GRANTS OFFICE
empowering communities

Cyber Resilience Before the Crisis

Proactive Strategies and Funding Pathways for Public Sector Organizations

Sponsored by: rubrik public sector

AGENDA

01 | Welcome & Introductions

02 | Proactive Cyber Resilience in Practice

03 | Grantseeking for Cybersecurity

04 | Cybersecurity Funding Opportunities

05 | Writing a Compelling Narrative

06 | Rubrik Grants Support Program

07 | Q&A



Today's Presenters



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Proactive Cyber Resilience in Practice

Protecting Public Services: Before, During, and After a Cyber Event

Jason Likens | RVP Sales Engineering, SLED | Rubrik

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The Threat Is Real, and Public Sector Is a Primary Target

2,207

Ransomware attacks on government and education in 2023

21 days

Average downtime after a public sector ransomware attack

$2.6M

Average total cost of recovery for a government ransomware event

Schools can't teach. 911 centers can't dispatch. Courts can't operate. Water systems go dark. The services citizens depend on are the same services attackers target.

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Reactive Recovery vs. Proactive Resilience

REACTIVE

- ✕ Discover the attack after damage is done
- ✕ Backups may be encrypted or deleted
- ✕ Weeks of downtime while IT rebuilds
- ✕ Pay the ransom or rebuild from scratch
- ✕ No visibility into what data was exfiltrated
- ✕ Services offline while citizens wait

PROACTIVE

- ✓ Know your exposure before recovery begins
- ✓ Immutable backups. Untouchable by attackers
- ✓ Recover in hours, not weeks
- ✓ Never pay a ransom. Clean recovery guaranteed
- ✓ Scan data for threats without restoring it
- ✓ Services restored. Citizens protected

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Three Pillars of Proactive Resilience

Protect • Detect • Recover

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Pillar 1

Protect: Backups Attackers Cannot Touch

The first thing attackers do is find and destroy your backups.
If your backups can be encrypted or deleted, your recovery guarantee is gone.

Native Immutability

Backups built on an append-only filesystem. They cannot be changed, encrypted, or deleted. Not by ransomware. Not by a rogue admin.

Logical Air Gap

Backup data lives in an undiscoverable, inaccessible filesystem with no open network protocols. No tape, no physical complexity.

Retention Lock

Backup retention periods cannot be altered without a two-person approval or Rubrik support. This prevents attackers from expiring your recovery points.

Access Control

MFA, TOTP, and role-based access control ensure no single credential can compromise your recovery infrastructure.

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Pillar 2

Detect: Know the Blast Radius Before You Recover

Recovering into a reinfected environment is worse than not recovering at all.
Know what was hit, what was clean, and where the threat is hiding, before you restore.

1

Anomaly Detection

Rubrik identifies when encryption events occur and alerts on anomalies, tracking entropy changes across files without requiring manual intervention.

2

Blast Radius Scoping

Understand exactly what data was affected, when, and to what degree, before a single system is restored.

3

Clean Recovery Point ID

Scan backups for indicators of compromise without restoring them. Find the last clean snapshot in minutes, not days.

4

Threat Quarantine

Infected backups are quarantined to prevent reinfection during recovery. You restore clean and stay clean.

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Pillar 3

Recover: Services Back Online in Hours, Not Weeks

Identity is the bottleneck. If Active Directory or Entra ID is down, nothing else comes back online. No user can log in. No application can authenticate. Recovery starts with identity.

11 days → 3 hrs

Identity Recovery

Restore Active Directory and Entra ID in hours. INTEGRIS Health: AD recovery reduced from 11 days to 3 hours. Renown Health: deployed in 24 hours, 86% RTO reduction.

Zero manual steps

Application Recovery

Automated recovery plans orchestrate the order, dependencies, and steps to bring entire application stacks back, tested in peacetime, executed in wartime.

On-demand restore

M365 and SaaS Recovery

Native M365 protection has limits. Rubrik provides on-demand granular item-level recovery, not a 7-day Microsoft support ticket.

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Organizations Like Yours Are Protecting Citizens Today

LARRCC

LA County Registrar-Recorder

- Threat response: days → under 30 min
- POC to full deployment: 2 days
- 210M sensitive citizen records protected

"Rubrik is an essential component of our data security strategy to safeguard the public trust."

Hector Manzo, Head of IT

City of Winter Park, FL

Local Government, 30,000 Residents

- Florida law prohibits ransom payments
- Immutable backups = guaranteed clean recovery
- Unified on-prem and cloud protection

"With Rubrik, our VMs are protected wherever they live. That peace of mind is something we never had before."

Parsram Rajaram, CIO

PLUS Malaysia

Critical Infrastructure, Highway Authority

- 1.9M daily vehicles protected
- 16% TCO savings vs. Azure-native
- RM 70M weekly revenue protected from downtime

"Millions depend on us to keep traffic moving. Rubrik is pivotal in maintaining our business resiliency."

Yew Jin Kang, CTO

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What Recovery Readiness Looks Like

- ✓ Backups are immutable and logically air-gapped
- ✓ Identity infrastructure (AD/Entra ID) has a dedicated recovery plan
- ✓ M365 and SaaS data is protected beyond native retention limits
- ✓ Recovery is tested regularly, at scale, without impacting production
- ✓ Sensitive data is classified and tracked across the environment
- ✓ Threat detection runs against backup data before restoration begins
- ✓ Recovery time objectives (RTOs) are measured in hours, not weeks

The question isn't IF you'll face a cyber incident.

It's whether your organization will be ready to recover and keep serving citizens, when it happens.

Recovery readiness is not a technology decision.
It is a mission decision.

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Your mission is to serve citizens.
Our mission is to make sure you can.

Proactive cyber resilience isn't a luxury. It's the infrastructure behind every public service you deliver.

1. Assess your current recovery readiness. Know where the gaps are
2. Explore grant and funding pathways to accelerate capability investment
3. Connect with Rubrik SLED to build a resilience roadmap for your organization

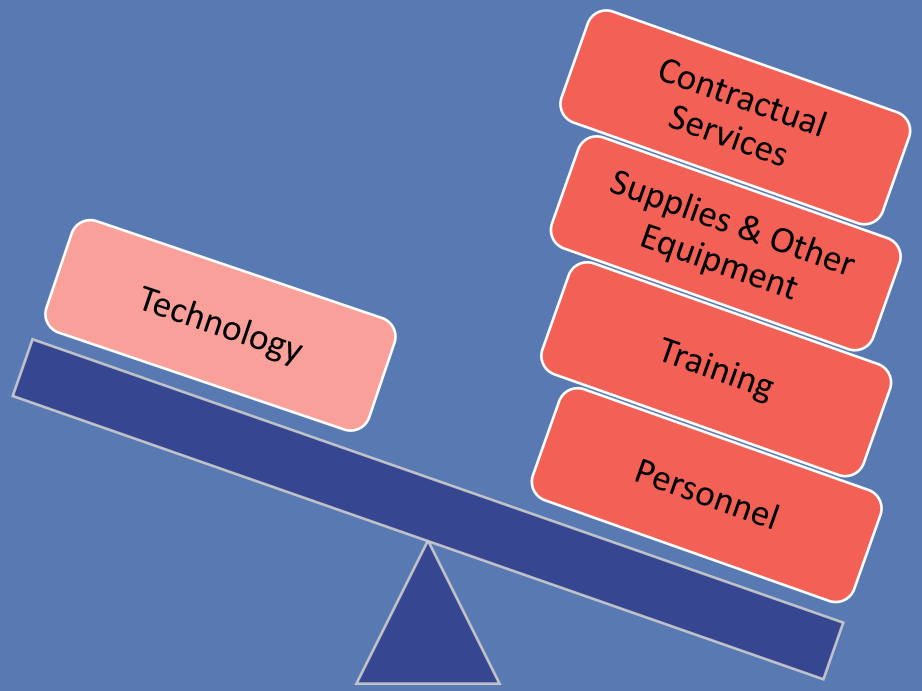
Jason Likens | jason.likens@rubrik.com | rubrik.com/sled

How can cybersecurity be funded?

Examples of Grant Fundable Projects

Grants created to fund specific tech solutions

Grants created to fund everything else



Education	State & Local Gov't
Career readiness & professional development	Broadband connectivity
Workforce development & apprenticeship training	Telework for government staff & virtual government
Innovative undergraduate education methods	Emergency preparedness & response
Infrastructure supporting faculty research	Public safety mobility
Community outreach	Improved justice & corrections
1:1 student to device initiatives or remote/virtual education	Transit infrastructure & intelligent systems
Campus safety	Election security

How to Know if a Grant is Cyber-Friendly



Check the Guidance

- List of allowable/unallowable costs
- Eligible activities

Priority Areas

- Competitive preference priority points
- Funder priorities
- Scoring rubric

Previously Funded Projects

- Who and what has been funded in the past?
- How are you unique but related?

Contact Program Manger

- Ask specific questions!
- Do your homework beforehand

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Questions for Consideration when Grantseeking for Cybersecurity

Allowable Costs

Will the allowable costs cover our desired technology solution?

Does the grant properly align with our technology needs?

Award Size

Are there budget limitations on maximum IT costs?

Will the grant cover the full cost to implement the technology solution?

Implementation and Sustainability

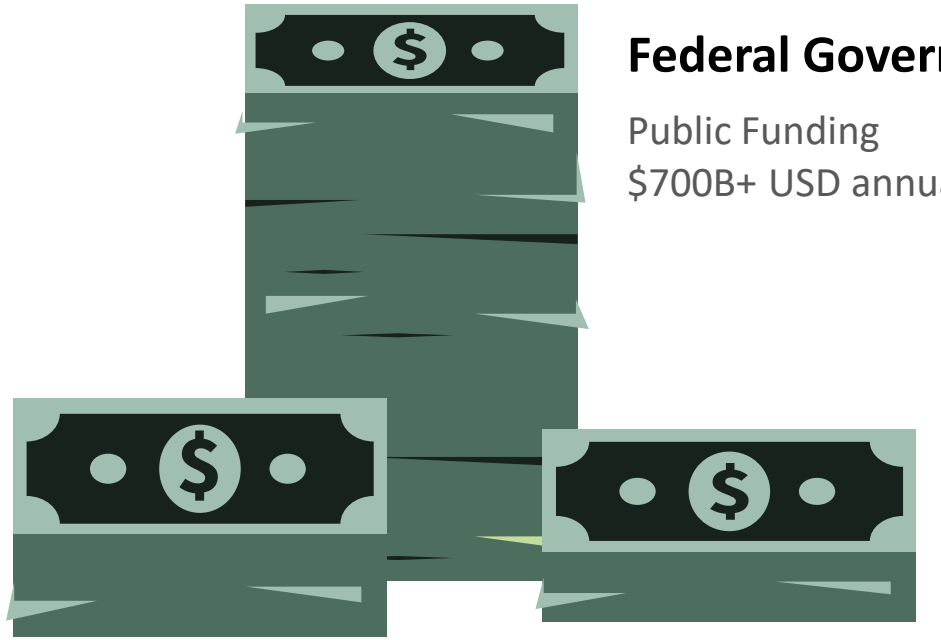
Are we ready to implement the efforts within the grant's timeline?

Can we afford to maintain the solution once the grant period ends?

What does the grant funding landscape look like for cybersecurity?

Sources of Grant Funding

Top Sources of Grant Funding in the United States



Federal Government Agencies

Public Funding
$700B+ USD annually

State Government Agencies

Public Funding
$100B+ USD annually

Family, Community, & Corporate Foundations

Private Funding
$70B+ USD annually

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Federal Sources of Funding

















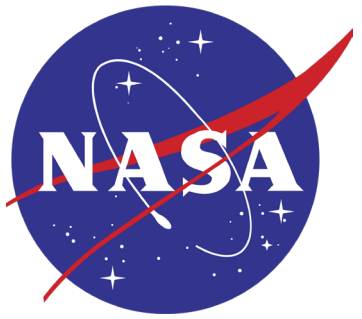














State and Local Cybersecurity Grant Program (SLCGP)



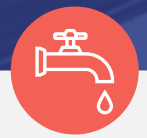
Description

Administered by the **Department of Homeland Security (DHS)** and the **Federal Emergency Management Agency (FEMA)**, grant funds are used to improve the nation's cybersecurity posture and protect critical infrastructure from malware, ransomware, and other threats.

States may choose to subgrant funds directly to eligible local entities to purchase necessary cybersecurity solutions and other eligible expenses, or they may purchase cybersecurity solutions and other eligible expenses at the state level on behalf of all local governments.

- $1 billion program through the Bipartisan Infrastructure Law (BIL)
- Federal funding sunset in 2025
- Cybersecurity and Infrastructure Security Agency (CISA) is evaluating program success
- Push for reauthorization

Other Grant Program Examples



Utilities

- Grid Resilience State and Tribal Formula Grant
- Public Works and Economic Adjustment Assistance (PWEAA)
- WaterSmart Grant Programs



Transportation

- Advanced Transportation Technology and Innovation Program (ATTAIN)
- Safe Streets and Roads For All (SS4A) Grant Program
- Port/Transit Security Grant Programs (PSGP/TSGP)



Justice & Security

- Edward Byrne Memorial Justice Assistance Grant (JAG)
- Nonprofit Security Grant Program (NSGP)
- Body-Worn Camera Policy and Implementation Program (BWC PIP)

Homeland Security Grant Programs

Description

Provides funding for the execution of the Prevention, Protection, Mitigation, Response, and Recovery mission areas and the realization of a secure and resilient Nation.

2026 National priority areas include:

- Enhancing the protection of soft targets/crowded places
- Supporting Homeland Security Task Forces and fusion centers
- Enhancing and integrating cybersecurity resiliency
- Enhancing election security
- Border crisis response and enforcement support

Programs Include:

- State Homeland Security Program (SHSP)
- Tribal Homeland Security Program (THSGP)
- Urban Areas Security Initiative (UASI)
- Nonprofit Security Grant Program (NSGP)
- Operation Stonegarden Grant Program (OPSG)
- Transit Security Grant Program (TSGP)
- Port Security Grant Program (PSGP)
- Intercity Bus Security Grant Program (IBSGP)

Examples of Funded Projects



Education NSGP

Recipient: private, nonprofit religious K-12 school

Project: cybersecurity to protect student/staff data; physical security (cameras, door access) to ensure awareness and control for visitors

Why is this project competitive?: Addresses current gaps in security that may occur due to their status as a potential target for religion-based terrorism



Law Enforcement JAG

Recipient: municipal police department

Project: cybersecurity to protect data across the justice information sharing continuum; hardware (rugged laptops)

Why is this project competitive?: Maintains CJIS compliance and keeps officers on the road and out of the office so they are better able to serve the community

Distance Learning and Telemedicine Grant Program (DLT)



Description

Expands educational opportunities and health services to rural Americans

Supports projects that expand this programming through the use of telecommunications, computer networks, and related advanced technologies

The DLT program is targeted to rural areas with populations 20,000 or fewer

Not for remote education into individual student homes

Funding Amount

$27 million in competitive grants; $10.76 million for Congressionally Directed Spending

Individual awards: $50,000 - $1 million with a 15% match

Deadline

Last due June 30, 2026. A similar deadline is anticipated annually.

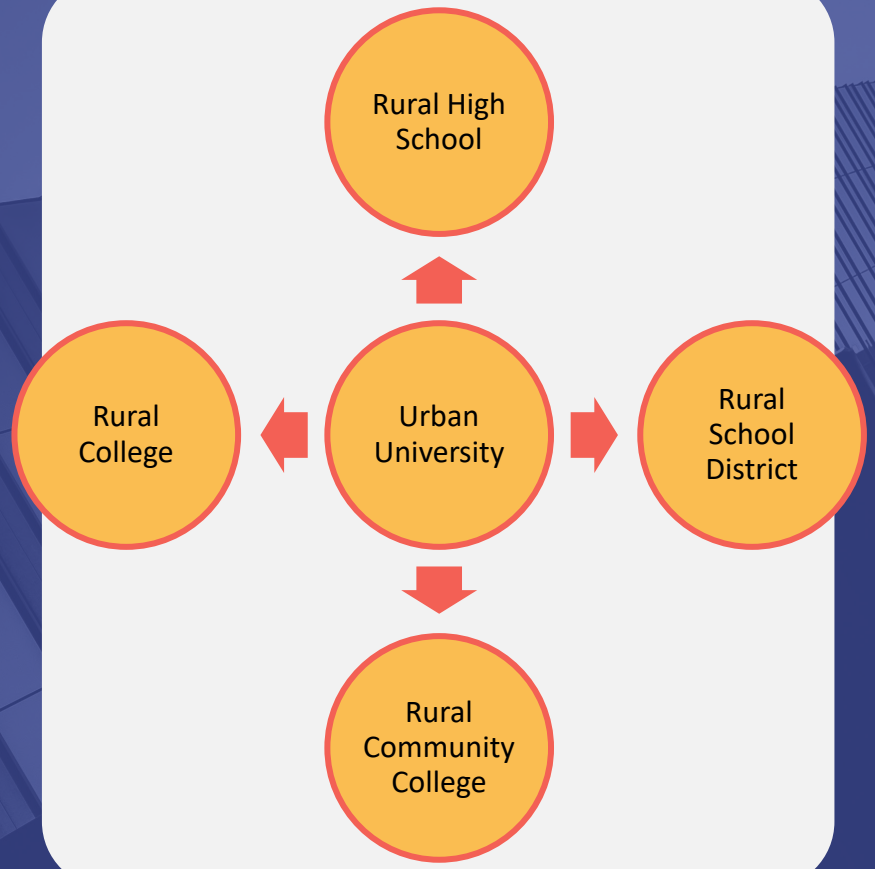
Eligibility Notes

Legally organized as incorporated organization. State or local unit of government. Indian tribe/ tribal organizations. For profit or not for profit basis.

Examples of eligible education entities:

- Institutes of higher education
- K-12 schools
- Non-profit education providers
- Healthcare providers

Example Funded Project: Education



Project Description

Purpose: Provide real-time dual enrollment courses in topics that cannot sustain full classes at rural schools

Expenses: AV/teleconferencing technology for classrooms at all locations; networking for rural locations to have sufficient bandwidth; cybersecurity to protect all project equipment and connections

Examples of State Funding
(and how to find funds in your state)



Florida Local Government Cybersecurity Grant Program



Missouri Blue Shield Grant Program (MBSGP)



New York Local Government Efficiency (LGE) Program

Start with your DOJ state administering agency (SAA), found here: https://www.ojp.gov/funding/state-administering-agencies/overview

Find your DHS State Administrative Agency (SAA), found here: https://www.fema.gov/grants/preparedness/about/state-administrative-agency-contacts

Think creatively – many other state agencies provide grant funding opportunities!

Example Funded Project: NY Local Government Efficiency Program



Project Description

Purpose: Expand or develop new, cost-saving local service delivery initiatives, focusing on shared services.

Expenses: Enhanced technologies, including cybersecurity, to increase efficiency and improve security within and across the water and wastewater management systems

How do we build a compelling narrative?

How to pick a grant?

Start with the project!

- ❑ What are your technology needs?
- ❑ What mission-driven activities would this technology enable for your organization?
- ❑ Can we align our mission with the funder's?



Gather Existing Documents with Necessary Information for your Project

Financial

- Current and past 3-5 years of budgets
- Audited financial statements
- Vendor quotes
- List of past, current, and pending funding sources

Description

- Mission, vision, and values of your organization
- Organization chart

Designation

- Non-profit designation letter
- Business registration number

"As Required" Materials

- Memorandum of Understanding with key project partners
- Letters of Support
- Resumes for key project personnel

Project-Specific Pieces



Need Statement

Connected to Your Mission

Activities, Goals, and Objectives

All Related to Each Other

Data

Supporting Need, Goals, and Outcomes

Draft Your Story



WHO

is your organization and why is it best positioned to address the need?



WHAT

will this project require in terms of equipment, personnel, and planning?



WHERE

will the project take place?



WHEN

will the project occur and how long will it take to complete?



WHY

is this project the best option to solve the given problem?



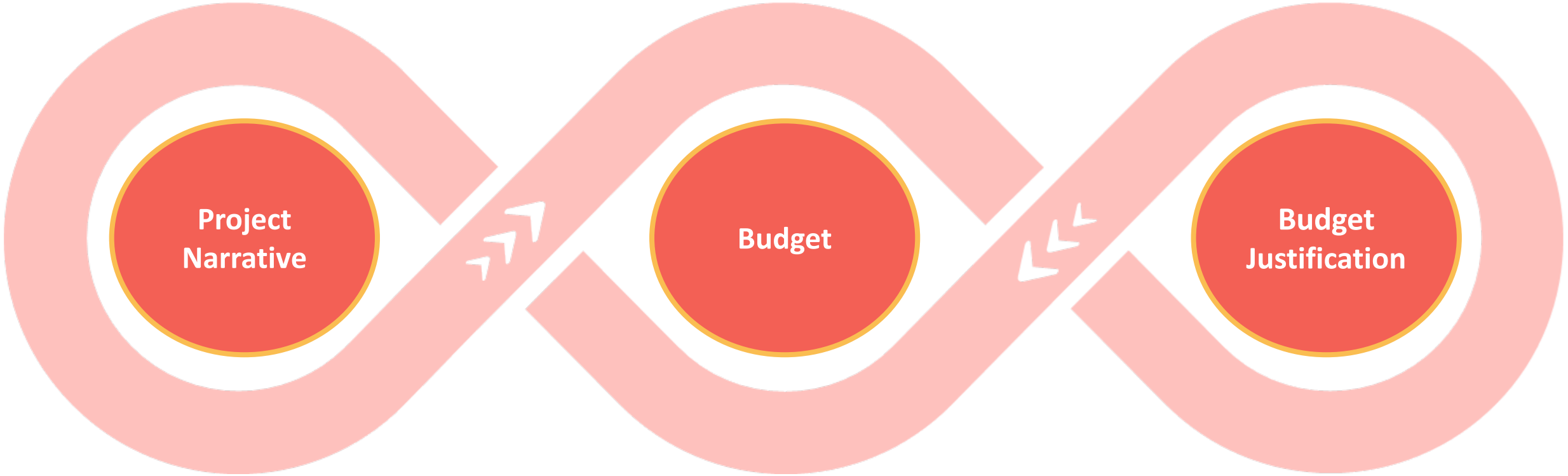
HOW

will this project fit within the context of your community's needs?

Major Budget Components

People 	Things 	Other 
Salaries	Equipment	Travel
Fringe Benefits	Materials & Supplies	Subcontracts
Contractors	Facilities	Indirect Costs

The Importance of Alignment



Project Narrative	Budget	Budget Justification
Describes your proposed project in words.	Describes your proposed project in numbers.	Describes your proposed budget in words.

Rubrik Grants Support Program



No cost, no obligation

Rubrik Grants Support Program

Expanding access to the funding you need

The Rubrik Grants Support Program provides *State and Local government agencies*, *education institutions*, and others across the *public sector* with grants information, customized funder research, and consultation to help develop, fund, and expand technology-rich projects—***at no cost and no obligation***.

01 Funder Prospecting Research

Provide a few details, and we'll create a report of best-fit funding opportunities for your project based on your goals, organization, and location. We'll review these options and answer your questions on a quick call.

02 Project Development Consultation

Our Grants Development Consultants understand funder priorities and can coach you in aligning your project goals. They will help articulate why Rubrik's technology (along with other budgetary items) matters for project success.

03 Proposal Editing & Review Support

No matter your team's bandwidth, we're here to help you succeed with everything from complimentary proposal draft reviews to fee-based writing support for application content.

Questions?

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