



## SKILLS

- Well-versed in project management software (Slack, Freedcamp, Basecamp, Asana, Monday, etc.).
- Graphic and website design (Canva, Wix, Squarespace, Wordpress).
- Highly proficient in Google Workspace and Google Analytics.
- Tenured writer in both grants/development and creative.
- Experienced mental health professional with strong interpersonal skills.

## CATHERINE HENDERSON-RUFF MSW, LSW


Highly skilled grant writer and development consultant with a specialized background in **program development, community organizing, and strategic planning.**

Master's degree in macro social work, specializing in **grassroots nonprofit development.**

Passionate advocate for social justice and community development.

Active portfolio of clients ranging from nonprofits to public schools to the private sector.

## CONTACT

 732-687-3869

 [catherine@catherineruffconsulting.com](mailto:catherine@catherineruffconsulting.com)

 [linkedin.com/in/catherine-ruff-lsw](https://www.linkedin.com/in/catherine-ruff-lsw)

## EXPERIENCE

### CATHERINE RUFF CONSULTING

**Founder | 2021-Current**

- Track record of proven success in the entirety of the grant life cycle, from initial research to final reporting.
- Extensive experience in managing a full portfolio of clients, including consultations, meetings, and deadlines.
- **In 2023, raised over \$19 million for clients through both public and private grant writing and fundraising.**

### RESCUE MISSION OF TRENTON

**Grants Manager | 2022-Current**

- Grants manager for a development team that raises over \$7 million in grants annually, including both public and private funding sources.
- Responsible for advising on data migration and on-boarding for transitioning the grants management system to GrantHub.

### ELIJAH'S PROMISE SOUP KITCHEN

**Social Services Coordinator | 2021-2022**

- Designed and implemented programs to promote food security to clients in the City of New Brunswick and surrounding catchment area.
- **Transitioned to a development consultant role (Elijah's Promise is a current client).**

## VOLUNTEER

**EXECUTIVE BOARD MEMBER,**  
YOUNG NONPROFIT PROFESSIONALS OF NEW JERSEY

**GRANT WRITER**  
INSPIRA OF NEW JERSEY

- **IN 2022, SECURED THIS START-UP ORGANIZATION'S FIRST MAJOR GRANT, WHICH ALLOWED FOR SIGNIFICANTLY INCREASED CAPACITY DEVELOPMENT AND REBRANDING**



Schedule a Consultation:  
catherine@catherineruffconsulting.com  
732-687-3869



**Grant Writing**  
**Strategic Planning**  
**Nonprofit and Social**  
**Enterprise**  
**Development**  
**Consulting**

**Professional**  
**Credentials**

**Catherine Ruff, MSW, LSW**

MASTER'S OF SOCIAL WORK  
NONPROFIT MANAGEMENT AND POLICY  
NJ LICENSED SOCIAL WORKER

## What I Do:

Consultant with over 10 years of cross-sector experience in the nonprofit and social enterprise development field.

Extensive professional background in for-profit and nonprofit development with a focus on human and social services. Diverse portfolio clients, with a special focus on building and scaling capacity for start-up nonprofits.

## How I Do It:

### Comprehensive Strategic Planning

Theory of Change support, mission development and realignment, program design and evaluation.

### Grant Lifecycle Management

Comprehensive grant research, grant writing and grant reporting, boilerplate creation, Letters of Inquiry, Board and stakeholder mobilization.

### Digital Media and Technology

Website evaluation, technology roadmap development, social media strategic planning, virtual integrations to bring projects and programs online.

**Check out my work:**

**<https://www.catherineruffconsulting.com/>**

