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all youth ready for college, work & life

Funding your Collective Impact Effort: The Basics

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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 they 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
- The Finance Project -
http://financeproject.org/publications/DLR_PM.pdf
- FindYouthInfo.gov
- First Focus – childrensbudget.org
- The Foundation Center

