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# Funding your Collective Impact Effort: The Basics

Emily Jensen, Lead Development Officer  
The Forum for Youth Investment

# Today's Agenda

1. Welcome and Introductions (5 min)
2. Fundraising Basics for 2014 (20 min)
3. 11 Potential Revenue Streams (30 min)
4. Inside Scoop: Grantmaker Cameo (10 min)
5. Q and A + Other Resources (10 min)



PART I

# WELCOME AND INTRODUCTIONS



PART II

# FUNDRAISING BASICS FOR 2014



# The Fundamentals

- Accept that fundraising takes time and effort
- Learn the funding landscape
- Pursue funding across a range of outcomes
- Start local
- Create a case statement
- Keep a flexible, entrepreneurial mindset
- Commit to blending and braiding funds
- Know that it can be done!



# Why Aren't the Dollars Flowing?

- Individuals don't give if they aren't ASKED
- Foundations and corporations don't give if the request doesn't seem ALIGNED WITH THEIR PRIORITIES
- Public dollars don't flow because the aren't EFFECTIVELY TAPPED



# ***Dig In: Identify your current biggest challenge in fundraising and discuss with your table***

- Not enough staff time
- Competition between programs and partners
- Lack of funding opportunities
- Difficulty making the case for infrastructure



# Reality Check: Funding Timelines

- Average time between initial contact/appeal and dollars in the door:
  - Individual donors: 4-6 months
  - Foundations/Corporations: 12-15 months
  - Public dollars: 12-24 months





# No Matter What They Tell You...

... It's all about RELATIONSHIPS.

You must “friendraise” before you can fundraise.

- “Cold” donations are nearly non-existent, “blind” proposals are very rarely funded, and unknown organizations are very rarely awarded public dollars
- Relationships are the single biggest factor in successful fundraising



# Build Relationships with Funders

- Get funders to the collective table early
- Engage funders across the spectrum of potential investment
- Split/parse out core functions and projects to fit into funder priorities
  - Age
  - Population
  - Issue-area
  - Expertise



# Tips for Making the Case

- Make it HUMAN
- Share specific stories/examples
- Focus on leverage and ROI
- Stress capacity-building and systems change
- Talk about efficiency and effectiveness
- Quantify your impact
- Enlist “Champions”



# *Dig In: Case Statement Brainstorm*

- What's your most human story and/or where can you find one?
- How can you quantify your impact with numbers?
- What are some specific examples of ROI you have generated?
- Who are your current champions, whom else could you enlist?



PART III

# POTENTIAL REVENUE STREAMS



# 1. City or County Dollars

- Local department planning dollars
- Professional development dollars
- K-12 outreach and community engagement dollars
- Federal and State dollars where there is local discretion



*Children, Youth and Families Collaborative Commission, Alexandria, VA*



## 2. State Dollars

- Children's Cabinet/Council/Coordinating Body (PA, MD, OR, MO, OH)
- K-12 Community Planning or Outreach dollars
- OST or Early Learning system funding
- Professional development dollars
- Any planning dollars for state offices or programs that focus on children or youth



*Harford County Local Management Board, Harford County, MD*  
*Southern Oregon Success Initiative, Medford, OR*



# 3. Federal Dollars

- Promise Neighborhoods
- Choice Neighborhoods
- SAMHSA/Systems of Care
- Title 1/School Improvement Grants
- Safe and Supportive Schools
- Workforce Investment Act
- Race to the Top District Challenge
- Head Start and Early Head Start
- Community Services Block Grant
- Rural and Low-Income School Program
- Juvenile Accountability Block Grant
- Any admin line in any funding stream that supports children and youth



*City of Promise, Charlottesville, VA – Promise Neighborhoods Grant*  
*Twin Cities Strive, St. Paul, MN– Social Innovation Fund Grant*  
*Ready for Life, State of Nevada – Workforce Investment Act*





# ***Dig In:* What three actions you can take in the next 60 days on any of these revenue streams?**

- Local Dollars
- State Dollars
- Federal Dollars



# 4. Local United Way

- Get them to the table early
- United Ways have access to a variety of collective impact trainings and capacity building tools through United Way Worldwide



*Ready by 21 Leadership Council, United Way of Greater Atlanta, GA  
United Way of Bartholomew County, Columbus, IN*



# 5. Local Foundations

- Family Foundations
- Community Foundations
- Regional Foundations
- Funder's Collaboratives



*Ready by 21 St. Louis, St. Louis, MO*  
*YMP Youth Shift, New Orleans, LA*



# 6. National Foundations

- Foundations that currently make place-based investments for collective efforts:
  - Lumina Foundation (Post-secondary Success)
  - Kellogg Foundation
  - Kresge Foundation (Human Services Area)
  - Annie E. Casey Foundation
  - Robert Wood Johnson Foundation (Young Men of Color)
  - Aspen Forum on Community Solutions (Incentive Fund)
  - Ford Foundation (College Completion Corridors)



*The RoadMap Project, Seattle, WA*  
*55,000 Degrees, Louisville, KY*



# 7. Local Businesses or Corporations

- Engage the Chamber of Commerce and any other business affiliate organizations
- Coordinate with local business engagement or workforce readiness efforts
- Business leaders must be engaged differently than government or non-profit leaders



*Made in Durham, Durham, NC*

*Northern Kentucky Education Council, Covington, KY*



# ***Dig In:* What three actions you can take in the next 60 days on any of these revenue streams?**

- Local United Way
- Local Foundations
- National Foundations
- Local Businesses or Corporations



# 8. Individual Donors

- Can be challenging to make the case to individual donors for non-direct service efforts
- Consider major donors
- Target Social Venture Partners, local “Investment Clubs” and other “big thinking” affiliate groups



*Eastside Pathways, Bellevue, WA*



# 9. In-Kind Staffing and Services

- K-12
- Higher Education Institutions
- Workforce Investment Board (WIB)
- OST or Early Learning system/intermediary
- City or County Agencies
- United Way
- Americorps VISTA



*Mayor's Child and Youth Master Plan Taskforce, Nashville, TN  
Bridging Richmond, Richmond, VA*





# 10. Tithing/Dues Structure

- Must be elective and completely voluntary
- Must be structured in a way that incentivizes participation
- Must feel eminently fair to all participants



*East St. Louis Collective Impact Workgroup, East St. Louis, IL*



# 11. Dedicated Funding Streams

- Special taxing districts
- Special taxes and levies
- Guaranteed expenditure minimums
- Fees and narrowly based taxes
- Income tax check-offs
- Children's trust funds



*Children Services Council, Broward County, FL*  
*Portland Children's Levy, Portland, OR*



# Emerging Possibilities

- Pay-for-Performance/Social Impact Bonds
- Crowd-sourced funding (Kickstarter, KIVA, Indie-gogo, etc.)
- Performance Partnership Pilots



# ***Dig In:* What three actions you can take in the next 60 days on any of these revenue streams?**

- Individual Donors
- In-Kind Staffing and Services
- Tithing/Dues Structure
- Dedicated Funding Streams
- Others?



PART IV

# **INSIDE SCOOP: ADVICE FROM A GRANTMAKER**



# Jeanna Keller Berdel

*Senior Strategy Officer*

*Lumina Foundation*



PART V

# Q & A AND OTHER RESOURCES



# Questions?





# Other Resources

- FSG -  
<http://www.fsg.org/KnowledgeExchange/Blogs/CollectiveImpact/PostID/436.aspx>
- Strive Together -  
[http://www.strivetgether.org/sites/default/files/images/Funding\\_To\\_Support\\_The\\_Backbone\\_Final\\_updated.pdf](http://www.strivetgether.org/sites/default/files/images/Funding_To_Support_The_Backbone_Final_updated.pdf)
- The Finance Project -  
[http://financeproject.org/publications/DLR\\_PM.pdf](http://financeproject.org/publications/DLR_PM.pdf)
- FindYouthInfo.gov
- First Focus – [childrensbudget.org](http://childrensbudget.org)
- The Foundation Center

