



Program Stamina: A Case Study in Sustainability

June 28, 2017

ResourceAssociates

Winning grants to fund the greater good since 1995.

www.grantwriters.net | 505-326-4245

Today's Speaker



Scott Hyland Outreach Associate, *Resource Associates*

Scott joined the Resource Associates' team in 2011 and has been directly involved in dozens of awarded grants totaling tens of millions of dollars in funding for nonprofit and public agencies. Scott graduated from Eastern Michigan University in 2001, where he earned a Bachelor's Degree in Business Management. After college, he and his wife moved to Denver, Colorado where he has built an extensive resume in corporate, government, and major account management. He now specializes in Nonprofit Outreach and Fundraising.

Sustainability of Grant Programs & Services

- Nonprofits often depend on grant funding.
- You must have a sustainability plan in place.
- It must be actively pursued by all of your staff and constantly molded to the needs of your community.
- It ensures that your services continue to benefit the community after your initial funding expires.

Unreliability of Grant Funds

- When a grant ends, there is no guarantee of continued funding.
- Government grant funding is in a state of uncertainty.
- It is our goal and responsibility to ensure the future of our programs beyond just what our grant awards will fund.



Lessons Learned About Traditional and Nontraditional Sustainability Approaches

- It's hard to rely on cash partner support for continuation of grant programming other than institutionalization strategies.
- What is an institutionalization strategy?

Lessons Learned:

- Consider recruiting workforce investment, volunteers and college interns.
- Outcome tracking to demonstrate value.
- Consider seeking government/community support to validate fundraising and government investment.

Lessons Learned:

- Grant managers/project directors must create a sustainability plan from the beginning of each grant award.
- Require these leaders to report on progress at least quarterly.
- Consider using your indirect cost rate to pay for professional, and **aggressive** grant writing expenses.

Ongoing evaluation throughout the grant program is paramount

- Data collection, evaluation, and feedback we can draw from it is crucial and should be ongoing.
- The sooner we can make crucial adjustments the better we can craft our program outcomes.
- Once we've identified an outcome's priority we can deem what it is going to take to continue the services most crucial to those outcomes.

Training

- Training should also be ongoing, that way training can be beneficial to activities during and beyond the grant funded program.
- Any program deliverables such as curricula or advertising campaigns can be benefits that are ongoing beyond the life of the project.

Public Relations

- Keeping your program in the public eye can have a lasting effect.
- Make regular announcements to the local press, in front of local elected officials, and through social media with program updates and results.
- Partnering with high profile, local, corporate sponsors can be a good way to increase program visibility and sustainability.

Constant Contact

- Remind them that donations to your 501c3 nonprofit can be tax deductible.
- Evergreen Support; is there a way to get members to sign up for reoccurring donations?
- Can you highlight significant or reoccurring donors from within your community? If so, this may encourage ongoing membership and year-round giving.

WRITE MORE GRANT APPLICATIONS!

- Continually apply and re-apply for other grants so that you don't have to make major staff changes at the beginning and at the end of each grant program.

Sustainability through Creativity

- What are you doing?
- What can you do?
- What do you want to do?
- Grant proposal applications vs. grant programs.

Sustainability Case Study & Best Practices

- Blogs on sustainability are on our website (grantwriters.net) under the resources link.
- Read about how our nonprofit partner of 10 years; Capacity Builders Inc., grew from a zero dollar entity into a \$10 million dollar community enterprise in just a few years.

Capacity Builders Inc.

- Capacity Builders, Inc. 501c3 is a nonprofit organization with a broad mission to improve the lives of Native American youth and their families.
- They began by implementing small projects through direct donations and local community support.
- They began applying for grants in 2008.
- Their philosophy has been to remain open minded about what they can do and to consider projects that serve the greatest need in the community.

Capacity Builders Inc.

Grant Strategy Overview:

- They receive custom research reports and consultations from experts.
- They receive Grant Siren email notifications so that they are made aware of grant opportunities as soon as they are released.
- When they see a grant that looks interesting they assign one of their staff members to be the “Grant Champion”.
- It is that person’s job to learn everything they can about the funding opportunity and to make a recommendation to the board of directors.

Capacity Builders Inc.

- CBI learned about a Farmer's Market Grant.
- There was an unmet need in the community and although they did not know much about farming...
- But they knew how to build capacity for organizations, how to train individuals in small business development, implement marketing and outreach activities, and they knew how to run and organize community events.
- They applied for and won a grant for \$100,000 to start and operate a farmer's market in a community of high-need.

Their range of program services now includes:

- Teen pregnancy prevention programs.
- Adult job training and small business development.
- Community physical education and nutrition programs.
- Drug prevention programs.
- Local artist support programs.
- Farmers and small agricultural producer support programs.

Capacity Builders Inc.

- They are only limited by their imagination as to what they might get involved in next.
- If there is an unmet need in their community, there is a good chance that CBI is looking for ways to serve that need.

History over 9 years:

- 220 – total number of grants written. (About 24 grant proposals per year)
- 40 – Total number of grant awards
- 18% - Award rate
- \$339,430 – Grant writing cost (About \$37,714 annually)
- \$19,726,324 – Total awarded dollars
- Return On Investment: 7,466%



Lessons Learned About Traditional and Nontraditional Sustainability Approaches

- Resource Associates offers free technical assistance and grant consulting.
- Investing in professional grant writing can ensure that your nonprofit is here for years to come.

Resource Associates' Services

- Grant Research
- Grant Writing
- Technical Review and Edits
- Strategic Planning and Partnership Development
- Grant Writer Training
- Capital Campaigns
- 501c3 Development
- Program Evaluation
- Professional Development

ResourceAssociates

Winning grants to fund the greater good since 1995

Q&A

