

The Brief

A QUARTERLY NEWSLETTER



What's in a Name?

BY JOY M. MAXWELL, OWNER & LEAD ADVISOR

A recent caller's question got me thinking about the origin of my company's name. The answer seemed like the perfect addition to the inaugural edition of *The Brief*.

The "Ark" in Ark Advising directly relates to our vision of "strengthening families and supporting communities through partnership." As a child, I learned that Noah built a structure that saved the animals; however, as an adult, I was profoundly struck by the fact that Noah's family was saved as well. Without the structure, everyone would have been lost. Without structural support, many of today's families could be equally lost.

Ark Advising partners with organizations that focus on offering that structure. Our partners come alongside individuals and families in a variety of ways that have the potential to positively impact our communities for generations to come.



#1 Tip to First-time Grantseekers: KEEP TRACK OF EVERYTHING!

You stepped out to pursue your dream - great! That probably means that you've sacrificed in your personal finances in order to self-fund your products, programs and services. Been there, done that!

Eventually, growing the vision will require inviting others and their resources to partner in the work. Whether it's your bank, a family member or a foundation, making a compelling case for partnership will require more than an emotional appeal. If you've tracked EVERYTHING, with some basic computations, you'll be able to project exactly what their investment will produce.

For example, if you've invested \$10,000 in your organization over the past year and served 200 youth at 10 community centers, you can confidently approach a potential partner with a \$1,000 request to serve an additional 20 youth at a new community center.

As you grow, you'll be able to speak to more outputs and outcomes, but never forget to *KISS - Keep It Simple, Silly!*

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