



Episode 5: Grant Trends and Best Practices with Ruth Peebles

In this episode of *Mission + Markets*, [Heather Shanahan](#) talks with Ruth Peebles, president and founder of nonprofit consulting firm [The INS Group](#). The two discuss best practices and trends for grants, including:

- Measuring impact when writing a grant
- Setting guidelines on grant reporting
- Telling your organization's story

Subscribe to [Mission + Markets](#) for more insights for nonprofits and mission-focused organizations.

Additional Resources

[The INS Group – Innovative Nonprofit Solutions Since 1999](#)

Last Episode: [Episode 4: Building a Succession Plan with God's Love We Deliver](#)

Legal Notice

This material is intended to be informational only and does not constitute legal, accounting, or tax advice. Please consult the appropriate legal, accounting, or tax advisor if you require such advice. The opinions expressed in this report are subject to change without notice. This material has been prepared or is distributed solely for informational purposes. It may not apply to all investors or all situations and is not a solicitation or an offer to buy any security or instrument or to participate in any trading strategy. The information and statistics in this report are from sources believed to be reliable



CAPTRUST

but are not guaranteed by CAPTRUST Financial Advisors to be accurate or complete. All publication rights reserved. None of the material in this publication may be reproduced in any form without the express written permission of CAPTRUST: 919.870.6822.

© 2025 CAPTRUST Financial Advisors