Ensuring Operational Sustainability
Your Presenters Today

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Agenda

• Elements of Operational Sustainability
• Planning for Sustainability
• BRE Technical Assistance for Sustainability
• Funding Sustainability
Building Rural Economies Goals

• Build rural communities capacity to
  ▪ Identify/implement economic development projects
  ▪ Access resources to move those projects forward
  ▪ Train and support local entrepreneurs
  ▪ Create positive economic changes

• Help ensure communities are able to continue this work long-term
Where is everyone joining from?
Who is with us on the webinar today?
Elements of Operational Sustainability

- Vision
- Funding
- Capacity

Long-Term Sustainability
Who is responsible for sustainability?
Ensuring Sustainability Takes a Team

• Planning must
  ▪ Include board and management
  ▪ Ensure overlap of vision, capacity, and funding

• Implementation must
  ▪ Include management and staff
  ▪ Ensure delivery of quality services/programs that meet community’s need

• Fundraising must
  ▪ Include board, management and staff
  ▪ Ensure adequate funding for next 3-5 years
Strategic Visioning Services

- Board Training
- TA to develop strategic plan (3-5 years)
- TA to identify/develop strategic partnerships
- TA to develop entrepreneurial support system
Capacity Building Services

- TA to identify/implement community economic development projects (ROCE)
- TA to support entrepreneurs with small business startup/expansion (SGR & TA Roadmap)
- TA to obtain certifications or designations (examples: CHDO or CDFI)
Fund Development Services

- TA to identify/secure new funding
  - Community economic development projects
  - Work with entrepreneurs
- TA to develop/implement Capital Campaign
- TA to develop 3-5 year Fundraising Plan
Funding Sustainability

• Potential sources of funding
  ▪ Grants (Federal, State, & Foundation)
  ▪ Fundraising drives, events, capital campaigns
  ▪ Taxes, enterprise funds, franchise fees
  ▪ Charging for services you provide
  ▪ Developing for profit or nonprofit entities

• Important to aim for diversity
What are your primary funding sources?
Types of Grant Funding

• General Operating Funds
  - Support organization rather than project/program
  - Few and far between!!!
  - Small and often from foundations or private sources

• Project or Program Funds
  - Support specific project or program
  - Include funding for staff to implement
  - Often include capped administration expenses
Common Federal Grants Programs

Which of the Federal grant programs below are you familiar with?

- USDA Rural Business Development Grant (RBDG)
- HUD Indian Community Development Block Grant (ICDBG)
- US Treasury CDFI/NCDFI Program
- EDA Public Works & Economic Adjustment
- HHS Comprehensive Economic Development Programs (CEDP)

Others?

I need more information about one or all of these
Common Federal Grants Programs

Which of the Federal grant programs below has your organization/agency utilized?

- USDA Rural Business Development Grant (RBDG)
- US Treasury CDFI/NCDFI Program
- HUD Indian Community Development Block Grant (ICDBG)
- EDA Public Works & Economic Adjustment
- HHS Comprehensive Economic Development Programs (CEDP)
- Others?
- I don’t know
State Funding Directory – UT, NM, MT

• Government Grants
• Foundations
• Technical Assistance
• Native American Funding
State Agencies Funding Sources

- Agriculture
- Arts/Cultural Affairs/Community
- Business & Commerce (Tourism)
- Economic Development Administration
- Indian Affairs/Native American
- Labor & Industry
- Small Business Administration
- Workforce Solutions
Community Development Block Grant

- **Eligible Applicants:** Local governments (*can create partnership with nonprofits*)
- **Purpose:** Community and Public Facilities, Affordable Housing Development, Economic Development, and Planning.
  - **Maximum Grant:** Varies by state and purpose
- **Match:** Varies (typically between 1:1 and 1:3)
- **Deadline:** Varies depending by state and purpose
Main Street Program

- **Eligible Applicants:** Revitalization orgs and their government partners
- **Purpose:** Strengthen and preserve historic downtown commercial districts with focus on economic development and historic preservation through long-range planning, organization, design, and promotion
- **Maximum Grant:** Generally capped at $10,000
- **Match:** None or 1:5
- **Deadline:** Varies by State
Foundations

- Mission-driven for social impact
- Geographically focused
- Types of Foundations
  - Independent
  - Corporate/Family
  - Community
Foundation Funding Logistics

• General operating support vs. program-specific
• Online applications
• Program officers are the link!
Identifying Opportunities

- Give in to the Google rabbit hole
- Annual Reports
- Webinars
- Mailing lists
- Field staff
Identifying Opportunities (cont.)

- Online databases – public access
  - Candid.org
  - Association for Fundraising Professionals
  - Chronical of Philanthropy
  - Philanthropy News Digest
  - Inside Philanthropy

Research and verify nonprofits
- Analyze data on 2.7 million nonprofits
  - GuideStar Pro
- Search free information on nonprofits
  - GuideStar Search
  - 990 Finder
- Confirm a nonprofit’s eligibility
  - GuideStar Charity Check

Find funding
- Search funders and millions of grants
  - Foundation Directory Online (FDO)
  - FDO Quick Start
- Find foundation support for individuals
  - Grants to Individuals
- Discover new funding opportunities
  - Requests for proposals
Other Ways Nonprofits Make Money

- Non profits **can and should** be making money
- “Profit” has to be reinvested into program
  - Fund drives or fundraising events
  - Capital campaigns
  - For profit business development **CAUTION**
  - Charging for your services **CAUTION**
  - Creating secondary non profits
Other Ways Local Governments Make Money

• Taxes (Sales Tax, Resort Tax, TIF District, etc.)
• Tribal enterprise funds
• Franchise fees and municipal bonds
• Typically do not fundraise or lobby but instead collaborate with (or create) a nonprofit partner
  ▪ Grants
  ▪ Pursue donations
  ▪ Capital campaign
  ▪ Lobbying
What BRE TA do you need?
What do you need more info on?
Questions

Thank You