

**Apeira Revenue Solutions**  
**Proposal to The Leadership School**  
EIN: 47-2942311  
28195 Summit Drive, Novi, MI 48377  
713-677-1377  
[Susie@apeirasolutions.com](mailto:Susie@apeirasolutions.com)

---

SCOPE OF WORK and TIMELINE

**Complete a proposal for the Opportunity Trust's Charter Schools Program's Grant**  
Due March 22, 2024

Total Investment = \$9,500  
(\$4,250 due on 3/1/24 and  
\$4,250 due on 4/5/24)

Key Deliverables during Work Period 2/21/24 – 3/27/24

Write the application narrative (30 pages, double spaced) in accordance with agreed upon timelines, drawing from prior written information when possible.

Respond to/address/adjust the aforementioned documents based on one round of feedback from The Leadership School's representatives.

Collaborate closely with The Leadership School's financial team to build a grant budget and budget narrative.

Support The Leadership School's team in compiling the required appendices.

Complete required forms and submit via the required portal.

-----  
**WHO IS APEIRA REVENUE SOLUTIONS?**

Susie Crafton launched Apeira Revenue Solutions, a fundraising consulting firm focused on fundraising strategy, systems, and capacity building in 2015. Apeira has written numerous winning federal grants for education-related nonprofits funded by the Department of Education, the Department of Labor, and the National Science Foundation totaling over \$365 million.

Prior to founding Apeira, Susie served as the Chief Development Officer for Stand for Children where she was responsible for building and implementing the organization-wide fundraising systems and supports, and coaching Executive Directors on fundraising, for 501(c)(3), 501(c)(4), and Political Action Committees across eleven states. Before working in education advocacy, Susie was the Chief Development Officer for IDEA Public Schools, a network of high performing charter schools, where she raised \$57 million in 28 months, allowing them to scale

from a small system of 6 schools to a network of now 36 and still growing. Successful grants include Investing in Innovation (i3), Charter School Program Expansion, and GEAR UP. At IDEA, she also worked with their board of directors to add a multi-regional governance structure and launched support services to increase college persistence of IDEA's high school graduates.

Prior to IDEA, Susie was project manager for Center for Reform of School Systems from 2005 to 2009 where she managed an intensive training and consulting program for select public school boards to learn how to reform large urban districts through governance. Susie has also worked for KIPP Houston, held leadership positions in the private sector and in higher education administration, and is a Senior Fellow of the American Leadership Forum Gulf Coast, Class XXXI. She is also very active in her local school district, holding various volunteer positions including serving as a Trustee of WLCSD's Foundation For Excellence.

Susie grew up in Michigan, lived in Texas for 16 years, before returning to Michigan in June 2018. She earned both her B. A. in English and M. A. in Student Affairs Administration from Michigan State University. She also holds a Chartered Advisory of Philanthropy (CAP) certificate from the American College of Financial Services.