

National Funding Landscape: A Strategic Assessment

Presentation to
Children and Families Commission of Orange County

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Purpose

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- Strategic assessment of national funding landscape
- Recommendations for next steps to enhance funding/sustainability.

Methods/Approach

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- Review of background materials
- Discussions with key CFCOC staff
- Website review
- Key informant interviews
- Informed by current/recent projects

Overview from Web Reviews and Key Informant Interviews

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- There are national funders who share CFCOC interests and could contribute to your ongoing work
- Could help CFCOC jump-start new efforts, build new partners, scale and spread innovations
- But...
 - National funders are not primarily sources of funding for ongoing operating expenses at the local level
 - There are no magic bullets

Role of Health Systems Change

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- Some opportunities for place-based initiatives
- More significant potential impact on health coverage and access for young children/families
- Need to inform policy and implementation at the local and state levels to reflect needs of children/families
- Monitor/inform at national level, as well

How Do National Funders See Their Role?

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- Funding tied to funder's mission and increasingly to funder-driven initiatives
- Interested in funding:
 - Innovation
 - Spread and scaling of successful pilots
 - Policy and systems change
- See selves as building local capacity to obtain local/state funding for sustainability
- Do not see selves as funding ongoing operations at the local level

Current Interests & Themes across National Funders

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- *Doing more with less* – cost effective ways to provide quality services, shared resources
- *Integration and alignment* – reducing duplication and fragmentation
- *Evidence* – building the evidence base for effective interventions
- *Results orientation* – focusing on results to drive change

Expectations for National Funders & Funding

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- Look for opportunities to **blend and braid federal funding streams to support key functions rather than whole programs** (e.g., cross-sector training; cross-sector screening and identification of at-risk children; shared resources for referral and linkage)

- See national funders as potential partners for:
 - Innovation
 - Spread and scaling of successful pilots
 - Policy and systems change to sustain successful strategies/programs

Expectations for National Funders &Funding

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- Look for opportunities to advance national initiatives
 - National funders are looking for “best bet” sites and strategies to implement their initiatives
 - But beware of mission creep
- Stay ahead of the curve: think how national funders will need to position selves in changing environment
- Reach out to national funders with compatible missions to partner with CFCOC – jointly address/explore shared concerns
- Take the long view: build relationships with national funders over time

Framing & Development CFCOC Initiatives

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- Take a “life cycle” approach to the development of CFCOC initiatives
 - Fund strategies that leverage change: Instead of funding services to fill gaps, fund service strategies that fill gaps by changing policies and systems
 - Plan and fund for spread and scaling from the start
- Design initiatives and strategies that address national funder concerns (which local funders share)
 - Use results to drive change
 - Build an evidence base
 - Do more with less through shared resources
 - Integrate and align across sectors and strategies

Build Capacity / Infrastructure: *Responding to Funding Opportunities*

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- Conduct ongoing, systematic scans of funding opportunities – e.g., grants.gov, purchase scanning service
- Map potential funding streams for key CFCOC initiatives – work with federal finance expert
- Adopt a learning community approach with baseline data & systems for rigorous evaluation across programs/partners
- Develop ongoing relationships with national/federal funders – contract with national consultant, possibly share with OC
- Consider partnering with the County or other OC organizations to develop a county-wide approach to funding – e.g., look at L.A. 'n Synch
- Be ready to respond to funding opportunity announcements with various elements in place

Build Capacity / Infrastructure: *Creating Opportunities*

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- Create opportunities for funding and sustainability
- Build capacity for “Collective Impact”* – 5 conditions of success:
 - Common agenda
 - Shared measurement
 - Mutually reinforcing activities
 - Continuous communication
 - Backbone support

* See: Kania and Kramer, *Stanford Social Innovation Review*, Winter 2011

Recap of Key Findings

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- There are national funders who share CFCOC interests and could contribute to your ongoing work
- Could help CFCOC jump-start new efforts, build new partners, and potentially scale and spread innovations
- National funders are not primarily sources of funding for ongoing operating expenses at the local level
- There are no magic bullets ...but CFCOC can build capacity/infrastructure to enhance response and to develop opportunities to attract national funding

Thank you!

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