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# Strategies for Funding Local Campaigns

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The Finance Project  
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## Agenda

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- Adopt a strategic financing approach to your work
- Identify best bet financing strategies and sources
- Set short-term resource development goals

## About The Finance Project

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- The Finance Project is a specialized non-profit research and consulting firm for public and private sector leaders nationwide.
- The Finance Project helps leaders finance and sustain initiatives that lead to better futures for children, families, and communities.

## The Financing Challenge

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- Finding adequate funding
- Finding flexible funding
- Coordinating public funds
- Leveraging private sector funds





## Five Key Steps to Creating a Strategic Financing Plan

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1. Clarify "Financing for What?"
2. Estimate Fiscal Needs
3. Map Current Spending
4. Assess Funding Gaps
5. Identify Funding Sources and Financing Strategies

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## What's the What?

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- Staff?
- Communications/outreach?
- Convenings?
- Regular partner meetings?
- Strategic planning and implementation?

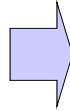
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## Strategies and Sources

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### Considerations:

- Clarify what you need and when
- Review current funding mix
- Get more information about funding sources
- Determine what funding sources are appropriate
- Consider potential financing strategies



### Data to Use

- State / Local budget documents
- Review of available federal, state, local and private grant opportunities
- Review *Learning to Read: A Guide to Federal Funding for Grade-Level Reading Proficiency*
- Connect with peer organizations in the campaign network

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## Sources

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- 36 federal formula grant programs fund activities that can promote grade-level reading proficiency
- 58 federal discretionary grant programs fund activities that can promote grade-level reading proficiency
- 4 federal entitlement programs fund activities that can promote grade-level reading proficiency

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**Table 5**  
**Best Bets for Federal Funding for Systems Building and Organizational Capacity Building**

Best Bets for GLR Systems Building and Organizational Capacity Building	Federal Agency	Systems Building and Organizational Capacity Building			
		Service learning and use of volunteers	Community engagement and public awareness	Planning, assessment, and evaluation: others among practitioners and other key stakeholders	Data collection and evaluation to provide evidence of effectiveness
<b>Affordable Care Act Maternal, Infant, and Early Childhood Home Visiting Program</b>	Department of Health and Human Services, Health Resources and Services Administration			✓	✓
<b>AmeriCorps</b>	Corporation for National and Community Service	✓	✓		
<b>Arts in Education</b>	Department of Education, Office of Innovation and Improvement			✓	
<b>Child Care and Development Block Grant</b>	Department of Health and Human Services, Administration for Children and Families, Office of Child Care			✓	✓
<b>Childhood Lead Poisoning Prevention Projects—State and Local Childhood Lead Poisoning Prevention and Surveillance of Blood Lead Levels in Children</b>	Department of Health and Human Services, Centers for Disease Control and Prevention		✓		✓
<b>Children, Youth, and Families at Risk Initiative</b>	Department of Agriculture, National Institute of Food and Agriculture			✓	✓
<b>Community Development Block Grant Entitlement Grants</b>	Department of Housing and Urban Development, Office of Community Planning and Development			✓	✓
<b>Community Development Block Grant Interim Program</b>	Department of Housing and Urban Development, Office of Community Planning and Development			✓	
<b>Community Health Centers (Part of Consolidated Health Centers, Community Health Centers, Migrant Health Centers, Health Care for the Homeless, Public Housing, Primary Care, and School Based Health Centers)</b>	Department of Health and Human Services, Health Resources and Services Administration			✓	
<b>Community Programs to Improve Minority Health Grant Program</b>	Department of Health and Human Services, Office of Minority Health, Office of Public Health and Science		✓	✓	
<b>Community Services Block Grant</b>	Department of Health and Human Services, Administration for Children and Families, Office of Community Services			✓	
<b>Cooperative Agreements to States/Territories for the Coordination and Development of Primary Care Offices</b>	Department of Health and Human Services, Health Resources and Services Administration			✓	

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<b>Reduction and Prevention of Children's Exposure to Violence (Safe Start)</b>	Department of Justice, Office of Juvenile Justice and Delinquency Prevention		✓	✓	
<b>Retired and Senior Volunteer Program</b>	Corporation for National and Community Service	✓			
<b>Social Services Block Grant</b>	Department of Health and Human Services, Administration for Children and Families			✓	
<b>Special Education: Preschool Grants</b>	Department of Education, Office of Special Education Programs			✓	
<b>Special Education: State Personnel Development</b>	Department of Education, Office of Special Education Programs			✓	
<b>Special Education: Grants for Infants and Families with Disabilities</b>	Department of Education, Office of Special Education Programs			✓	
<b>Striving Readers Comprehensive Literacy Program</b>	Department of Education, Office of Elementary and Secondary Education			✓	✓
<b>Teacher Incentive Fund</b>	Department of Education, Office of Elementary and Secondary Education			✓	✓
<b>Team Nutrition Grants (Team Nutrition Training Grants)</b>	Department of Agriculture, Food and Nutrition Service		✓	✓	
<b>Transition to Teaching Program</b>	Department of Education, Office of Innovation and Improvement			✓	
<b>Volunteers in Service to America (AmeriCorps® VISTA)</b>	Corporation for National and Community Service	✓	✓	✓	

## Poll Question

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What is the status of a budget for your community's CSAP?

- Individual organizations each manage their own budget
- We are working on building a common budget
- We have a common budget for 1 or 2 programs
- We have a common budget for all CSAP activities

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## Key Financing Strategies

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1. Make better use of existing resources
2. Maximize revenue that has not yet been tapped
3. Build public-private partnerships
4. Create more flexibility in existing funding streams
5. Develop new dedicated revenue sources

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## Evaluate Potential Funding Sources and Financing Strategies

Funding Source	How much does it generate?	What is the admin. burden?	What is the timeframe?	For what?	Notes:	Priority to Access
Children, Youth, Families at Risk Initiative	up to \$50,000 (100% match required)	Moderate	varies	Summer Learning Loss; planning, coordination; Data collection and evaluation	Only Cooperative Extensions may apply	Maybe
VISTA volunteer	20 hours of volunteer time	Moderate (managed by partner org)	Available School Year	Yes		Yes

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## Questions?



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## Contacting Us



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