

# Lisa Tiffin, MA, GPC

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64 Alton Way, West Henrietta, NY 14586 • 585.797.7030 • lisatiffin@gmail.com

## PROFESSIONAL BIOGRAPHY

Lisa Tiffin brings leadership through a strong combination of communication and writing skills, entrepreneurial drive, teaching and speaking experience and a demonstrated history of successful fundraising.

She spent the first part of her career in education, helping students unlock their abilities and achieve success in reading, writing and study skills. Following her entrepreneurial spirit, she owned an out-of-print book business and her own freelance writing company where she served business clients and wrote for publication, including covering the west side of the Greater Rochester community for the Democrat & Chronicle.

In 2014, Lisa was recruited to write grants for Roberts Wesleyan College and Northeastern Seminary where she has gained an appreciation for higher education and non-profit management. For the past nearly seven years, she has proven successful in winning nearly 70% of the grants submitted, been instrumental in the College and Seminary surpassing a \$42M campaign, helped the College secure a \$7.5M gift (its largest to date) and taken on increased leadership roles and responsibilities. In 2021, Lisa made the jump to Champlain College in Burlington, Vermont to build their government, corporate and foundation funding streams.

Lisa is currently pursuing a Doctorate of Executive Leadership, which has given her even deeper perspective on organizational management and organizational learning. She has had multiple opportunities as both a scholar and practitioner and enjoys bringing leadership theory into play in the workplace.

Though Lisa is a Rochester girl at heart, she has lived in five states and two countries and enjoys experiencing new places. She lives with her husband Daryl, and together they have twins currently enrolled at RIT in Game Design & Development.

## LEADERSHIP STRENGTHS

Strategic Thinking

Verbal and Written Communication

Project Management

Teaching and Learning

Listening and Relational

Mentoring and Coaching

## EXPERIENCE

### Champlain College

Director of Government, Corporate & Foundation Relations, 2021-Present

- Build and grow grants department to become a robust source of funding for capital projects, student scholarships and faculty programs, including writing, managing and reporting department grants
- Build and grow corporate outreach to engage corporate constituents in volunteer and giving
- Build and grow government relationships to support federal and state funding for key institutional projects and priorities

### Roberts Wesleyan College and Northeastern Seminary

Director of Grant Development, 2015-2021 / Grant Development Specialist, 2014-2015

- Grow department to become a more robust source of funding for capital projects, student scholarships and faculty programs, including writing, managing and reporting department grants
- Oversee Leadership Breakfast series to engage corporate constituents, alumni and community members
- Oversee Government Relations, including direct interaction with President and interactions with political and community members, advocacy groups and paid lobbyists in relation to College initiatives
- Create meaningful processes for engaging campus members in grants and Advancement processes
- Fundraise and participate in strategy, communications and fundraising for two capital campaigns
- Produce external written collateral and department reporting for Board of Trustees

- Manage Assistant Director of Grants & Engagement

#### *Special Projects & Service*

- Lead proposal writer for \$7.5M largest gift in College history for Community Engagement Center
- Secured and managed over \$1.6M in NYS ESD funding through competitive REDC process
- Served in President's stead on FLREDC work groups and provided representation at public meetings
- Assisted Advancement Team in raising \$44M for Legacy 150 Campaign, beating original \$42M goal and including over \$2M in grant funding
- Led communication revisions for the 2020 Connect the Community campaign restart
- Served on multiple College Reopen Task Forces during COVID-19
- Edited the College and Seminary Reopening Plans 2020
- Serve on College Resource Group for Race & Ethnicity 2019-present
- Revised & Edited 2017 and 2019 College Middle States Monitoring Reports
- Serve on Corporate Partners Task Force 2018-present
- Lead the Advancement Assessment reporting efforts 2016-present
- Revised & Edited 2016 College Middle States Accreditation Report
- Assisted in creation of Veterans Task Force 2016
- Developed Intranet and Internet pages for Government, Corporate & Foundation Relations 2015
- Revised Foundation and Corporation campaign brochure for Legacy 150 Hope campaign 2014

#### **Lisa Tiffin Writing**

Freelance Writer, 2004-2014

- Produced fiction and non-fiction work for publication, including magazine and newspaper articles, essays and literature study guides
- Taught private and class workshops on writing & maintained a writing blog
- Worked for corporate clients, producing Website copy, brochures and newsletters and provided copy, edits, revisions and proofing per client need

#### **Apple Cart Books**

Owner, 1998-2004

- Involved in all aspects of selling used and out-of-print books online, including purchasing, pricing, cataloging, selling and shipping

#### **Strawberry Hill Books**

Sales/Office Manager, 1995-1999

- Responsible for searching and selling used, out-of-print and hard-to-find books to nationwide customer base
- Responsible for day-to-day operations, including purchasing, customer and dealer relations, invoicing and training of new staff

#### **Honeoye Falls-Lima CSD, Pittsford CSD, Spencerport CSD**

Substitute Teacher, 1994-1995

- Taught English and various subjects on an as-needed basis

#### **Rochester Institute of Technology: Learning Development Center**

Reading Instructor, 1994-1995

- Wrote and taught remedial programs for individual students in reading, writing and study skills

#### **ATSI, INC.**

Receptionist, 1993-1994

- Answered all incoming calls on 14-line, 100-extension phone system
- Received all visitors and scheduled conference rooms
- Performed various secretarial assignments

## **Sylvan Learning Center**

Assistant Educational Director, 1992-1993

- Evaluated incoming students and wrote appropriate remedial programs for each student
- Designed and taught SAT prep course
- Scheduled teachers and students and taught math, reading, writing, study skills and college prep

## **EDUCATION**

DEL Doctorate of Executive Leadership, University of Charleston, WV, anticipated 2022

MA American Literature, State University of New York at Brockport, 2002

BA English and Secondary Education, Roberts Wesleyan College, 1992

## **BOARD AND VOLUNTEER EXPERIENCE**

Chili Library Foundation Board, Member January 2020-May 2021

Rochester Area Childrens Writers & Illustrators (RACWI), Board Member and Newsletter Editor, 2011-2012

## **CERTIFICATIONS, MEMBERSHIPS AND PROFESSIONAL DEVELOPMENT**

Grant Professionals Certification (GPC), Grant Professionals Certification Institute, 2018

Grant Professionals Association, Member, 2015-present

Grant Writers Network, Member, 2014-2021

Founding Member of ECFRO (Empire Corporate Foundation Relations Officers), 2018-2021

Member Leaders are Readers, Roberts Wesleyan College, 2018-2021

Member College Resource Group for Race & Ethnicity, 2019-2021

Rochester Area Childrens Writers & Illustrators (RACWI), Member, 2006-2014

Women's Leadership Development Institute, CCCU, Accepted Candidate, June 2021

Women's Leadership Summit, RBJ, October 2020

Grant Professionals Association (GPA) Annual Conference, November 2019

Women's Leadership Summit, RBJ, September 2019

Interpreting Body Language, April 2019

Being Agile in Your Grant Application Process, February 2019

How to Meet and Exceed Expectations on Corporate Partnerships, October 2018

Empire Corporate Foundation Relations Officers (ECFRO), Nazareth College, June 2018

Government Roundtable, St. John Fisher, June 2018

Why Build Relationships with Grantmakers, April 2018

Women's Leadership Summit, RBJ, September 2017

Assertive Leading, Dale Carnegie, September 2017

Meaningful Disruption, Dale Carnegie, August 2017

A Culture of Generosity, In Trust Center for Theological Schools, July 2017

Government Roundtable, St. John Fisher, June 2017

Five Steps to Writing a Stronger Grant Proposal, Chronicle of Philanthropy, April 2017

Proven Approaches to Building Corporate Donors, Academic Impressions, February 2017

Transformational Philanthropy, In Trust Center for Theological Schools, December 2016

Logic Models, Nonprofit Works, December 2014

Grant Seeking Basics, Nonprofit Works, September 2014

Managing Federal Grants, Grant Writing USA, August 2014

## **GRANTS**

Attached

## **REFERENCES**

Attached

## **PUBLICATIONS**

Attached

# Lisa Tiffin, MA, GPC

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## SELECTED GRANTS

### 2014

Rochester Gas & Electric	Crothers Science & Nursing Center	\$354,000
Empire State Development NYS	Crothers Science & Nursing I	\$250,000
Empire State Development NYS	Crothers Science & Nursing II	\$250,000
Council of Independent Colleges/NetVUE	Discovery Program	\$50,000
Max & Marian Farash Foundation	First in Family Scholarship	\$41,892
Alvin F. & Ruth K. Thiem Foundation	Nursing Scholarships	\$11,500
JM McDonald Foundation	Simulation Lab	\$10,000
The Chatlos Foundation	Seminary Scholarships	\$10,000
NYS Education Department	Library Collection Grant	\$5,350
New Hope Foundation	Seminary Scholarships	\$1,000

### 2015

Empire State Development NYS	Smith Hall Renovation	\$1,000,000
William Randolph Hearst Foundation	Crothers Science & Nursing Center	\$100,000
Max & Marian Farash Foundation	First in Family Scholarship	\$85,002
Bruce T. Williams Family Foundation	Crothers Science & Nursing Center	\$25,000
Alvin F. & Ruth K. Thiem Foundation	Nursing Scholarships	\$14,000
Gertrude E. Skelly Charitable Foundation	Emergency Nursing Scholarships	\$10,000
The Polissen Foundation	Nursing Scholarships	\$10,000
NYS Education Department	Library Collection Grant	\$5,685
New Hope Foundation	Seminary Scholarships	\$1,000

### 2016

Empire State Development NYS	Technology Infrastructure	\$145,000
Max & Marian Farash Foundation	First in Family Scholarship	\$92,371
Rochester Gas & Electric	Smith Hall Renovation	\$89,527
Bob & Barbara McCord Foundation	AGE Endowed Scholarships	\$21,000
Alvin F. & Ruth K. Thiem Foundation	Nursing Scholarships	\$15,000
Gertrude E. Skelly Charitable Foundation	Emergency Nursing Scholarships	\$10,000
Donald F. & Maxine B. Davison Found.	Scholarships	\$10,000
NYS Education Department	Library Collection Grant	\$5,930
The Chatlos Foundation	Seminary Scholarships	\$5,000
Rochester Area Business Ethics Found.	Business Scholarships	\$1,500
New Hope Foundation	Seminary Scholarships	\$1,000

### 2017

Max & Marian Farash Foundation	First in Family Scholarship	\$91,665
Rochester Gas & Electric	Lighting Rebate Project	\$31,444
Fred L. Emerson Foundation	Retention Scholarships	\$25,000
JM McDonald Foundation	Technology Infrastructure	\$20,000
Alvin F. & Ruth K. Thiem Foundation	Nursing Scholarships	\$16,000
Calvin Institute of Worship	Chapel Worship Renewal	\$15,000
Gertrude E. Skelly Charitable Foundation	Emergency Nursing Scholarships	\$10,000
NYS Education Department	Library Collection Grant	\$5,869
Rochester Area Business Ethics Found.	Business Scholarships	\$1,500
New Hope Foundation	Seminary Scholarships	\$1,000

**2018**

Max & Marian Farash Foundation	First in Family Scholarship	\$88,548
Alvin F. & Ruth K. Thiem Foundation	Nursing Scholarships	\$17,500
Gertrude E. Skelly Charitable Foundation	Emergency Nursing Scholarships	\$15,000
Waldron Rise Foundation	Retention Scholarships	\$10,000
Max Adler Foundation	Diversity Retention Scholarships	\$10,000
In Trust Foundation	Seminary Resource Grant	\$8,787
NYS Education Department	Library Collection Grant	\$5,919
William and Sheila Konar Foundation	Retention Scholarships	\$5,000
John F. Wegman Fund	Career Camp Scholarships	\$3,950
Rochester Area Business Ethics Found.	Business Scholarships	\$1,500
New Hope Foundation	Seminary Scholarships	\$1,000

**2019**

B. Thomas Golisano	Community Engagement Center	\$7,500,000
M.E. Rinker, Sr. Foundation	Community Engagement Center	\$500,000
NCAA II	SAM Diversity Grant	\$105,000
William Randolph Hearst Foundation	Retention & Persistence Scholarships	\$100,000
Max & Marian Farash Foundation	First in Family Scholarship	\$78,863
Davenport-Hatch Foundation	OTD Renovation	\$75,000
Fred & Floy Willmott Foundation	Seminary Scholarships	\$20,000
Alvin F. & Ruth K. Thiem Foundation	Nursing Scholarships	\$20,000
Gertrude E. Skelly Charitable Foundation	Emergency Nursing Scholarships	\$10,000
IBEW	General Scholarships	\$7,500
Iacovangelo Family Foundation	Crothers Science & Nursing Center	\$6,000

**2020**

HEERF CARES Act	Education Stabilization Funds	\$1,949,989
NEH CARES: Cultural Organizations	Associates of Arts & Culture	\$72,682
Max & Marian Farash Foundation	First in Family Scholarship	\$53,894
Karpus Family Foundation	Guadalupe Center Scholarships	\$50,000
M.E. Rinker, Sr. Foundation	Student Success Scholarships	\$25,000
Alvin F. & Ruth K. Thiem Foundation	Nursing Scholarships	\$22,000
IBEW	General Scholarships	\$7,500
NYS Office of Mental Health	Social Work Mental Health Project	\$6,200
Iacovangelo Family Foundation	Community Engagement Center	\$3,000

**2021**

HEERF CRRSAA	Education Stabilization Funds	\$2,303,489
Rochester Area Community Foundation/Karpus	Guadalupe Center Scholarships	\$100,000
Davenport-Hatch Foundation	OTD Renovation	\$75,000
Chatlos Foundation	Diverse Scholarships NES Seminary	\$10,000
2021 – Champlain College		
Gottesman Fund	Wellness training	\$50,000
FEMA	COVID Testing	\$734,000

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## SELECTED PUBLICATIONS

### Non-Fiction

*Asking the Right Questions, with Readings, Pearson Education*

Article, "How to Inoculate Your Children Against Advertising" – August 2010

*Bowling Center Management Magazine*

Article, "Tapping the Homeschool Market" – June 2011

Article, "Strike Up Some Summer Business" – June 2012

*Business Strategies Magazine*

Article, "Leaders at the Roundtable" – September 2006

Article, "The Myth of the Superwoman: Redefining Having It All" – January 2007

Article, "Overlooking Revenue? The Value of Intrapreneurship" – March 2007

Article, "Green Business: Sustaining Our Natural Resources" – July 2007

Article, "Zero Waste" – Online July 2007

Article, "Agribusiness" – October 2007

*Chicken Soup for the Soul: Food and Love*

Essay, "Tabbouleh Memories" – November 2011

*Chicken Soup for the Soul: The Magic of Mothers & Daughters*

Essay, "Face Time" – March 2012

*Chicken Soup for the Soul: True Love*

Essay, "First Date, First Dent" – January 2010

*Competizione*

Essay, "S Boy" – Second Place Winner, Writing Contest – November 2006

*The Dabbling Mum*

Article, "Lentils and Rice" – May 2006

*The Democrat and Chronicle*

Weekly Column, "Southwest Connection" – July 2010 – March 2011

Weekly Column, "West Extra" – March 2011 – December 2012

Article, "Women make quite impact on community through service" – June 2013

Article, "Bix DeBaise puts a lot of energy into his art" – August 2013

Article, "Rewriting 'History' pays off for Chili man" – November 2013

Article, "Homegrown book fest is a 'gold standard' event" – November 2013

Article, "Diverse artists connected by universal themes" – February 2014

Article, "It was clear from the beginning: Glass suited her" – February 2014

Article, "Master of photography" – March 2014

Article, "Mothers embrace their children's artistic talents: Kelly Cheatle" – May 2014

*Eclectic Homeschool Online*

Article, "Beyond Pudding" – May 2004

*Education.com*

Article, "Twins: Growing Apart, Growing Together" – October 2007

Article, "First Impressions" – August 2007

*Food Writing*

Article, "Writing the Personal Food Essay" – April 2007

Article, "Selling the Personal Food Essay" – May 2007

*Funds for Writers*

Article, "Fair Game: Making the Most Out of Fairs, Tradeshows and Conferences" – May 2008

*Get Rich Slowly*

Article, "How to Inoculate Your Children Against Advertising" – March 2008

*Grit Magazine*

- Article, "Sharing a Tradition of Family Food" – March 2005
- Article, "Photographer Takes Note" – July 2006
- Article, "Maine Fair Celebrates Country" – September 2007
- Article, "America's Bees" – March/April 2009

*Home Education Magazine*

- Article, "Time to Learn" – July/August 2006

*Homeschooling Helper*

- Article, "Weeding Out Doubt" – August 2004
- Article, "Mapping Out an Education" – July 2006

*Homeschooling Today*

- Article, "Linking and Learning: The Benefits of Building a Knowledge Base" – July/August 2005
- Article, "Lessons from the Alley" – April 2007

*Natural Family Online*

- Article, "Using Natural Fibers to Warm Hearth and Home" – October 2006

*NewsOK*

- Essay, "First Date, First Dent" – February 2011

*The Polishing Stone*

- Article, "Life, Love and Baklava" – September 2005
- Article, "Planting a Garden of Memories" – February 2006
- Article, "Star Spangled Pride" – July 2006
- Article, "Tea: Nature's Timeless Gift" – September 2006
- Article, "Waste Not, Want Not: The Zero Waste Model" – February 2007
- Article, "To Market, To Market" – May 2007
- Article, "Cultivating Community" – May 2007
- Article, "The Ubiquitous Modaqqa" – August 2007
- Book Review – "How to Grow Fresh Air" – August 2007
- Article, "Life's Blind Basket" – November 2007
- Article, "Spring Cleaning" – February 2008

*Progeny Press*

- Study Guide, *The Call of the Wild* by Jack London – September 2008
- Study Guide, *The Last of the Mohicans* by James Fenimore Cooper – September 2009
- Study Guide, *The Cay* by Theodore Taylor – September 2009

*Spencer Evening World*

- Essay, "First Date, First Dent" – February 2011

*Twins Magazine*

- Article, "Together or Apart: With Homeschooling the Choice is Yours" – September/October 2005
- Article, "You, Me or We: The Road to Identity" – November/December 2005
- Article, "Surviving the Twin Present Trap" – July/August 2006

*WOW! Women On Writing Newsletter*

- Article, "How to Promote Yourself Through Teaching" – August 2009
- Article, "How to Run a DIY Writers' Retreat" – January 2010
- Article, "How to Use the Writer's Eye" – October 2012

*The Writer Within Newsletter*

- Article, "Turn Your Reputation into Repeat Assignments" – October 2009

*WritersWeekly.com*

- Article, "Listen, Learn and Publish" – March, 2005
- Article, "Visibility, Credibility, Possibility – All From One Small Website" – July, 2006
- Article, "Turn Your Reputation into Repeat Assignments" – November 2006
- Article, "It Never Hurts to Ask" – March 2009
- Article, "Write It and Forget It" – July 2009
- Article, "Landing Local Web Copy Jobs" – March 2010
- Article, "Opening the Door to Author Visits" – February 2011

*Writing Kid*

Article, "Consider a Class" – March 2009

Article, "Making the Most of Critiques" – January 2010

**Fiction**

*Amazon*

Novel, *Theft of the Star Tracker* – July 2013

*A Long Story Short*

Short Story, "Boomerang" – March 2006

*The Binnacle*

Short Story, "Malpractice" – Honorable Mention, Ultra Short Contest – June 2013

*Characters Magazine*

Short Story, "Treasure at Cave Hollow Ranch" – September 2004

*Critique My Novel*

Novel, *Theft of the Star Tracker* – Top Ten Finisher – August, 2012

*Cuivre River Anthology V*

Short Story, "To Touch the Moon" – January 2011

Short Story, "These Boots" – January 2011

*Food Writing*

Short Story, "Eat, Drink and Be Silent" – Second Place, Culinary Mystery Contest – July 2007

*On The Premises*

Short Story, "Sticky Note" – Second Place, Mini-Contest #10 – January 2010

*Saturday Writers*

Short Story, "To Touch the Moon" – First Place, 8<sup>th</sup> Annual Short Story Contest – December 2009

Short Story, "These Boots" – Sixth Place, 8<sup>th</sup> Annual Short Story Contest – December 2009

Short Story, "Snapshot" – Third Place, 9<sup>th</sup> Annual Short Story Contest – December 2010

*Shannon Parker's May Manuscript Contest*

Novel, *Theft of the Star Tracker* – Second Place – May 2012

*Silver Quill 2010*

Short Story, "Fool's Gold" – First Place, Short Story Contest – December 2010

*Summer Shorts, Blooming Tree Press*

Short Story, "Treasure at Cave Hollow Ranch" – August 2006

*The Storyteller Magazine*

Short Story, "Fool's Gold" – March 2011

*The Write Helper*

Short Story, "Body Rondo" – Fourth Place, First Annual Winter Flash Fiction Competition – March 2011

Short Story, "The Last Rescue" – Notable Entry, First Annual Winter Flash Fiction Competition – March 2011

*The Vocabula Review*

Short Story, "Body Rondo" – Honorable Mention, Vocabula Well-Written Writing Contest – September 2012



## **Business Writing**

*Best New Writing 2007*

Proofreading

*Bob Wright Creative Group*

CEO bio

Newsletters & copy editing

Website copy

Brochure copy

Copy for multiple clients

*Calvary Community Church*

Small group brochure

Editing

*Maplewood Home Care*

Website copy

*Maplewood Nursing Home*

Website copy

Brochures

Quarterly Newsletter

Press Releases

Blog Content

*Metrix Marketing*

Website copy for client sites

Annual report for client

*The Rochester Credit Bureau*

Capabilities brochure

CEO bio

*Step By Step*

Informational brochure

*Strawberry Hill Books*

Website Copy

*Westside Theater Productions*

Press releases

*Writer's Notes Magazine*

Proofreading

*Zephoria*

Website copy and editing

Sales letters

Website content provision

Editing

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## References

**Dr. Deana L. Porterfield, President**

Roberts Wesleyan College  
585.594.6100  
[PorterfieldD@roberts.edu](mailto:PorterfieldD@roberts.edu)

**Dr. David Basinger, Chief Academic Officer & Vice President of Academic Affairs**

Roberts Wesleyan College  
585.594.6550  
[BasingerD@roberts.edu](mailto:BasingerD@roberts.edu)

**Dr. Ruth G. Wylie, Professor – Doctor of Executive Leadership**

University of Charleston  
304.347.6978  
[ruthwylie@ucwv.edu](mailto:ruthwylie@ucwv.edu)

**Ms. Alicia Jinks, Grants Management Officer**

Max & Marian Farash Charitable Foundation  
585.218.9855 x1805  
[ajinks@farashfoundation.org](mailto:ajinks@farashfoundation.org)

**Ms. Sara Vinch, Director of Foundation Relations**

St. John Fisher College  
585.474.5547  
[svinch@sjfc.edu](mailto:svinch@sjfc.edu)