

# Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



## *Preparing for Sustainability*

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# Sustainability



*The stability of a house depends on the strength of its foundation*

# Sustainability



- Sustainability is the capacity of an organization to achieve long-term success and stability and to serve its clients and consumers without the threat or loss of financial support and the quality of services.
- Sustainability is about maintaining and continuing program services after a funding period is over and ensuring that the organization becomes an integral and permanent part of community resources.

# Sustainable Community Organizations



- Have solid, strong foundations
- Healthy, realistic, and effective organizational structures
- Solid and continuous financial support
- Adequate and qualified staff
- Effective marketing
- A fund development and sustainability Plan

# Sustainability Planning



- Begins with a Strategic Process- Strategic Plan
- Provides a roadmap for the organization—the way it will operate and the direction that it will take
- Determines whether goals are being met
- Helps key stakeholders/audiences the worth of their investment
- Clearly describes how the critical needs of the program will be met

# Strategic Sustainability Plan



- Includes a fund development component; a strategic process to develop sustainable funding
  - a solid financial base that ensures essential services will continue even if a major piece of funding is lost.
  - a variety of funding sources and long-term strategies to ensure a continuous flow of funds ( donations, grants, contracts and other funding options).

***Efficiency is doing things right;***  
***effectiveness is doing the right things.***

Peter Drucker

# Fund Raising/Friend Raising



- *There are many ways to Fund raise but Friend raising is the best!*
- Friend-raising should come before Fund raising.....
- ➔ It's about Relationships.. Relationships. Everything else is derivative

# Friend-Raising



→ Friend raising involves

- Establishing legitimate and sustainable donor relationships that are beneficial to the organization, donor, consumer and community.
- Creating a contributing support system and army of diverse friends providing resources to sustain essential services of the organization ( funds, in-kind contributions, volunteerism).

# Why Friend-raising



- Friends are more loyal than constituents.
- Success is about knowing who your friends are and, who they could be.
- They'll help you establish legitimacy and credibility in the community and recommend you to their friends, giving your organization credibility
- It takes more than business cards to make and cultivate new friends

# Friend-raising Benefits



- engages the community in your work
- makes your work a collective effort
- furthers and sustains your mission
- shares your organization's success and positive community impact
- rallies community support around your work
- opens the door for a deeper involvement with the donor, and finally to a solicitation for something the donor cares about.

# Your Organization's Friend-raisers



- Board
- Staff
- Volunteers
- Development Director/Coordinator
- Consultants
- Consumers



*“ Donors (individuals, foundations, corporations ) give more to nonprofits than any other funding entity including government“*

# 2010 Individual and Corporate Donors



- Americans gave more than \$290.89 billion to their favorite causes despite the economic conditions
- Individuals and bequests accounted for \$234.10 billion in contributions ( 87 percent if you include family foundation).
- Foundations gave \$41 billion, accounting for 13 percent of giving
- Corporate giving \$15.29 billion.

○ American Association Fundraising Counsel



# **Entrepreneurial Opportunities**

**Earned Income Business Ventures**

# Earned Income Business Ventures



- Sale of goods and services for a profit
- Largest source of income for nonprofits
- Creates steady streams of unrestricted funding.
- Builds Capacity and Sustainability



*“Profit for sake of profit should not be the goal of a non-profit but profit for a purpose and mission does make sense.”*

~Penny Dreadfuls

# Earned Income Business Ventures



- Get you paid for what you already do
- Do things that are of value to others
- Develops an entrepreneurial relationship among consumers served and other community members
- Increases money and visibility for both the business and the organization
- Expands and enhances your most effective and needed programs providing revenue to support them.
- Helps organization to be self-sufficient and less reliant on donations and grants

# Earned Income Business Ventures



- Retail Operations
- Rental Housing
- Restaurants (Catering, Bakeries)
- Home Repair
- Agri-business
- Job training Services
- Arts and Crafts Stores Service businesses (maid/janitorial services, thrift stores)

# Other Entrepreneurial Opportunities

- Franchising
  - Food service?      Toy stores?
  - Gas station?      Car wash?
- Tax Credits
  - ✓ Businesses give funding support, products, real estates to nonprofits to meet social needs and deduct directly off what they owe in taxes businesses/individuals)
- Community Development Centers (CDCs)
  - ✓ residents, small business owners, congregations and other local stakeholders come together create businesses to revitalize low income communities.

# Sustaining Community Based Organizations Toolkit



The toolkit contains information on

- Developing a sustainability plan
- Conducting an organizational assessment
- Effective strategies for marketing your program
- Essentials of financial and fiscal management
- Fundamental approaches to fund development and fund raising
- Results oriented evaluations

# On-Going Planning for Sustainability



*Discover*  
Appreciate  
“Best of what is”

*Dream*  
Imagine  
“What might be”

*Design*  
Determine  
“What should be”

*Deliver*  
Create  
“What will be”

# Tips on Sustaining Your Services

- Build a relationship with partners (foundations, other state and federal officials).
- Become familiar with their funding priorities and aware of funding allocations.
- Demonstrate to them the advantages of a partnership with your State agency.
- Make sure they are on your mailing list for newsletters, and invite them to your events.
- Determine which of your programs would be best suited for enhancement or expansion funding

# Tips on Sustaining Your Services

- Gain knowledge of state or local laws and regulations
- Become a part of conversation when revenues of funding are being discussed.
- Invite decision makers to visit your stellar programs
- Involve a broad base of supporters.
- Engage the public and clearly assess the public view of funding your initiative
- Indicate fiscal accountability and highlight real success with data support

# Foundations Can Help



- About 70,000 Foundations in U.S
- How to find them
  - Foundation websites
  - Media and trade press
  - Directories of Corporate Information
  - National Directory of Corporate giving
  - Foundation Center
  - Chronicle of Philanthropy

# Contact Information



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**Other SAMHSA Resources. Go to [www.samhsa.gov](http://www.samhsa.gov)**