



Resource Partnerships Matter: Funding a Whole Family Approach

November 20, 2019



COMMUNITY ACTION PARTNERSHIP

THE LEARNING COMMUNITY

Building Capacity to Increase Impact





The Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other.



COMMUNITY ACTION PARTNERSHIP

THE LEARNING COMMUNITY

Building Capacity to Increase Impact

***Purpose:** The purpose of the LCRC is to analyze Community Action outcomes and identify effective, promising, and innovative practice models that alleviate the causes and conditions of poverty.*

BUILD CAA CAPACITY TO FIGHT POVERTY!



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RESOURCE PARTNERSHIPS MATTER



Funding A Whole Family Approach

WEDNESDAY
NOVEMBER 20, 2019
2:00PM EST



Panelists for Today's Webinar



**Rosa Maria
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*Senior Program Officer,
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Elaine Zimmerman
*Regional Administrator,
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Gail Hayes
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Today's Goals

- Because resources do matter, Community Action Agencies are seeking information and ideas to secure and sustain resources aligned with their *whole family* approach
- This webinar is designed to provide information on possible resources and how to access them.

Resource Partnership Development

Step 1: Analyze your resource needs driven by your whole family model

Step 2: Identify and understand public and private sources of funds

Step 3: Create a resource development team including influential champions

Step 4: Build and maintain relationships with potential private funders

Step 5: Develop a compelling results-based case statement and competitive application

Step 6: Monitor, report, and evaluate to make sure funds are well spent

Step 1: Define Resource Needs

Define your whole family model

Whole family strategies simultaneously address the needs of parents and children to improve outcomes for the whole family. Three primary strategies:

- *Child development*
- *Workforce development*
- *Family development*

Step 1: Define Resource Needs

Examine existing staffing and funding partnerships that are aligned *whole family* model

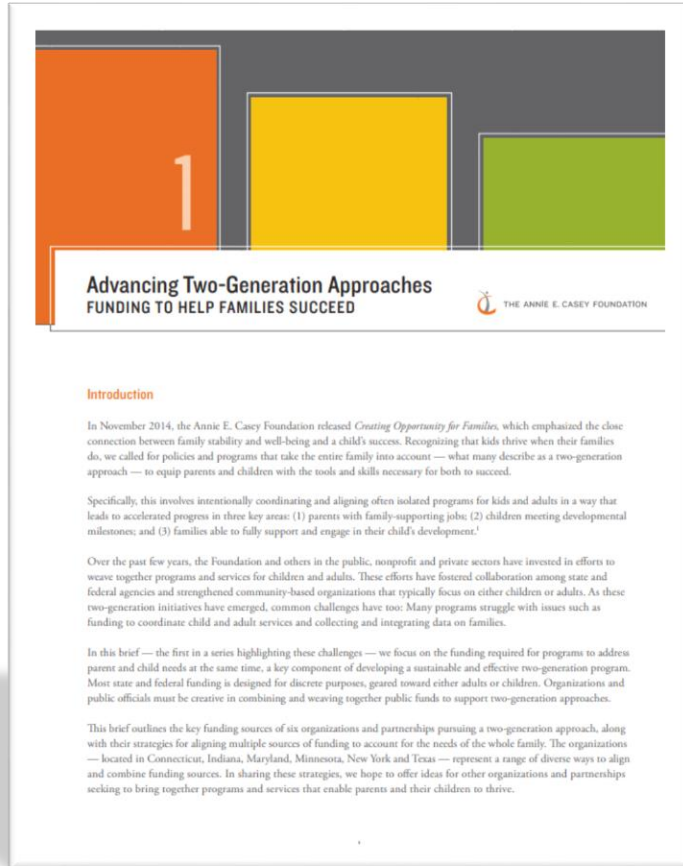
- **Head Start/Early Head Start** partnerships with HHS
- WIOA partnerships with DOL
- LIHEAP partnerships with HHS

Step 1: Define Resource Needs

Identify opportunities for leveraging resources:

- **Braiding** -- coordinates multiple sources of funding for discrete purposes to do more for families than any single funding source could cover alone
- **Blending** -- usually involves combining at least two separate funding sources for similar services to fully meet a family's needs
- **Pooling** -- combines funds into one pot, rather than tying each funding source to a specific program or service

AECF Brief on Financing



Advancing Two- Generation Approaches Funding to Help Families Succeed

Three Strategies

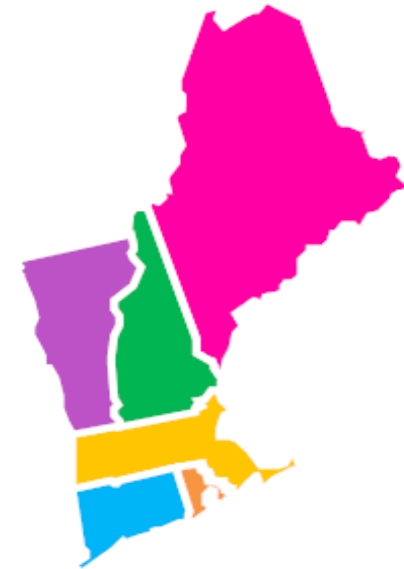
Step 2: Identify Funding Sources

- Three primary sources:
 - Government or *public funding* which includes federal, state, and local funding
 - *Private businesses* and corporations
 - Private funding from *foundations*

Federal partnership opportunities – Whole Family Approach to Jobs

GOALS

- Identify program and policy alignment opportunities at the local, state and federal levels to improve economic stability for low-income families
- Support local and state-driven policies and systems changes that improve two-generation success in family economic stability and well-being
- Create a learning community and partnerships to develop and share best practices, policies and systems reforms

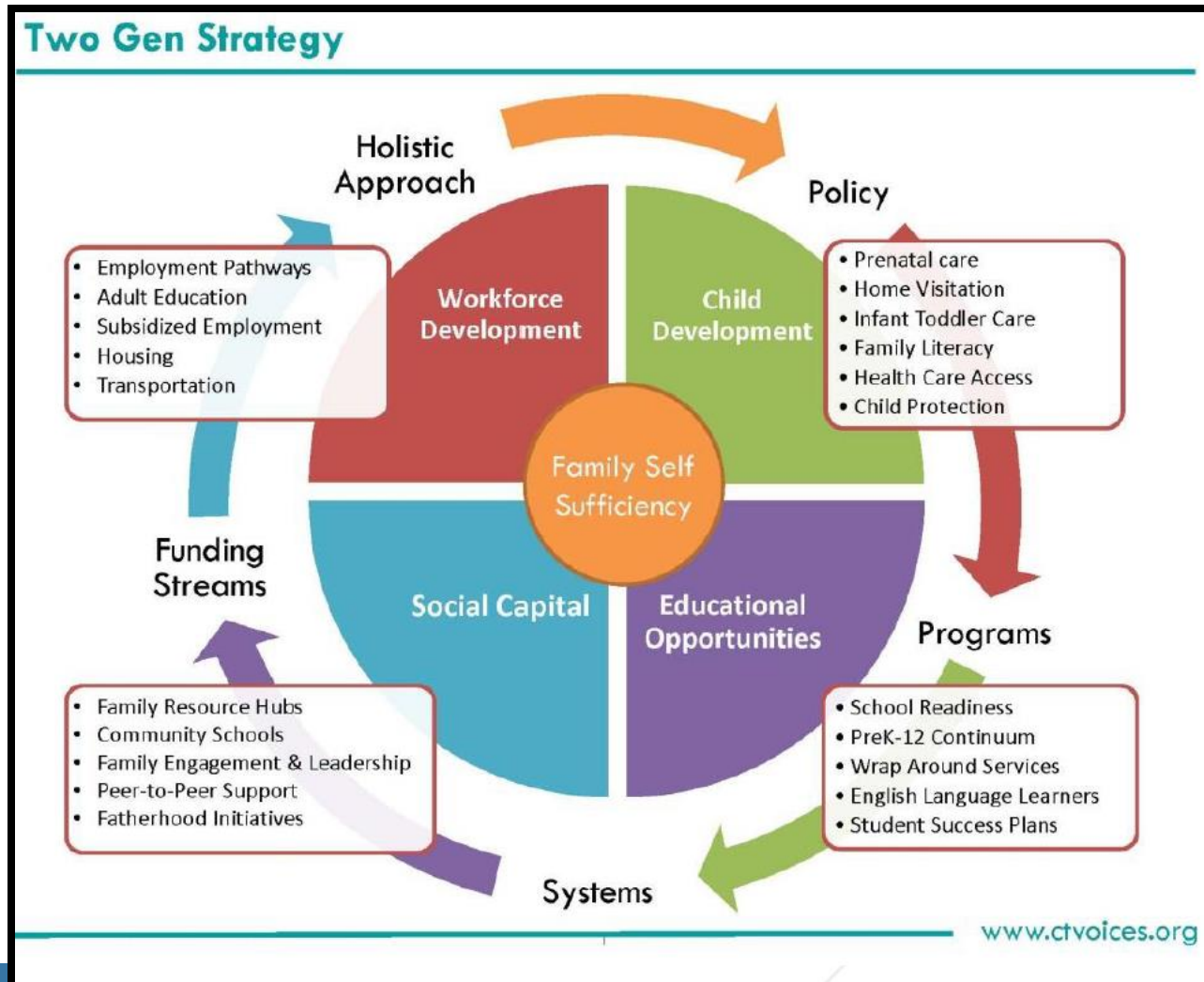


What's Different in Two Generational Partnerships?

- Put families at the center of the solution – in decision-making, process, program, and system
- Work across silo and funding streams
- Align goal and tactics across agencies
- Bring in unexpected stakeholders with shared values and goals
- Attend to framework and language for access
- Be explicit about values in two gen practice
- Remember the family is the horizontal band across vertical systems



Values of Two Generational Practice



Values of Two Generational Practice

- The family is the unit, front and center
- Family poverty must end to improve child outcomes
- There is one door entry point for both parent and child
- Learning, work and family strength are intertwined
- Dignity and commitment to diversity are baseline
- Parents teach each other, peer to peer
- Two gen is for all – fathers and mothers
- Streamlined service and resource efficiency
- Prioritize the family over standard protocols

Why Involve Parents?

- Parents – a large and ignored constituency. Naturally motivated
- Parents provide invaluable insights about family needs and preferences
- Parents can broaden public support through informal and formal networks
- Research shows that parent engagement improves school performance and community safety and reduces healthcare costs

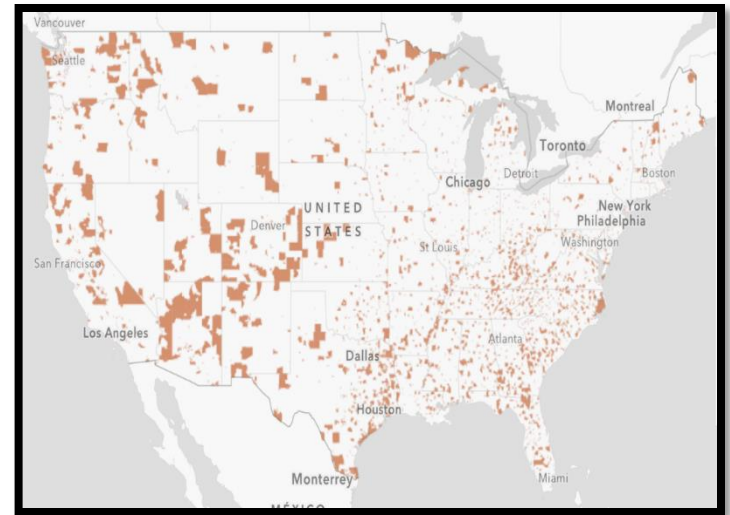
Roles Parents Can Play

- Influence public policy decisions
- Present the consumer voice
- Assure that programs work
- Spread the word about goals and outcomes
- Mobilize communities
- Bring diverse sectors together for children



New Beltways and Untapped Arenas – Opportunity Zones

- Community development initiative enacted as part of the Tax Cuts and Jobs Act of 2017 to help spur investments in historically underserved communities
- Steer private investor dollars into impoverished urban and rural census tracts across the country
- Foster cross-sector stakeholder engagement and public-private collaboration and support diverse projects that will enable families that live and work in Opportunity Zones to thrive



Opportunity Zone Success in Maine

- Through a \$31 million investment via an Opportunity Zone fund, North Carolina company LignaTerra Global is coming to Maine.
- They will open a new 300,000 sq. ft. factory in Lincoln at the former Lincoln Paper and Tissue mill site.
- This will create 100 jobs for locals through a variety of forest product companies.



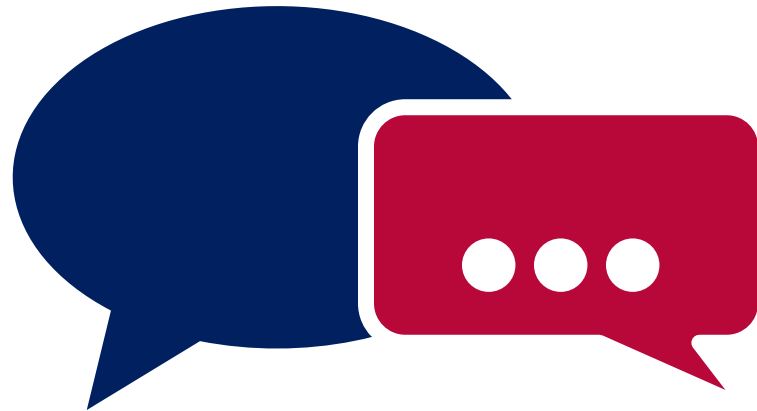
Opportunity Zones and Federal Grant Programs

- In FY19, federal agencies identified over 160 federal programs where preference or bonus points were granted to projects located within Opportunity Zones.
- Most HHS/ACF grant opportunities that incorporated OZ scoring preference fell under the category of Education and Workforce Development.
- Many HUD grant programs that gave preference points focused on Economic Development, specifically neighborhood & community revitalization projects.

Poll 1: Funding Landscape

What *funding partnerships* have you secured for your *whole family* program?

– Please share the *specific sources* in the Chat window



Early Child Development Sources

- Federal Head Start/Early Head Start, Federal Early Head Start-Child Care Partnership grants
- Federal Child Care and Development Block Grants,
- Federal Maternal, Infant, and Early Childhood Home Visiting (MIECHV),
- State Pre-Kindergarten or preschool funds
- Federal Title V Maternal and Child Health Services Block Grant programs, Social Services Block Grant

Workforce Development Sources

- Federal Department of Labor, Workforce and Innovation Act (WIOA)
- Federal Department of Human Services, Temporary Assistance for Needy Families (TANF)
- Federal Department of Agriculture, Supplemental Nutrition Assistance Program (SNAP)
- Department of Education, Pell Grants and Promise Neighborhoods
- State supported community colleges and universities
- Department of Housing and Urban Development (HUD) Choice Neighborhoods, Family Self-Sufficiency Program (FSS), and Jobs Plus

Family Development Sources

- Community Services Block Grants
- Low-Income Home Energy Assistance Program (LIHEAP)
- Community Development Block Grants

State Resources

- General Fund/Revenue: Dedicated Funds
- Child Support
- State Workforce Funds
- State Child Care Funds

Step 2: Identify Funding Sources

Identify corporate and business resources

- Learn about business sources from your local Chamber of Commerce
- Ask board members, trusted partners, and your local United Way
- Research corporate support for community events

Step 2: Identify Funding Sources

Other resource development sources

- In-kind support from community partners
- Fundraisers
- Developing a fee-for-service structure
- Securing endowments and giving arrangements
- Establishing membership fees and dues

Step 3: Partnership Resource Development Team

- Partnership Resource Development team is a group that helps you align whole family strategies with *potential funding opportunities*
- Comprised of community members *who have access* to funding opportunities that align with your whole family model. Agency leadership is essential to successful resource development.

Step 4: Partnerships With Foundations

- Leading national foundations:
 - Annie E. Casey Foundation
 - W.K. Kellogg Foundation
 - Kresge Foundation
- Local foundations champions:
 - John T. Gorman Foundation (Maine)
 - Winthrop Rockefeller (Arkansas)
 - The Henry and Jeanette Weinberg Foundation (Maryland)
 - Joseph P. Whitehead Foundation (Georgia)

Annie E. Casey Foundation

- Field Building Funder
 - *Rosa Maria* will discuss AECF investments and funding priorities

Tips for Partnerships with Foundation

- Do your homework on the potential foundations – *start with the foundation website*
- Identify individuals with close ties to the potential foundation

Tips for Developing Foundation Partnerships

- *Cultivate a relationship* with the potential foundation – set up in person meeting and arrange for a site visit ***before*** asking for funds

Step 5: Develop a Case Statement

- A case statement is how you *make your case* to a potential funder
- A case statement should be *results-focused* – outlining the vision that drives your *whole family* approach. Your Theory of Change and Logic Model can be good sources of information for the Case Statement
- The best ones are compelling and leave a lasting impression of the funder
 - *people remember the first and last elements of a case statement*

Competitive Advantage

- Find a winning proposal or application and analyze why it was successful:
 - *What did they say, and how did they say it?*
 - *How was the application organized and packaged?*
 - *How much detail and documentation, and what kind, went into each section?*

Remember

- Proof and re-proof your application
- Make sure your budget is *aligned with your narrative* and adds up correctly
- Send a hand-written thank you note to the funder regardless of the outcome
- Your cover letter is very important -- it may be your first introduction to the funder, so leave a great impression

Step 6: Monitor, Report, and Evaluate

- Set up a *monitoring system* to make sure you meet your grant requirements including key deliverables and reporting dates
- Always add *a cover letter* to your reports highlighting a family success story
- *Stay in touch* with your funder by sending invitations to events, sharing media stories

Relationships Matter

- *Stay in touch* with your funding partner – share success stories, explore new funding opportunities with them, seek their feedback on your work. Communication is key
- *Give partnerships room to grow* – think beyond just pooling resources. Consider your funding partners as thought partners and seek their advice on mid-course corrections and new strategies

Comments and Discussion





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December 4th: Analysis Whole Family Pilots: 2Gen Evaluation Report from Metropolitan Action Committee

December 18th: Intersecting Health and Anti-Poverty: Food as Medicine

<https://communityactionpartnership.com/events/category/webinars/>



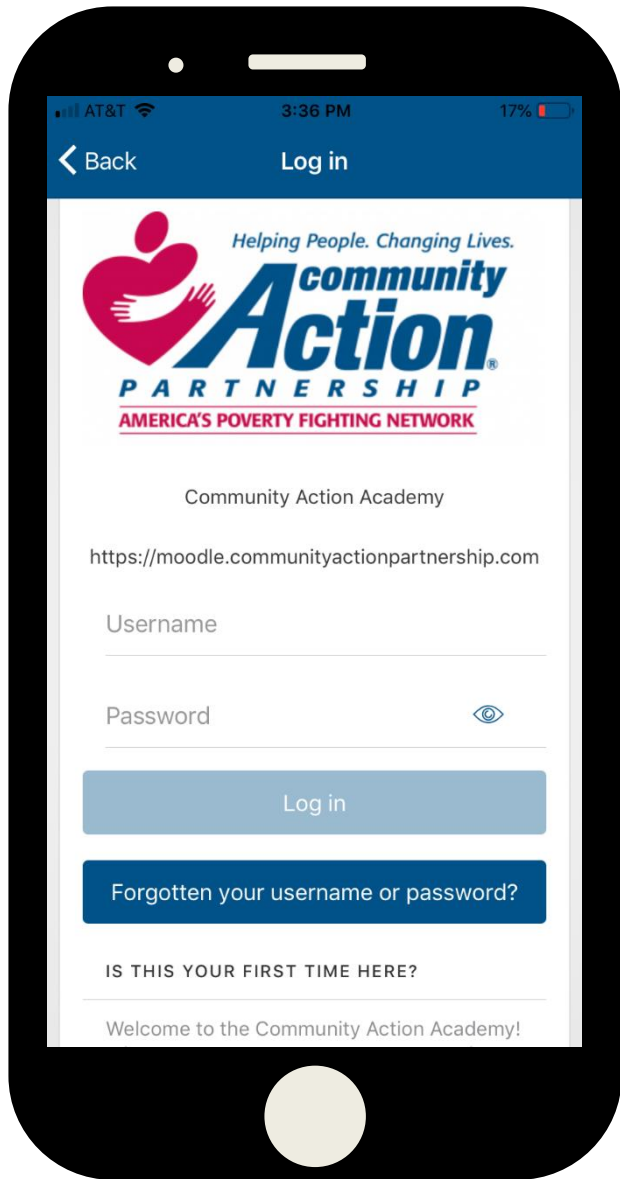
Community Action Academy



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- 1) Search your **App Store** (Apple) or **Google Play** (Android) for the official moodle app (can simply type "moodle").
- 2) Once the app is downloaded to device, enter URL:
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- 3) Login on the Moodle app using your same credentials for Community Action Academy on the computer.

For more information, you can visit this [link](#).

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