



# Effective Sustainability Planning

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Trainer CADCA



GLOBAL | COLLABORATIVE | INNOVATIVE | PASSIONATE | LEADER

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## On-line Training

- Goal is to keep everybody engaged. Use the chat box!
- We will check-in to ensure your satisfaction and field questions.



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## Objectives

- Learn best practices for sustainability planning
- Discuss key practices that lead to an effective sustainability plan
- Utilize skills to create an action plan



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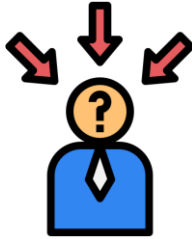
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### Why are you here today?



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### Vision for the Future

What does sustainability look like to you?

What does it mean to have a sustainable coalition?

Money? Programs? Employees?

Take a minute and visual what your coalition looks like 10 years from now.

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### Coalition Sustainability

### Start at the end... to get to the beginning?

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## Definition of Sustainability

In prevention, sustainability is the capacity of a community to produce and maintain positive prevention outcomes over time.

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## Remember...

The SPF model is a living model that should be in constant use on many different levels such as the...

1. Program Level
2. Organization Level
3. Community Level



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## Four Things Coalitions Must Sustain:

1. Strong volunteer & membership base
2. A credible process
3. Relevance to current community concerns
4. The financial and other resources required to do the work

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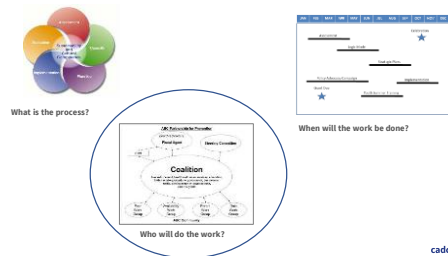
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### A Credible Process – Outside of the Funder



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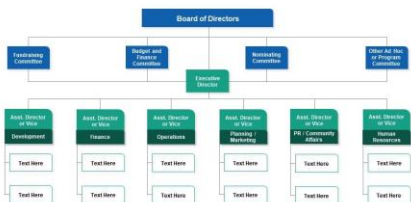
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### Nonprofit Org Development Workflow Chart



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### A Credible Process

Confirm:

- Organizational Chart
- Policies and Procedures
- Bylaws
- Job Descriptions



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### Four Things Coalitions Must Sustain:

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What needs to be sustained...?

- Staff?
- Office Space?
- Supplies?
- Programs?
- Strategies?
- Partnerships?

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License Cost ✓

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Campaign Materials ✓

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Ad Cost ✓

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Printing Cost ✓

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Meeting Cost ✓

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Personnel Time ✓

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Moral of the Story...  
KNOW YOUR COSTS



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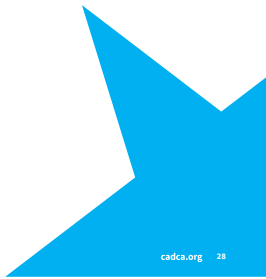
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## Sustainability Pathways

- The Weaving Effect
  - Becoming part of foundation
- Partnership Building



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## The Weaving Effect



### If it works...

WHY are we the only ones funding it?

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## Leveraging

### The top items to leverage

- Money
- Services
- Talent
- Time
- Goods
- Location
- Resources
- Relationships

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## Why is this important?



### Improves Visibility

Trouble with media sector involvement? Many area businesses have media departments that could help.

By aligning with a business you are visible where they are... meaning their network and reach, employees, customers, partners, etc.

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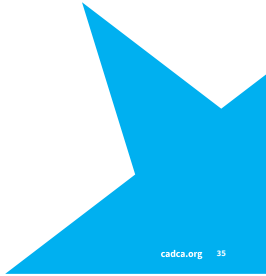
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## How do we do this?



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## Research!



Compile a list of larger businesses in your area

What is their vision and mission? What are their product offerings?  
Who are their partners? Ask yourself if the answers align with your organization values and mission.

Do they have a corporate foundation and how it operates?

Find overlapping connections within your sphere of influence

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## Research!

### Key places for research

Foundation Center  
<https://fconline.foundationcenter.org/>

*Banks:*  
JP Morgan  
<https://www.jpmorgan.com/solutions/private-banking/foundations/online-applications/search>

Bank of America  
<https://www.bankofamerica.com/philanthropic/search-for-grants/>



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## Research!

### Chamber of Commerce

It is not always under foundation. Look for words or titles that are based in community outreach, charity, corporate giving, etc



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## Handshake not Handout



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### Remember: Start at the End...Now

Build a Corporate/Foundation Plan

Research

Develop a portfolio for top 5-10

Prioritize List

Create outreach and relationship development plan for one per year



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### Key Takeaways

- Start at the end to begin sustainability planning.
- Breakdown overhead and strategy costs day one.
- If it is working, decide where to leverage that strength into other partners budgets
- Partnerships can equal dollars. Deliberately seek out those with the same core values and build long term relationships.

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### Stay Connected!



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- 📍 CADCA Coalitions
- 📍 CADCA.org
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- 📍 community.cadca.org

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