Planning for Sustainability, Diversifying Funding, and Writing Complex Grants

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OVCTTAC

OVCTTAC is the gateway to current training and technical assistance for victim service providers and allied professionals who serve crime victims. Our aim is building the capacity of victim assistance organizations across the country in three primary ways:

1) We use a variety of training and technical assistance opportunities.

2) We use a variety of tools, surveys, stakeholder discussions, evaluations, and feedback forms.

3) We continually monitor customer satisfaction and measure the effectiveness of our training and technical assistance activities over time.
To improve your capacity to serve crime victims in your community, here are some ways OVC TTAC might work with you:

- Provide skilled trainers with specific subject matter expertise for your upcoming training event or speakers for your conference.
- Conduct an organizational needs assessment and design a targeted response through training, technical assistance, or peer support.
- Develop a basic evaluation strategy for determining your program's effectiveness.
- Strengthen advocacy programming that helps assure equal justice for victims and produces a positive, sustainable impact.
• If you are experiencing any technical issues, please let us know in the chat or email: Bess Hoskins at bhoskins@ovcttac.org.

• Your microphone and video are not needed and will remain disabled.

• We will be using the Chat box throughout today’s webinar. When typing in the Chat, be sure to select your intended audience from the dropdown.

• The material presented during today’s webinar will be available on the OVC TTAC Webinars page.
Introductions

Marcie Davis and Fenway
• Identify priority areas of focus (e.g., resources, partnerships) for sustainability planning and developing implementation strategies that will build strong support for your program and potentially lead to new funding opportunities.

• Create the framework of a diversified funding plan, including three strategies for building a potential donor/funder database.
“Sustainability is the active process of establishing your initiative... developing relationships, practices, and procedures that become a lasting part of the community.”

—The University of Kansas Community Tool Box
What keeps you up at night?

- Lack of funding for current services
- Gaps in service and services that are currently unprovided
- Facilities
- Staffing
- Innovation
- Messaging
- Community support
- Independence
- Stagnation, becoming obsolete
- Board support and engagement
- Other?
Eight Sustainability Domains

- Organizational Capacity
- Program Adaptation
- Program Evaluation
- Resource Development
- Strategic Communications
- Strategic Partnerships
- Strategic Planning
- Supportive Environment

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Identifying Your Priority Areas

- Funding Loss
- Funding Diversity
- Donor Base
- Business Donors
- Board Fundraising Efforts
- Resource Development Plan
- Resource Development Calendar
Resource Development

- Multiple sources of funding (restricted and unrestricted funds)
- Utilize all types of resources (e.g., cash, in-kind, volunteers, shared resources)
- Identify resources and assess funding sources
- Develop a funding plan and funding calendar
Funding Streams

What types of funding streams does your organization have now?

- Cash
- In-Kind
- Volunteers
- Shared Resources
- Restricted Funds
- Unrestricted Funds
- Legislative Funding
- Legacy Funding
- Donor Contributions
- Events
- Capital Campaigns
- Letter Campaigns
- Program Income
- Grant Funding
Organizational Capacity and Awareness

What types of organizational capacity does your agency have now? What are the gaps?

- Staff Knowledge
- Technology
- Volunteers
- Board Engagement
- Overall Resources
- Physical Facility(ies)
- Strategic Leadership
- Program Management
- Champions
- Infrastructure
SWOT Analysis

Take an honest look at your organization’s

• Strengths

• Weaknesses

• Opportunities

• Threats
PSAT – Program Sustainability Assessment Tool

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### Creating the Framework for a Funding Plan

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<tr>
<th>Strategies</th>
<th>Request (Funding/In-Kind)</th>
<th>Source</th>
<th>Action Steps</th>
<th>Costs (In-Kind, Cash)</th>
<th>Who</th>
<th>When</th>
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GuideStar and Charity Navigator

- Are you registered?
- What’s your ranking? Gold? Platinum?
- Is your ranking displayed on your website?
- https://www.charitynavigator.org/
- https://www.guidestar.org/
How can you diversify your funding streams?

What types of funding streams does your organization have now?

- Cash
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Assemble Your Team

Create momentum by building your dream team of paid and unpaid professionals to support your vision and funding goals:

• Attorneys with the specialized skills you need: Trustee Attorney, Labor Attorney, Contract Attorney, etc.
• Contractors
• Evaluators
• Grant Writers
• Designers/Artists
• Social Media Experts
• Public Relations Messaging Experts
• Photographers
• Champions (e.g., Elected Officials, Influencers)
• Business Planners – Business Incubator
• Web Developers
Build and Nurture Strategic Partnerships

Build a dream team of external partners to support your agency’s vision and funding goals:

• Nonprofit Organizations
• Private Sector Businesses
• Law Enforcement Agencies
• Elected Officials – Local, State, Federal, and Tribal
• Local, State, and Federal Government Agencies
• Economic Development Agencies
• Housing Organizations
• OVC TTAC
OVC TTAC Technical Assistance

• OVC TTAC National Victim Assistance Academy Effective Management Series
• Technical Assistance

Email: TTAC@ovcttac.org
Phone: 866–OVC–TTAC (866–682–8822)
Website: https://www.ovcttac.gov/HowWeCanHelp
OVC TTAC Technical Assistance (continued)

- Working with your board
- Training staff and others
- Facilitating a sustainability assessment
- Identifying priorities and developing a sustainability plan
- Building capacity
Create 2–3 strong paragraphs that clearly identify socioeconomics, crime rates, age, disability, diversity, economics, and other community needs that you can address.

- Victimology of your populations
- How many people are you serving?
- What are their demographics?
- What is your agency most known for?
- Client testimonials
Create an Innovative and Adaptive Culture

• Value, acknowledge, and reward adaptation and innovation
• Be okay with “failing”
• Have diverse and inclusive staff and volunteers (gatherings of people who think differently, create/generate new ideas)
• Innovate and experiment – create pilot projects
• Evaluate and learn what works
• Modify plans and programs
• Create a safe space for staff to try new things
Socialpreneur Opportunities

A Socialpreneur recognizes a need and fills that need while turning a profit.

• Business Planning
• Business Incubators
• Economic Development Funding
• Medicaid Reimbursements
• Insurance Reimbursements
• Program Income
Socialpreneur Projects

- Medical and Behavioral Health Clinic
- Mobile Rural Substance Use Treatment Program
- UpTempo Job Placement Program (Temporary Services)
- Food Trucks/Carts
- YouthBuild
Identifying New Resources

Sources
- Board
- Corporations
- Clients
- Civic Organizations
- Community Organizations
- Foundations
- Government
- Individuals
- Media
- Small Businesses
- Faith Communities

Strategies
- Capital Campaigns
- Corporate Giving
- Endowments
- Fees for Services
- Fundraising/Events
- Grants (Federal, State, Local, Corporations, Foundations)
- Solicitations (Email, In-Person, Direct Mail, Telemarketing, Newsletters, Brochures)
- Major Gifts
- Matching Gifts
- Membership Fees and Dues
- Online and e-Giving (Facebook, CrowdFunding, GoFundMe, Give Lively)
- Peer-to-Peer Fundraising
- Planned Giving
- Services Funded by Other Organization
- Social Enterprise/Earned Income
- Workplace Giving
Cultivate and Get To Know Your Donors

Create meaningful and genuine connections and relationships with your donors.

• Communicate
• Connect
• Trust
• Know Donors
Donor Databases

- Explore donor database software
- Your donor database is only as good as the information that is entered
- Remember donor’s birthday or special occasions
- Have lunch at your donor’s favorite restaurant
- Send handwritten cards, flowers, or other thoughtful gestures
- Cultivate relationships with legacy donors, attend memorial services, send flowers and cards
Personal and Organizational Awareness

• Be aware of your own strengths and opportunities for personal growth and support.

• Build a diverse team of paid and unpaid professionals who can support your fundraising goals.

• Get moving and challenge yourself to make daily micromovements toward your fundraising goals.

• It’s all about action planning, implementing, evaluating, and demonstrating gratitude.
Final Thought

“Dream big. Start small. But most of all, START.”

Sark
Conclusion

Questions?

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OVC TTAC National Webinar: Planning for Sustainability, Diversifying Funding, and Writing Complex Grants

Scan the QR code with your phone to open the survey.
Objectives

- Identify three essential elements needed to create a compelling statement of need in a victim services grant application.
- Review at least two approaches to align the budget justification with the grant goals and objectives.
- Describe the effective use of outcome measures in grant applications.
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