Outsourced Development Team

- Prospect Research
- Proposal Writing and Review
- Funder Cultivation and Engagement
- Fundraising Collateral Development

Capacity Building and Planning

- Strategic and Fundraising Planning
- Readiness Assessment
- Training and Technical Assistance
- Project Management
- Infrastructure Development and Fundraising Tracking

Government Grants Support

- Application Development and Submission Support
- Internal Controls Policy and Procedures Development (adherence to 2 CFR 200)
- Grant Reporting and Award Management
- Single Audit and Monitoring Visit Coaching

DIFFERENTIATORS

- RBW Strategy (1) provides support across the grants lifecycle; (2) offers additional specialized fundraising support; and (3) serves clients across multiple sectors, at all growth stages, and in locales throughout the U.S. and beyond. The firm regularly partners with other consulting experts on projects to maximize outcomes and best practices.
- In 2019, Rachel Werner was selected out of over 8,000 area/local businesses as a Washington, D.C. SCORE Client of the Year based on her firm's growth and strong leadership.
- Collectively, RBW Strategy team members have 130 years of professional grants and fundraising experience—and have, combined, raised over \$160 million and have managed over \$2 billion in federal grant awards.
- The firm is headquartered in the Washington, DC metro area, and RBW Strategy team members work virtually around the U.S. and average over ten years of experience in the nonprofit and public sectors.
- Since the firm's inception in 2013, the team has worked with over 110 clients ranging from international nonprofits and member associations to local municipal agencies to community-based nonprofits.
- RBW Strategy team members are active members of, and participate in ongoing professional development through, leading associations, including the Grant Professionals Association, Association of Fundraising Professionals, and National Grants Management Association.

POINT OF CONTACT

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