



Sustainability

Staying Alive



Discretionary Grant Roundtable
May 31, 2007

The Sustainability Challenge

- TO KEEP IN EXISTENCE
- TO MAINTAIN AND ENDURE



Sustainability is (or should be) a Program Objective



Sustainability Self Assessment



- What makes your program GREAT, UNIQUE, and/or NECESSARY?
- Who are your stakeholders? What's in it for them?
- Who are your supporters and how have they supported you? Why should they continue to support you?
- How effective has your program been? What can you brag about?

IF YOU HAVE A GOOD GRANT

Sustainable

Is

Attainable



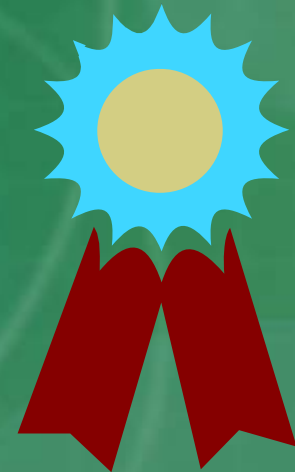
Elements of Sustainability

- ❖ Product Viability
- ❖ Published IMPACT
- ❖ Strategic Partnerships
- ❖ Supporter Buy-in
- ❖ Community Inclusion
- ❖ Tactical resource search



Establish your program or approach to be different

- ❖ Demonstrate a significant impact
- ❖ Illuminate well chosen program goals and objectives
- ❖ Strive for excellence and develop uniqueness
- ❖ Create a “blue ribbon” project



Illuminate your Program and your Progress

- ❖ **Create or Build Identity**
- ❖ **Increase Awareness; establish a communication network**
- ❖ **Tell your story, over and over again**
- ❖ **Gain visibility in a positive way**

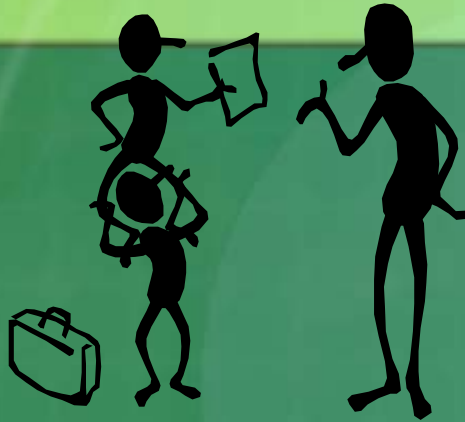


Know who you Are... and identify your Supporters

- ❖ How many of you feel your program is the “best kept secret in town”?
- ❖ What **value** do you add to the community? Why would the community ensure the success of your program?
- ❖ How do you garner support?
- ❖ What is the mutual benefit?



Develop Strategic Partnerships



- ❖ Collaborate or affiliate with those companies, agencies or brands which rally behind social causes or issues relevant to your project.
- ❖ Highlight the mutual benefit(s)

Collaboration

"It's amazing what you can accomplish if you do not care who gets the credit."

■ *Harry S. Truman*

Embrace the Community

- ❖ Community buy-in is extremely important
- ❖ Work on Community Connection and Integration



Continually Search for Other Compatible Funding Sources



- Private & corporate foundations
- Community foundations
- Corporate donors
- Private donors
- Income thrust programs
- Special Events
- Board Solicitation

Sustainable Funding Plan

- ❖ Make your organization worthy of support
- ❖ Communicate your case for support
- ❖ Engage the community and recruit ambassadors for your cause
- ❖ Express sincere gratitude for support
- ❖ Build a broad base of support

MOST PEOPLE DON'T PLAN TO FAIL



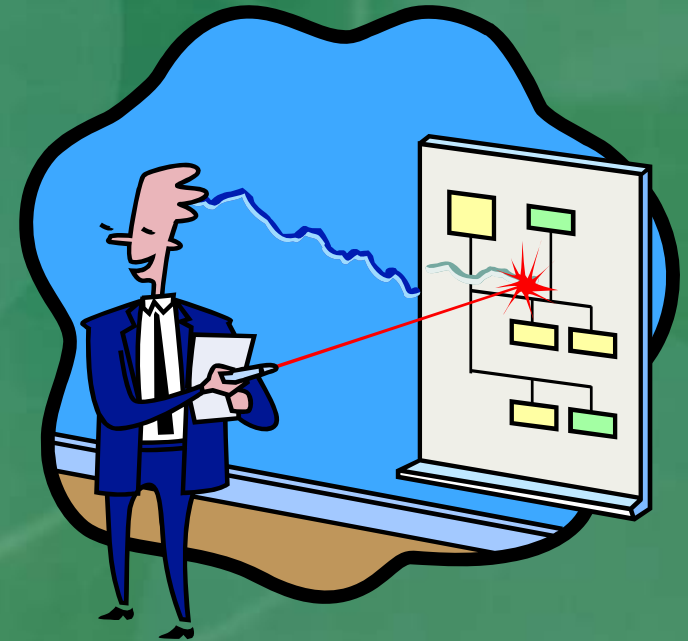
THEY FAIL TO PLAN

Sustainability is Intentional, not Accidental

- ❖ Plan for sustainability

- ❖ Plan early

- ❖ Think Broadly and Engage widely



An important consideration



**BUILD IN THE
CAPACITY TO
CONTINUE
YOUR GRANT.**

..

**IF THE
OPPORTUNITY
EXISTS !!**

Brainstorming about Sustainability



- **WHAT IS NEEDED TO SUSTAIN YOUR PROGRAM?**
- **WHAT ARE YOUR GREATEST SUSTAINIBILITY CHALLENGES?**
- **HAS ANYONE DEVELOPED A STRONG PLAN FOR SUSTAINABILITY (and willing to share)?**

Questions





Rosemary Williams-Raynor

Federal Project Officer

404-302-5339

404-302-5385 FAX

williams-raysor.rosemary@dol.gov