

# ALICE MORITZ RUHNKE

## Education

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1992 – 1995 University of Connecticut Storrs, CT  
**Master of Arts, Education/Counseling Psychology Program**

1989 – 1992 University of Connecticut Storrs, CT  
**Bachelor of Science, Human Development and Family Relations**  
• Graduated Cum Laude

1986 – 1989 University of Nebraska-Lincoln Lincoln, NE

## Professional Experience

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August 2006 –Present The Grant Advantage, LLC Charleston, WV  
**CEO/Consultant**

- Creating and developing The Grant Advantage, a progressive innovative consulting business devoting to advancing the mission of nonprofit organizations, faith-based organizations and educational institutions through fund development
- Writing and editing federal, state, and foundation proposals for organizations
- Conducting comprehensive and detailed funding searches for grant sources
- Developing fund development plans
- Facilitating grant-related workshops
- Coaching organizations through grant development programs

August 2004 – August 2006 Mission West Virginia, Inc. St. Albans, WV  
**Director of the Wellspring Center**

- Developed, managed, implemented, and tracked capacity-building activities for the Wellspring Center
- Created capacity-building materials and resources for faith-based and community-based organizations
- Provided and coordinated training and technical assistance to faith-based and community-based organizations throughout West Virginia
- Prepared, submitted, and reported on funding proposals for the Wellspring Center
- Oversaw the sub-award process of \$100,000 to organizations on an annual basis

January 2002 – July 2004 Mission West Virginia, Inc. St. Albans, WV  
**Coordinator of the Relatives As Parents Program**

- Established support groups for relatives raising children for a family member
- Created marketing materials necessary for the successful evolution of the groups
- Recruited and trained volunteer group leaders and participants
- Coordinated with social service agencies to collaborate with groups

April 1999 – January 2002      West Virginia State University      Institute, WV  
**Director of Admissions and Recruitment Services**

- Developed and oversaw WVSU's state-wide and regional recruiting schedule, including having the primary charge of recruiting the state of West Virginia
- Supervised a staff of 3 full-time employees and 4 work-study students to run the day-to-day operations of the office
- Created recruiting materials and published reports for the enrollment management program per North Central Association standards
- Implemented special programs such as the Student Telecounseling Program, Direct Mailing Campaign, Alumni Recruitment Program, Open Houses, Counselors Luncheon, and Student Transition Weekend
- Awarded and administered scholarships and tuition waivers for incoming students

October 1995 – March 1999      West Virginia State University      Institute, WV  
**Director of Student Retention**

- Designed, implemented, and monitored the development of a comprehensive campus-wide student retention program
- Worked collaboratively with administrators, faculty, and staff to evaluate, enhance and modify student services
- Conducted, published, and presented research on retention programs, enrollment trends, student satisfaction, and retention rates
- Developed materials outlining services available to students, including serving as the managing editor of the Pathways Journal
- Provided personal, social, and academic counseling

## **Funding Secured**

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Arts in Action, Inc.

\$11,500

Toyota Corporate Contributions Program, Greater Kanawha Valley Foundation, Oakland Foundation

Bethlehem Family and Community Enrichment Center

\$4,900

Plum Creek Foundation, Greater Kanawha Valley Foundation

Friends in Action, Inc.

\$16,725

Eastern West Virginia Community Foundation, United Way of the Eastern Panhandle, West Virginia Neighborhood Investment Program

Gastineau Human Services—Contract Writer for Alaska Funding Exchange

\$125,000

Alaska Department of Health and Social Services

Mission West Virginia, Inc.—Relatives As Parents Program

\$123,000

West Virginia University Extension Service, West Virginia Bureau of Senior Services, American Association of Retired Persons

Mission West Virginia, Inc.—Striving for Technological Empowerment while Providing Unlimited Potential (STEP UP)  
\$598,943  
Appalachian Regional Commission, 4-C Economic Development Board

Mission West Virginia, Inc.—Wellspring Center  
\$1,550,552  
United States Department of Health and Human Services, Claude Worthington Benedum Foundation, Jack Whittaker Foundation, Verizon Foundation, Bernard McDonough Foundation

West Virginia State College—College Access Program  
\$4,500  
The Greater Kanawha Valley Foundation

### **Current Affiliations/Partnerships/Projects**

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Contract Writer for Alaska Funding Exchange

Contract Writer for Collective Impact

Lead Trainer for Mountain State Leaders Project

LeadershipPlenty Facilitator

Member of the American Association of Fundraising Professionals

Member of the United Way of Central West Virginia Allocations Committee

Member of the National Association of Certified Counselors