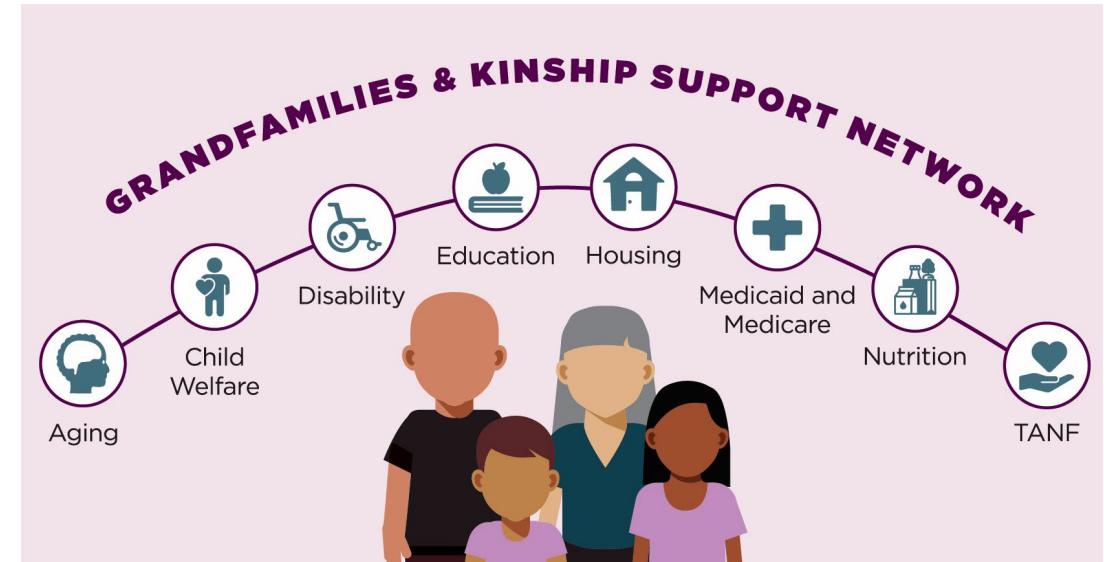


Funding Kinship Programs and Services: Tips & Resources

June 25, 2024

- We will begin at the top of the hour
- Please type in the **chat** box - your name, state, tribe (if applicable), and role
- Type questions in the **chat** box at any point during our time together
- All participants will receive a link to the slides and recording in the next day or two

- 5-year (2021-2026) cooperative agreement with Administration for Community Living
- Purpose is to provide technical assistance to the array of tribal, state, and territorial government agencies, as well as non-profit organizations that serve kinship families
- Not designed to serve the families directly – working to improve systems for families



How We Help



Learning Collaboratives and Information Dissemination

The Network hosts webinars and facilitates learning collaboratives.



Individual Assistance

We respond to individual requests for help from government agencies, kinship navigators, and community-based nonprofits.



A Centralized Hub

The Network is elevating exemplary kinship/grandfamily practices and programs from around the country on its accessible website, www.GKSNetwork.org.

The First-Ever National Technical Assistance Center for those who Serve Kinship/Grandfamilies

We help government agencies and nonprofits in states, tribes, and territories work across jurisdictional and systemic boundaries to improve supports and services for families in which grandparents, other relatives, or close family friends are raising children.



Stay Connected & Access Support

Sign up for our monthly newsletter, which will provide you with updates on new Network resources.



For the latest updates, follow the Network on LinkedIn!





The Network is supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$9,950,000 with 95 percentage funded by ACL/HHS and \$523,684 and 5 percentage funded by non-government sources. The contents are those of the authors and do not necessarily represent the official views of, nor an endorsement, by ACL/HHS, or the U.S. Government.

Meet our Presenters

- **Anita Rogers**, Senior Fellow,
Generations United
- **Steven Olender**, Federal Child Welfare
& Kinship Policy Expert and Network
Subject Matter Expert
- **Tiffany Allen**, Kinnell Consulting,
Creator of Boss on a Budget®

Fund Development

- **To be competitive** in the large nonprofit field, it is important to identify potential sources of income, strategies to secure funds, and tools to solicit such funding.
- **Fund development** is "the ongoing strategic positioning of an organization to sustain and grow its resources by building relationships with those who understand and care about the organization's relevance to the community."
(Third Sector New England)



Stages of Fund Development

Stage One: Cultivation

- Identifying and building relationships with potential donors & telling prospects about the agency

Stage Two: Solicitation

- Participating in one-on-one solicitation through personalized direct mail and/or telephone solicitations

Stage Three: Stewardship

- Thanking donors through letters, recognition activities, and updates from the agency



2024 Funding Interest Trends

- Behavioral Health
- Substance Use Disorders
- Opioid Crisis
- Health Disparities
- Early Childhood Education
- Youth Programs
- Violence Prevention
- Unsheltered

- Immigrant Support
- Food Insecurity
- Digital Inclusion
- Technology & Innovations
- Racial & Gender Equity
- Economic Mobility
- Cultural Heritage Preservation

2024 Funding Interest Trends - Formats

- **Personalized Donor Experiences** provide customized communications to align with donor preferences.
- **Digital Fundraising Platforms** are essential for streamlining donation processes.
- **Artificial Intelligence (AI) and Data Analytics** analyze donor data to predict giving patterns and optimize communication strategies.
- **Generational Leadership Shift** is noticeable as younger generations take on nonprofit leadership roles.
- **Impact Investing** connects financial returns with measurable social or environmental benefits.

<https://blog.donately.com/navigating-the-key-fundraising-trends-for-nonprofits-in-2024>

More Funding Interest Trends - Formats

- **Storytelling and Video Marketing** use storytelling to showcase the human impact of your work.
- **Virtual and Hybrid Events** find inclusive ways to engage a wider audience.
- **Focusing on Donor Privacy and Data Security** requires nonprofits to implement more robust data protection. Collaborative fundraising and partnerships between nonprofits, businesses, and other organizations can amplify impact and maximize shared resources for broader reach.
- **Sustainability and Circular Philanthropy** drive donors to fund projects promoting sustainability and eco-friendly initiatives.

Importance of Partnerships

- Strategic partnerships are desirable to most funders
- You can leverage grant dollars for maximum benefit to targeted constituents
- Strategic partners can improve outreach efforts, expand advocacy, and enhance programs and services



Sources of Giving



- **Individual** – the greatest source of nonprofit funding
- **Federated** – nonprofit 'umbrella' organization which in turn distributes contributed funds
- **Civic/Social/Service** – examples include sororities, fraternities, service clubs
- **Bequests** – the transfers of wealth that occur upon a donor's death
- **Annual Signature Events** – great for unrestricted funds

Other Sources of Giving



Government

city, state, and federal



Foundations

Focusing on family,
youth, and older
adult support



Corporations

With human service
interests (e.g., public
utilities, insurance
companies, unions,
media, banks)

Fund Development Resources & Listservs

- *Child Welfare Information Gateway* funding section
- *Generations This Week* e-newsletter
- *Google Alert* web search for chosen content.
- *Grants.gov* resource for government & foundation funding
- *The Network Connection* newsletter from the Grandfamilies & Kinship Support Network: A National Technical Assistance Center
- *Philanthropy News Digest* publishes RFPs on multiple nonprofit topics

A list of additional resources will be shared with you when the slides are sent out.



< Resources

TOOLKIT

Funding Toolkit

Download This Resource

The toolkit is accompanied by a [Kinship Agency Proposal Template](#) and a guide for [Creating a Memorandum of Understanding \(MOU\)](#)

Federal Funding for Kinship Programs and Services



Reframing Federal Funding for Kinship Services

- Think beyond traditional child welfare and older adult funding sources
- Every issue is a kin issue that deserves a kin solution



Community Services Block Grant (CSBG)

- Flexible funding to address causes and conditions of poverty
- Distributed through Community Action Agencies
- Funds a wide array of services from housing assistance to health services, to support groups, to community economic development

Victims of Crime Act (VOCA)

- Funding for state and local programs supporting victims of crime
- Distributed through designated State Administering Agencies
- Funds a wide array of services to help address the physical, emotional, and financial impacts of crime

1890 Institution Teaching, Research and Extension Capacity Building Grants Program

- Competitive grants to help land grant institutions offer quality education and research
- Focused on agricultural and related issues to enhance quality of life for underrepresented communities
- Only land grant colleges and universities are eligible to apply, but they can partner

Partnerships for Federal Funding

- **Partnerships with intermediary entities:**
 - Area Agencies on Aging
 - Community Action Agencies
 - State Administering Agencies
 - Local Education Agencies

- **Partnering for restricted competitive grants**



Ensuring a Seat at the Federal Table



- Every issue is a kin issue that deserves a kin solution
- Educating intermediary entities
- State Plans
- Needs Assessments

Timing Federal Funding

- Keep on the lookout
- Application cycles
- Playing the long game



Planning and Implementation Strategies for Smaller and Peer-Led Nonprofits



Building Internal Capacity for Smaller or Peer-Led Nonprofits

Strategy & Planning:

How you prepare and plan for funding

Implementation:

Steps it takes to get funding as a small nonprofit

Strategy & Planning

The right **mindset** when it comes to funding - Understand that money is abundant and there is enough money to go around. Your size doesn't dictate your impact or your ability to be successful.

A realistic **budget** - A budget details your goals in numbers, and helps you strategically chart your growth. Your budget identifies your needs and gives you “permission” to pursue it.

A **case statement** - You need to make a strong case for why your organization should be funded. Use a case statement to help make compelling asks.

A fundraising/development **plan** - You need a realistic plan that details the fundraising strategies you want to focus on, the people responsible for taking those actions, and the associated timelines.

Effective Fundraising for Small, Peer-Led Nonprofits

- Peer-to-peer fundraising
- Local, community-based grants
- Corporate support



Actions You Can Take Today



- Set a goal and write it down
- Identify one fundraising strategy you want to leverage
- Develop a case statement for your organization

Implementation: Important Elements You Need

- Committed and engaged **board** that understands their fundraising role
- **Volunteers** who can help execute fundraising strategies
- **Technology** to make your work more efficient
- Consistent **marketing** that tells the story of your nonprofit

Partnerships for Small Nonprofits

- Smaller and peer-led nonprofits can play in the big sandbox
- Remember that you have special expertise to offer to larger nonprofits and government agencies
- Even larger organizations that submit proposals for Federal grants need an array of partners to substantiate that they have the subject matter expertise and capacity for developing and implementing a complex initiative
- Their connections and partnerships with peer-led programs and those with “boots on the ground” in local communities are vital to their success

Items You Need to Prepare for Funding

- Operational and program budgets
- Program information and outcomes
- Strategic Plan
- Financial statements, 990 form

- Documentation - certificate of formation, 501(c)(3) letter, bylaws, board policies
- Capability statements
- Board of director list
- Charitable solicitation

Actions You Can Take Today

- Create a funding readiness checklist
- Ask your board to commit to giving
- Set up folders to house important documents



Funding Resources Coming Soon from the Grandfamilies & Kinship Support Network

- **Federal Funding Primer**, a project led by Steven Olender for the Grandfamilies & Kinship Support Network
- **Learnings and resources** from a small **Network learning community**, led by Tiffany Allen, on capacity building strategies for small nonprofits and peer led kinship programs

Contact Information

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To request assistance from the
Grandfamilies & Kinship Support Network,
visit www.GKSNetwork.org and click on
“Request Assistance”

Q & A

Place your questions in the chat

**Join us for
our next
webinar**

Respite Services for Kinship/Grandfamilies

**July 16, 2024
1:00 pm ET**



To register, scan QR code or register at
<https://www.gksnetwork.org/events/respite-services-for-kinship-grandfamilies/>