Module 2

Communities That Care

Funding the Community Action Plan

Phase Five: Implementing and Evaluating the Community Action Plan

Communities That Care

Module 1 Overview

Module 2 Funding the Community Action Plan

WE ARE HERE.

Milestone: Implementers of new programs, policies and practices have the necessary skills, expertise and resources to implement with fidelity.

Module 3 Ensuring High-Fidelity Implementation

Milestone: Implementers of new programs, policies and practices have the necessary skills, expertise and resources to implement with fidelity.
Milestone: Implement new programs, policies and practices with fidelity.

Module 4 Evaluating Participant Outcomes

Milestone: Conduct program-level evaluations at least annually.
Milestone: Conduct community-level assessments at least every two years.

Module 5 Next Steps

Module 2 goal

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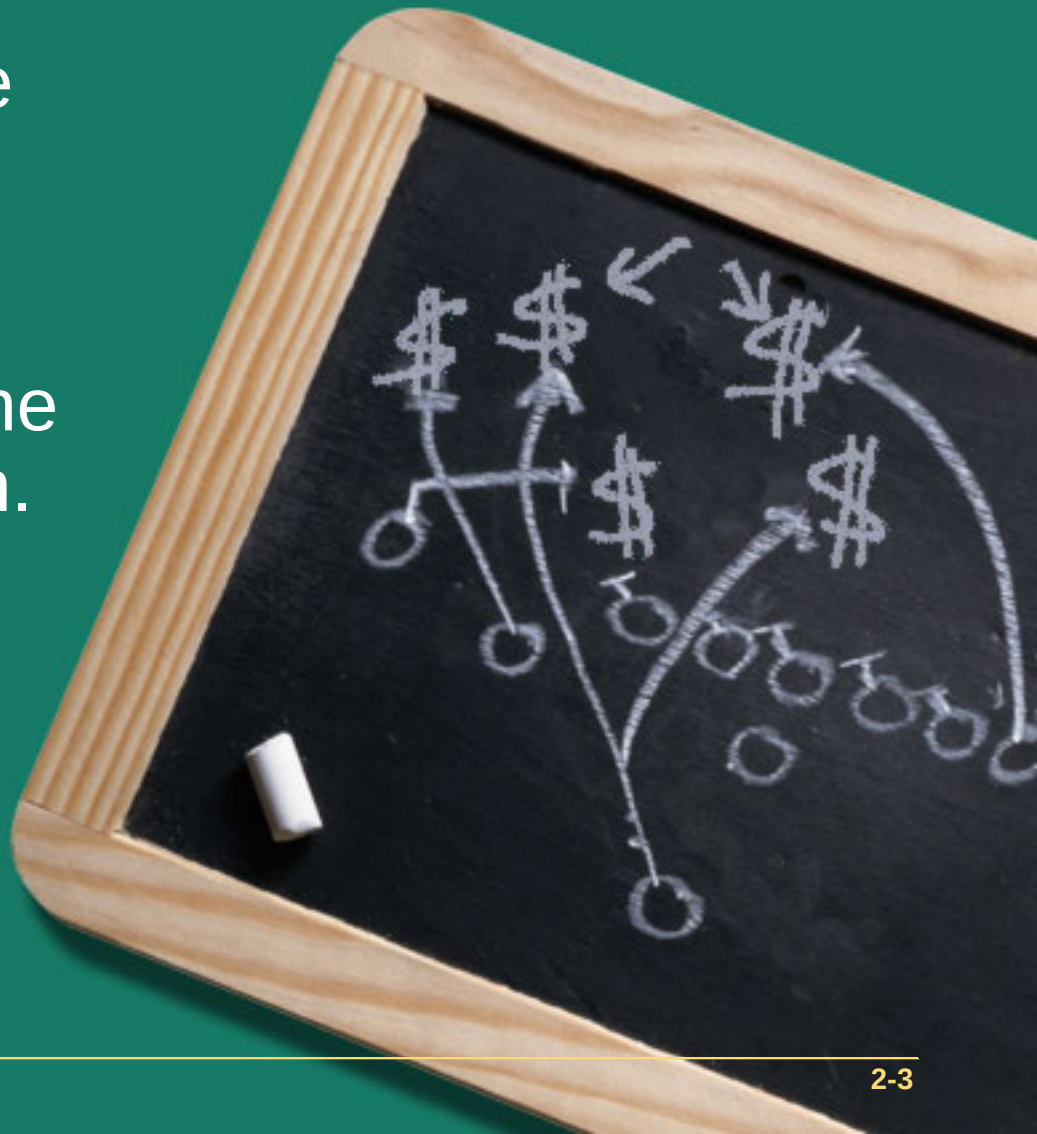
The goal of this module is to help the Community Board identify and implement strategies for funding the Community Action Plan.



Objectives

Participants will be able to:

1. Describe the elements of an effective funding plan.

2. Identify strategies for aligning existing funds with the Community Action Plan.

3. Identify strategies to raise new funds to fill gaps.

Strategic funding plans:

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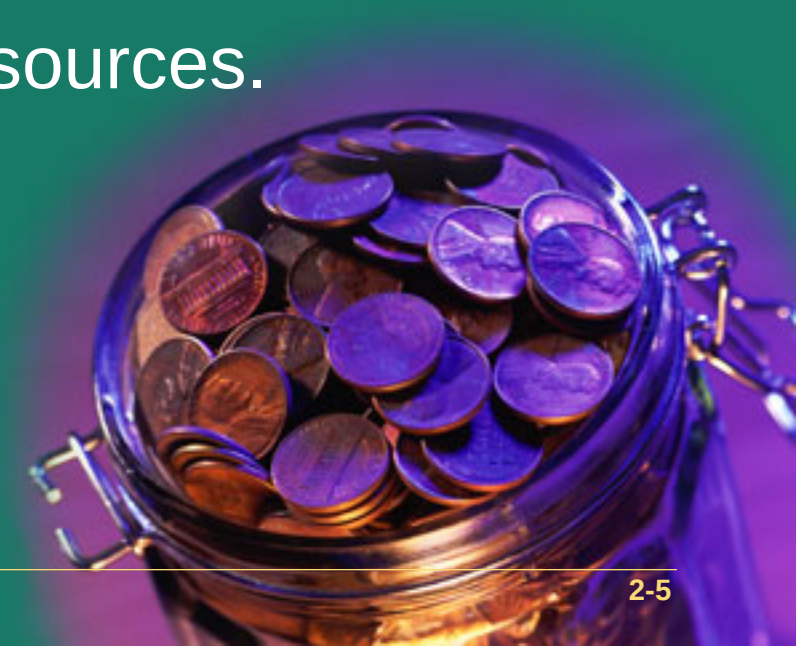
- Begin with desired outcomes
- Consider short- and long-term funding needs
- Maximize existing resources
- Draw on a variety of funding sources.



Steps to effective funding:

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1. Establish outcomes.
2. Assess the cost of implementation.
3. Assess current resources.
   - Examine agencies' and community's current budget and allocation methods.
   - Identify ways to tap into existing funds to finance the plan.
4. Raise new funds to fill gaps.

Outcome-based budgeting

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- Flexible and responsive
- Efficient
- Effective

The Community Action Plan budget

Tapping into existing resources

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- Work within existing funding streams and budget structures to realign funds.
- Create results-based, flexible funding streams.

Working with existing funding streams

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- Establish collaborative agreements.
- Find ways to realign funds and share resources.
- Realign funds in the community budget, when possible.

Establishing collaborative agreements

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Identify collaborating agencies and establish:

- shared goals
- responsibilities
- activities.

Maximizing resources

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- Use the Agency Resources Allocation Worksheet to evaluate your agency's activities against community priorities and desired outcomes.
- Use the Maximizing Agency Resources Worksheet to identify resources your agency can contribute.
- Work with collaborating agencies to fill out the Coordinating Resources Worksheet (identify resources and gaps).

Reallocating community funds

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- What are the major funding streams coming into the community for children/family programs?
- How are these funds currently being used?
- How much flexibility is there for local allocation?
- Who are the decision-makers?

Evaluating allocation strategies

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- How does the proposed allocation fit with the funding program's goals?
- Will another program have to be cut or eliminated?
- How will the allocation strategy help the community achieve its vision?

Creating blended, flexible funding streams

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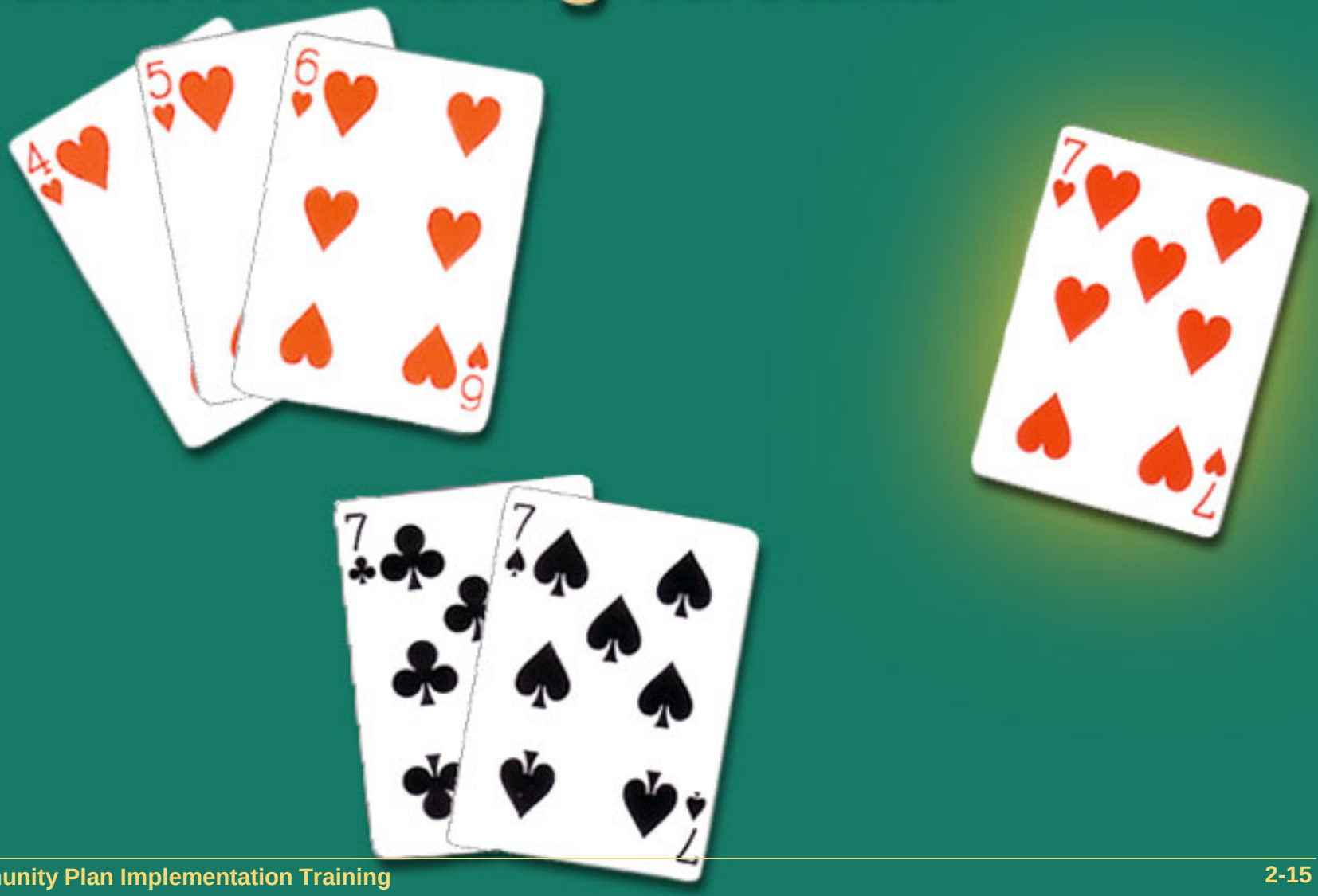

Elements of decategorization

- Central fund for children/family services
- Outcome-focused funding guidelines
- Local flexibility to allocate funds as needed

Administrative-level changes

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Might include:

- changing local allocation guidelines
- obtaining waivers from categorical funding streams
- changing policies and approaches in the executive branch
- creating local children's fund.

Legislative changes

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Might include:

- removing categorical restrictions on state funds
- creating a central children's fund
- mandating outcome-focused planning and budgeting.

Pilot projects

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- Gradual approach to changing allocation systems
- Easier to get leadership support to implement gradually
- Allow you to demonstrate successes and challenges

Do we need to change the funding structure?

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- Does the existing structure provide enough flexibility and support to sustain the *Communities That Care* effort?
- Does the current leadership support the proposed change?
- What level of change is required (administrative or legislative)?
- Is the community ready for full-scale change?

Activity: Assessing readiness for change

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1. Answer the questions on the Readiness for Decategorization Worksheet.

2. Flag questions you can't answer for further investigation.

3. Develop a work plan for investigating flagged questions.

Building support for change

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- Key Leaders
- Agency staff

Fundraising strategies

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- Traditional grants
- In-kind contributions
- Fee-for-service
- Tax revenue
- Fundraisers

Tips for successful grant writing

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- Research potential funders before writing the proposal.
- Have Key Leaders contact funders.
- Develop proposals tailored to the funders.
- Use data to demonstrate need.
- Emphasize that the program is tested, effective.
- Include evaluation plans.

For more information

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Check the funding resources section of Web site for:

- public and private funders interested in youth development
- current opportunities
- grant-writing tips
- links to grant-writing resources.

Strategic funding plan

- Short- and long-term funding needs
- Allocation recommendations
  - within current funding streams
  - by creating flexible funding streams
- Strategies for raising new funds

Next steps

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- Investigate strategies for maximizing existing resources.
- Identify strategies for raising new funds.
- Propose funding plan to full Key Leader Board.
- Develop a work plan to:
  - implement reallocation strategies
  - develop grant proposals
  - implement other fundraising strategies.

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NEXT UP

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