

1.

Cancer Resource Enhancement Program

INF LETTER



June 2008



Sometime in August, the CREP Team will send out our Program Evaluation Survey for FY08. CREP Project Director Ginger Cook is working on the assessment tool to ensure that the collected data is relevant, practical and useful.

The new design also has a new focus; to reflect outcomes in meaningful ways. In other words, CREP wants to know if the services we provide have made positive, measurable or substantial changes in your program's fundraising philosophies, practices or outcomes - in short, your fundraising behaviors!

We want to know "how" if they did and "why" if they did

See **Please Read Me** p. 2

Your Funding Portfolio - Diversify, Diversify, Diversify

Maximize Public Revenue

This is the first in a series of articles discussing complex organizational funding structures.

Whether you call it a "patchwork" budget, a funding portfolio, or a business plan - the design and the intent clearly make the statement that diversity is the name of the game.



Over the next couple of months, we will explore a variety of funding sources from large to small, show their place in your funding scheme, and even give you a budget format that will allow you to make sense of multiple funding streams for your staff and your stakeholders.

For many programs, federal and state resources are an important part of a diverse funding portfolio. These funding sources take the form of entitlement programs, formula (or block) grants, discretionary / demonstration grants, and contracts.

The award dollar amounts are usually large and are often multi-year funding.

By identifying relevant public funding sources for your program available from these levels of government and implementing a strategy to draw down the maximum amount from each source, you may be able to substantially expand the funding base for your programs, access stable sources of revenues, and free

See **Public Revenue** p. 2

In this issue...

- Read Me!
- Public Revenue
- Categorical Funds
- Hot Links

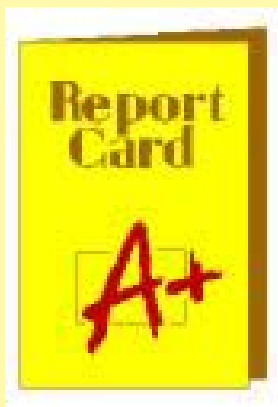
INF LETTER

June 2008

Please Read Me!

not. We REALLY want to know what you need and want from us in FY09.

The survey will be sent to all project directors and to all staff with whom CREP has regular, problem-solving contact. We will be requesting that project staff with whom we have the most contact be among those who answer the surveys. It will give us the most accurate and valid responses.



Finally, based on the amount of wonderful input we have had from many of you, we decided to solicit any "testimonials" you would like to send us and include those as anecdotal data in the final report to TCC.

Maximize Public Revenue

Cont. from p.1

up local funds for other purposes. You can begin to maximize public revenues by:

- Identifying relevant funding sources;
- Understanding how a particular funding source is distributed;
- Learning who in the state or community makes decisions about how the funds are allocated;
- Implementing a plan to access the funds.

Key considerations in using this strategy:

- Is there someone on staff who can track and respond to relevant grant or proposal announcements? Is there a state or local intermediary organization that can help with this effort?
- Do you have the capacity to manage the grant should you get it?
- Are systems in place for reporting requirements?
- If matching funds are required, are they available?
- How does the potential payoff for the grant compare

with the amount of time required to respond to the proposal and carry out its requirements?

Tip: Although federal and state grants virtually always have in-depth and complicated proposals, intricate details and expectations, and (let's face it) are just plain long, they also come with tremendous technical support from the funder.

Talk to the grant administrator noted in the proposal as often as you need to. They will work with you in any way they can, and in this grantwriter's opinion, they are incredibly patient and helpful. They WANT you to have the money if your program is a good match for their funding parameters, and they want to make their job easier by having all submissions done correctly.

Important Tip: That means you should CAREFULLY read and follow even the smallest

See **Public Revenue** p. 3

Cancer Resource Enhancement Program


 The logo for 'InfoLetter' features the word 'Info' in a stylized, lowercase font, followed by a circular icon of a pencil cup containing several colored pencils. To the right of the icon, the word 'Letter' is written in a large, bold, uppercase font.

June 2008

Create Flexibility in Categorical Funding

Most funding streams are categorical, supporting programs and services with narrowly defined purposes that provide specific types of assistance to special categories of nonprofits and community-based programs.

As a result, there are numerous programs and services that can be disconnected and maybe worse, duplicative, making it difficult to coordinate resources to address a community's needs.

Creating more flexible funding streams can help off-set counterproductive trends. To accomplish this, leaders, intermediaries, and policymakers each play a unique role in bringing about this change.

At the program level, you can help create flexibility by:

- Providing intermediary programs/ policymakers with information on the kinds

See **Funding Streams** p. 4

Maximize Public Revenue

Cont. from P. 2

details noted in the RFP, from margin to font to everything in between. Review any cross references from one part of the application to the others, and make sure you meet eligibility requirements and can produce the necessary addenda.

There is too much work involved in a request for public funds to spend time in pursuit of a mismatched outcome. Go ahead and read that monstrous set of guidelines! You will be glad you did.



Also, remember that many if not all governmental grant applications are online these days. Online processes can be tricky, not to mention hard to access at the last minute before deadline when the servers are jammed.

Log on early, create your account, and upload the "pieces" of the proposal as you go. You can always edit them later if you need to. The entire process can take a lot longer than expected, so it is best to stay a step ahead of it. Plan for at least two to three hours if you are trying to complete the process all at one time close to deadline, and that is only if you already have a registered account.

Very Important Tip: Finally, take the time to review previously awarded proposals as examples of what the funder is looking for in a successful application. These are public record, and they are glad to make them available to you.

See more at www.financeproject.org

The monthly InfoLetter is published for the Texas Cancer Council by the Cancer Resource Enhancement Program for the benefit of the TCC funded projects.

Ginger Cook, CREP Director
ginger@fundingsolutions.org

Lou Ashmore, Program Director
lou@fundingsolutions.org

Funding Solutions
10 1st St. NE
Paris, TX 75460
Office: 903-783-1132
Fax: 903-783-1149

Cancer Resource Enhancement Program



June 2008

Create Flexibility in Categorical Funding

Cont. from P. 3

of barriers you have encountered in the process of using available funding and

- Consistently voice and advocate your goals to policymakers.

Further, intermediaries can act as the connectors and help bridge the goals of program leaders and policymakers. They can do this in specific ways:

- Educate policymakers on the needs and challenges that certain programs face accessing certain funding sources.
- Convene meetings of program leaders and policymakers which can provide a forum for sharing information and developing solutions to financing challenges.
- Act as fiscal agents by receiving and allocating funding from multiple sources—working closely with policymakers to find better ways to better coordinate funding and improve systems of administering and reporting on funding.

HOT LINKS

Note: For those who are not familiar with the rigors of applying for federal funds, these training sessions may prove to be invaluable. They would be a great investment in staff development and would even be productive for your stakeholders.



White House 2008 Conferences on Faith-Based and Community Initiatives Federal Grant Process and Federal Funding Opportunities Training

This event is part of a series of regional trainings designed to connect effective social service organizations with resources that can strengthen

and expand the services they offer to the people they serve.

The purpose is to provide an understanding of the Faith-Based/Community Initiative, information about the Federal grants process and funding opportunities, and the basic legal responsibilities that come with Federal funding. Special emphasis will be placed on opportunities for partnership at the state and local level.

They will also offer practical information on the grant-writing process, share successful practices noted from other organizations, and facilitate opportunities to network with government officials.

August 29 - Dallas, Texas

<http://www.dtiassociates.com/fbci/logisticsTX2.cfm?location=TX2>

This conference is free, but you must pre-register. For more information, visit the conference section of www.fbci.gov or send an email to fbci@dtihq.com

