

BOOST CONFERENCE 2012

Workshop:

Funding and Sustaining Summer Programs – Saturday, April 28 9:15 -11:15 am

Presenter information:

Katie Brackenridge, Partnership for Children and Youth - Katie@partnerforchildren.org

CHARTED NOTES on Sustainability Strategies:

Key Champions

- Key people
 - CEO/Business Director
 - Superintendent/Board of Ed member
 - Mayor
 - Council member
 - Neighborhood Association
 - Church Leaders
 - Successful alumni
 - Parent Leader
 - Private Funder or Rich Person
- Strategies
 - Funder visits to get people
 - Media
 - Invite them to come- kids! Friend!
 - Know your audience
 - What do they care about
 - Key messages
 - Data/about quality
 - Look good all the time
- Challenges
 - Time
 - Outreach worker
 - Making sure it's right
 - Maintain relationship

Broad-based Community Support

- Community Support
 - Rec commissions
 - Sherrif's department
 - PTA

- o Church leaders
 - o Principals
 - o Businesses
 - o University/ extension
 - o Parents/youth
 - o Government agency
 - o Teachers (classroom support/communication)
- Strategies
 - o Newsletters
 - o Volunteer for committees
 - o Ads
 - o Presentations to orgs
 - o Bring students
 - o Community events/celebrations
 - o Parent volunteers
 - o Parent nights/parent ed
 - o Staff training with parents
- Challenges
 - o Time- delegate
 - o Face time
 - o Motivated

Funding Sources

- Sources
 - o CDBG (community development block grant)
 - o Migrant \$ - Title 1,3,4
 - o 21st CCLC
 - o ASES supp.
 - o Private foundations
 - o Individual donations
 - o Employee donations
 - o Corporation
 - o Fee-based
 - o HSG orgs- operating budget
 - o Foster care kids
 - o SES
 - o Summer food
 - o Title 1
- Strategies
 - o Grant writing
 - o Marketing

- o Networking
 - o Mission and vision (why?)
 - o Funding plan
- Challenges
 - o Time
 - o Competition
 - o Inconsistency
 - o Rural- lack of \$
 - o Reporting
 - o Expertise

Capacity Building

- Key areas
 - o Mission/vision/identity
 - o Partner building
 - o Data/quality assessment
 - o Policy procedures
 - o Program plan
 - o Staffing structure
 - o Governance
 - o Marketing media
- Strategies
 - o Staff training
 - o Market plan
 - o Stake holders in prog. Dev't.
 - o Consultants
 - o To advise on capacity
 - o Data management system
 - o Quality assessment tool and system
 - o Community events
 - o Reports
 - o Community surveys for prog plan
 - o Internet for publicity parent access
- Challenges
 - o Isolation- district support
 - o High level of engagement really matters- focus
 - o \$ and staff capacity