

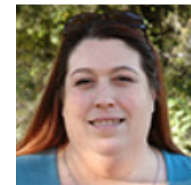


RCAC

Ensuring Operational Sustainability

Your Presenters Today

- Elizabeth Bernal, RDS III Economic Dev.
- Amity Rembold, RDS II Economic Dev.
- Jennifer Pfau, RDS Economic Dev.
- Bernadeta Baktashian, Fund Developer



Agenda

- Elements of Operational Sustainability
- Planning for Sustainability
- BRE Technical Assistance for Sustainability
- Funding Sustainability

Building Rural Economies Goals

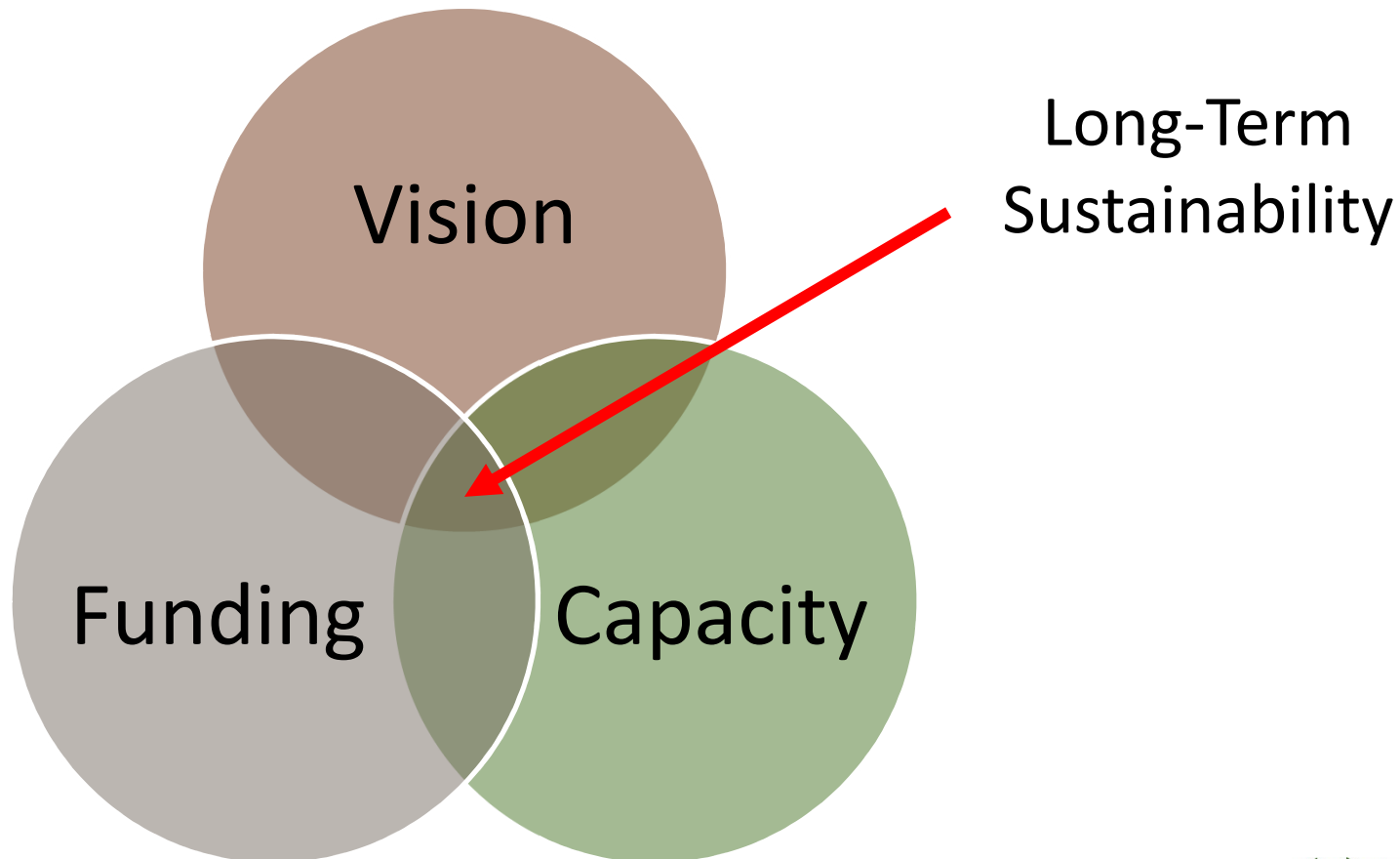
- Build rural communities capacity to
 - Identify/implement economic development projects
 - Access resources to move those projects forward
 - Train and support local entrepreneurs
 - Create positive economic changes
- Help ensure communities are able to continue this work long-term



Who is with us on the webinar today?



Elements of Operational 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)**

**EDA Public Works &
Economic Adjustment**

Others?

**US Treasury
CDFI/NCDFI Program**

**I need more
information about
one or all of these**

**HHS Comprehensive
Economic Development
Programs (CEDP)**

Common Federal Grants Programs

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

**USDA Rural Business
Development Grant
(RBDG)**

**HUD Indian
Community
Development Block
Grant (ICDBG)**

**EDA Public Works &
Economic Adjustment**

**US Treasury
CDFI/NCDFI Program**

Others?

**HHS Comprehensive
Economic Development
Programs (CEDP)**

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?





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Questions

Thank You