

Strategies for Funding and Sustaining Public Health Initiatives

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Strategies for Funding and Sustaining Public Health Initiatives

Goals for today's discussion:

- Explore opportunities for public and private support for public health;
- Articulate the appropriate funding roles for the public and philanthropic sectors;
- Discuss and develop potential strategies for public health agencies and community partners to achieve common goals;
- Answer any questions regarding NWHF's grant programs and priorities.

Strategies for Funding and Sustaining Public Health Initiatives

Typical Public and Philanthropic Funding Roles

- Philanthropic: pilot or demonstration projects; initiatives with defined objectives; strategies that have been developed with full community involvement; projects that can be evaluated to determine impact by the end of the grant.
- Public / Governmental: infrastructure; core operating support; mandated services; services that citizens have convinced policymakers they need or deserve.

Developing Relationships with Private Foundations and Charitable Trusts

I. Identifying Potential Funding Partners

First, step back and look at your proposed project as a funder would.

- What do you hope to accomplish?
- Think beyond traditional health-focused jargon and objectives. For example:
 - Will your project improve community capacity to resolve long-standing issues?
 - Does the program have the potential to inform policy on a broader level?
 - Will you transform the ways in which public and private agencies work together?

Developing Relationships with Private Foundations and Charitable Trusts

How do we learn of potential funding partners?

- Oregon / Washington Foundation Databooks
- Foundation Center online
- Grantsmart
- Chronicle of Philanthropy
- Professional affiliations (WVDO, AFP)
- Word of mouth from professional colleagues
- Other channels?

Researching Potential Sources of Support

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Search Grantmakers

Click a search field heading to see the related index. Use 'Keyword Search' to enter any word or phrase.

Grantmaker Name

Grantmaker State

Grantmaker City

Fields of Interest

Types of Support

Geographic Focus

Type of Grantmaker

Total Giving

From:

To:

Keyword Search

Developing Relationships with Private Foundations and Charitable Trusts

Go to the source!

- Do not be shy about calling staff at private foundations and trusts – that's why they are there.

But first...

- Do your homework
- Hone your pitch
- Have specific questions
- Determine next steps

Developing Relationships with Private Foundations and Charitable Trusts

Cultivation – Initial contact through solicitation

- You and your funders are partners working together to improve community health – you are not a salesman or a supplicant.
- Make good use of your contacts – have specific objectives you aim to achieve with each one.
- Ask questions to guide the development of your proposals, and *use the answers!*
- Offer a site visit, ask if proposal was sufficient to answer all questions, determine next steps.

Developing Relationships with Private Foundations and Charitable Trusts

Components of Successful Proposals

- How was the community involved in defining the need for the project, the assets to be mobilized, and the proposed solutions?
- Relevance to the foundation's mission and priorities.
- Which other organizations will be working with you to achieve your goals? What are their respective roles?
- How do you plan to evaluate the project's impact?
- What is the budget for the project (expenses *and* revenues)?
- How would the benefits of the program be sustained beyond the grant period?
- Tell your story effectively!

Developing Relationships with Private Foundations and Charitable Trusts

Common Mistakes in Philanthropic Proposals

- Where is the community? No articulation of how the community to be served was involved in identifying the needs, assets, methods and implementation.
- Budget Issues: asking for unrealistic amounts (research typical giving ranges!); asking one funder to fund the entirety of a program; salaries, benefits or item costs well outside of market rates.
- Project goals are vague or internally-focused, rather than describing substantial improvements in the community.
- Statistics are used as a substitute for, rather than a complement to, telling the human side of the story.
- Unconvincing sustainability or evaluation plan.

The Limits of Philanthropic Funding

- Philanthropic grantmakers are unlikely to provide general operating support
- Most philanthropic funders won't fund government agencies, except in certain circumstances
- Most private funding is focused on near-term results rather than benefits that may take five to ten years to accrue
- Priorities can shift from year to year
- Most lack staffing to develop deep content expertise – must know a little about many topics

Public Funding Roles and Opportunities

- Taxpayers have historically funded the core functions of public health
- Includes county governments, funding from the Legislature, and competitive CDC grants
- Advantages: more reliable (usually) than philanthropic funding; allows for long-term planning and investment
- Disadvantages: unlikely to fund politically risky interventions; vulnerable to economic downturns; requires citizen action to reinforce value of public health with policy makers.

Public Funding Roles and Opportunities

Proposed by:
Coalition of
Local Health
Officials,
Tobacco-
Free
Coalition of
Oregon,
Oregon
Public Health
Assn.,
NWHF,
CHP, others

	Allocation of a \$0.60 tobacco tax	Funding request from NEW revenue	Current funding (2007- 2009)	Total funding (2009- 2011)
State support for public health	\$ 0.15	\$27M	\$8.6M	\$35.6M
Tobacco prevention and education	\$ 0.15	\$28M	\$15.6M	\$43.6M
Obesity prevention and education	\$ 0.11	\$20M	\$ 0	\$20M
TOTAL	\$ 0.41	\$75M	\$24.2M	\$99.2M

Relevant NWHF Grant Programs

- **Physical Activity and Nutrition Program** – focus on policy and environmental change
- **Community-Based Participatory Research** – includes partnership-building grants, implementation grants, and policy advocacy dissemination grants
- **Kaiser Permanente Community Fund** – focus on social determinants of health (only available within KP service area)

Relevant NWHF Grant Programs

PAN Program – Recent Examples

- Benton County Health Department – South Corvallis HEAL Community Initiative (\$107,000 over three years)
- Ecotrust – Oregon Farm to School and School Garden Network (\$105,145 over two years)
- Community Choices – Sustainability for Pedestrian Advocacy Efforts (\$68,303 over two years)

Relevant NWHF Grant Programs

KPCF Program – Recent Examples

- Community Health Partnership: Maximizing Food Stamp Dollars for Good Nutrition (\$49,813)
- Upstream Public Health – Advocacy for Chain Restaurant Menu Labeling (\$247,525 over three years)
- Portland Bureau of Planning – Planning for Healthy Neighborhoods (\$50,000 for one year)
- Janus Youth Programs – Village Gardens (\$196,599 over two years)

Relevant NWHF Grant Programs

CBPR Program – Recent Examples

- Mountain View Hospital Foundation – Policy Approaches to Children’s Health (\$175,271 over two years)
- Upstream Public Health – Assessing the health benefits of reducing care and truck traffic (\$72,140 for one year)

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