

1

National Funding Landscape: A Strategic Assessment

Presentation to
Children and Families Commission of Orange County

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Purpose

2

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

Methods/Approach

3

- 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

4

- 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

5

- 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?

6

- 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

7

- *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

8

- 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

9

- 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

10

- 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

11

- 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*

12

- 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

13

- 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!

14

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