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Report out for think tank is:  Money, The Missing Links, Sustaining Community Partnerships, LC320, from 3:30 to 4:30

Organizer 1:  So, question #1 was - what are the best strategies for minority-lead 501c3 organizations to generate or access major donors to annual campaigns who share the organization's mission.  Table 1 was over here.  Could we get two people, one from the first group, and one from the second group, to pick out like the three things that struck you, because I know we don't have time to hear everything?

Participant:  Okay.  I was part of the first group.  I am Danielle.  I am totally talking on behalf of Cathy over there, who gave us all of our ideas.  Cathy is part of the aging services in Cleveland, Ohio.  They work with a lot of immigrants and refugees.  So, one of the big things we realized to accomplish this is that you have to find that gatekeeper, that liaison, whether that is your \_\_\_\_\_\_ Coordinator at the university ... (inaudible) ... at the university who is interested in doing that research and applying for a grant, having that connection to a person with the potential funds, knowing the different organizations and what they do.  The three examples that Cathy had was they do this \_\_\_\_\_\_\_, and they host a gala and have fundraising for a specific programming tier, so that at the end of the year people actually have a tangible product or service that they fundraise for that they can see.  They invite those movers and shakers, like I said before, that you are looking for to that event.  They also utilize a website called Foundation Center, and it is targeted funding and match-making.  It is good if you have a grant writer or someone doing an analysis to be able to utilize a platform like that.  Learning how to frame what it is you want to fund ... an amazing example comes out of Cleveland, Ohio.  When you have multiple interests in one project, you could have multiple funders.  Then, focus on different deliverables for those different interests.  I thought that was fantastic - having one project and then just all these different paths of money and interests feeding into that, and coming out with an amazing end result.  So, fantastic work going on from Cathy.

Organizer 1:  Thank you, and from the second group discussion?

Participant:  We added a few others, and one was - don't forget about smaller donors.  It adds up, $20, $5 ... it all makes a difference.  Our second one was to become a donor organization.  What that means is there are some organizations that do fund raising, but are looking for another organization to give the money to.  So, becoming a donor organization for that particular organization is something that you might want to do.  The other one is to find an organization whose demographic and mission is in alignment with your organization.  So, there might be organizations who are looking to do funding for minority organizations, servicing a certain population and a certain zip code area.  That might be what you cover.

Organizer 1:  Table #2 was right here and their question was - are there better strategies for community nonprofits to sustain \_\_\_\_\_\_\_ in the annual campaign?

Participant:  100% of this came from Dorothy Edwards right there and Jennifer chipped in at the end.  We were just taking it all in.  What Dorothy explained is that there are actual academic institutions that will budget money for support staffing for community-based organizations, which is amazing.  They have money in their budget, so they could fund a position for an agency they are working with.

Participant:  So, it is really critical to what we do, and we budget the money.  Often, agencies don't ask.  They just do it as volunteers.  I think you should value your services and make a request.  You may not get everything you asked for, but you probably will get more than you had.  We just do a community sub award or a contract.  For almost 10 years, we have been funding an outreach position in the Alzheimer's Association.  We do one in Milwaukee and one in Madison.  We pay for outreach staff.  They work for the agency, so they do other things for the agency, and we support that, because that is one our goals.  That is how we are evaluated for our funding.  That comes directly out of our NIH grant.  We are a center.  We have money coming from a couple of different places.  I have $55,000 in my budget to fund two half-time positions, one in Milwaukee and one in Madison.  The renewal comes in and the money comes out.

Participant:  This is why we are all here to learn from each other, right - to get ideas we didn't have before.

Participant:  Yeah, it is a legitimate expense, but you have to ask for it, because most people aren't going to say, "Oh, by the way, I have $55,000 extra."  It could have gotten sucked up in some other doctor's salary or another MRI machine or whatever.

Participant:  And the second point was seeking corporate support in HR for expertise.  So, if you are a community-based organization and you go to IBM or Exxon and you say, "Can you lend us a strategic planner for a year?"  Sometimes the company is willing to give you a person, committed, for an entire year to do your strategic plan for the next five years.  That also came from Dorothy.  Traditionally, corporations will just ask for money, or you may get an employee or a group of employees to come for the weekend and do volunteer work and they get credit and they go, but this is a sustainable, long-term thing with really concrete implications.  Then, the final one was the "give or get model," where corporations can either give you money, which is something they can commit to, or they can go out and get it for you through their networks.  Maybe there is something they may not be able to do, but they may know someone and thinking, "You know what - this would be a good match."

Organizer 1:  Anything else from this table from the previous discussion?  Thank you so much.  Question #3 - what kind of economic incentives can be advocated for in policy changes by both government and private philanthropy to encourage and free up 20 to 40-year-olds from family income concerns to participate in community research and volunteerism?

Participant:  Our table is really extremely involved.  We have somebody from the community.  We have somebody from college.  We have somebody from high school.  We have some from \_\_\_\_\_\_\_.  So, it was a mixed array, what we came up with.  The first thing we said is that most people really don't want to volunteer because it affects their income.  So, we said we would not let the research affect their income ... make them tax exempt or give them some type of credit.  The next thing is - the employer would wave this time like sick time ... like jury duty - you know how you are required to do jury duty?  You wouldn't be charged.  So, you would have an excused absence and you would still be paid like a normal day.  That way you would want to commit to volunteer to do the research.  The next thing is, by doing that, we would give you a business/employer incentive for allowing your employees to be part of that research.  Then, we would raise the financial reporting limit of the research incentives for volunteers.  I believe you said it was $600, so we would raise that to make you really want to become a part of a study.  Then, eliminate the research reporting requirement to the IRS.  So, you wouldn't have to report it to the IRS at all if you participated.  We had some great incentives.  We have a lot of kids in college, so we would wave your college application fee, pay college admission, based upon what the study, provide childcare, give you food grants, clothing voucher, transportation, pay you to participate, give you college credit, community service learning hours and a day off/free day.

Participant:  Great ideas!

Organizer 1:  Did the other group have some more to add?

Participant:  No.  I think we had some of the same ones.

Participant:  I think we'd like to adopt some of those policies.

Organizer 1:  The table back here - what are the lessons learned that you would like to do or not do when it comes to achieving successful sustainability?

Participant:  We had a whole lot, but we want to focus on practical versus innovative.  Everybody wants innovative, but they don't think about what is practical.  We have a whole list if you want to take a look at them.

Organizer 1:  Alright.  Question 5 - what strategies can be successful ... (inaudible) ... sustain nonprofit community organizations?

Participant:  A couple of highlights - there was a suggestion at our table to look at models like Habitat for Humanity that provide a source of revenue for an organization.  So, nonprofits should focus less on grant dependents and more on programs that could generate income.  That was one idea.  Another was the idea that universities often have these large endowments, so maybe universities use the interest from endowments to fund more long and sustained work, and not just soft money here and soft money there.  I think those were the two main ideas.  Universities are embedded in their communities.  They are residents of the community.  People at a high level should appear in the community and work with them on more sustainable structures and more sustainable funding sources.

Organizer 1:  For the second crew that over at the question #5 table, we decided that more money does matter.  You can do more things.  Universities can give PTOs the capacity to be able to earn their own money by teaching them and connecting them to other funders.  The PTOs can leverage their strengths, demand \_\_\_\_\_\_\_ time, and the researcher would demand ... (inaudible) ... a bartering system of exchanging strength and value.  PCORI had the contemplation framework on their website that you can show on an application at PCORI.org what they mean by "engagement," and we were also discussing \_\_\_\_\_\_\_ and the community partners coming together and setting \_\_\_\_\_\_\_ for their hourly wage, which I heard was $50.00 for some.  I thought that was really cool that they had five different groups come together and ... (inaudible) ... so, no swooping in and swooping out - kind of figure out a plan to stay.

Organizer 1:  Thank you so much for productive and useful conversations.  These are all wonderful ideas, and I am hoping these will get into the conference report so we can read the ones we didn't hear about.  Thank you for such productive conversations.