

Ability

Belief

Connection

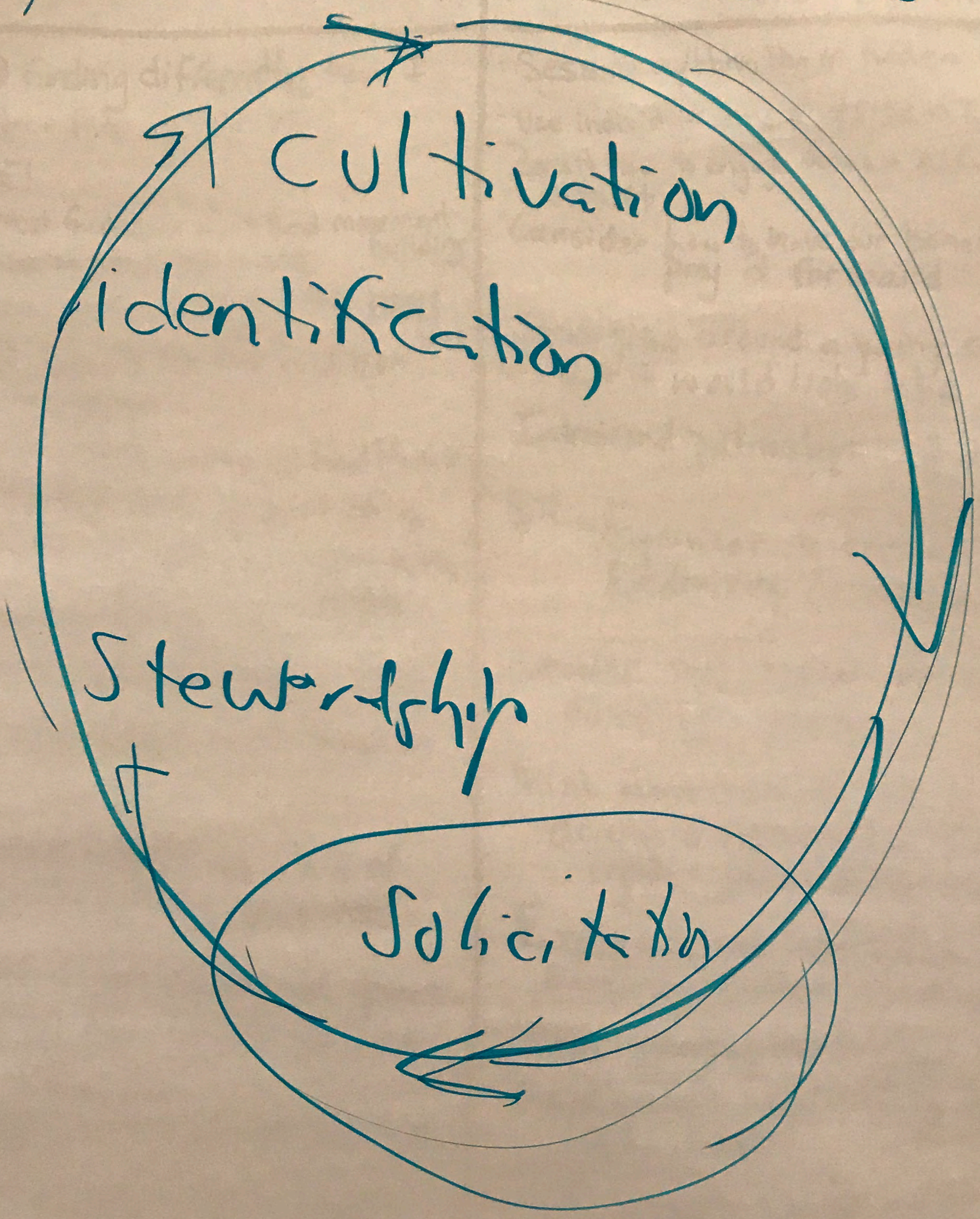
Bringing in

- grantwriting for state, federal, local, private
- fundraising
- working + leveraging funds from several streams
- knowledge of landscape
- know people get grants
- money is out there
- strong commitment to collaboration ~~and~~ resource sharing
- federal level grant-writing
- individual giving
- federal grants
- Importance of building relationships

Wanting to take out...

- global understanding of funding in New Orleans
- generations + giving
- relationship for private funding
- how to navigate young professional energy for reproductive health, racial equity
- how does a for-profit leverage/see my value and know what they want
- identifying key funders and articulating our value
- how do organizations with access to resources help other orgs w/out resources
- private funding
- leveraging grants for capacity people and how to engage larger network
- how to approach individual donors + nat'l foundations
- Strategies for the long-term

Cycle of Fundraising



- PACKARD
 - INDIVIDUALS
 - Birth Justice Fund
 - FORD
-

- Networking + Relationship Bldg
- Understanding of how LA fits into National Landscape
- Needs - system change Analysis
 - organizing/policy's strategy
 - State wide impact
- Find space to engage our RJ work
~~the~~ across ecosystems + Social Justice

1.

9 SOME INDIVIDUALS THINK THEY ARE BY SUPPORTING PLANNED PARENTHOOD.

- SMALL DONOR BASE

- DEPENDS ON THE CAMPAIGN PLATFORM - AMY IS A GOOD EXAMPLE

- ONLINE CAMPAIGNS HAVE BEEN EFFECTIVE

- WHAT IS THE TANGIBLE TO THE DONOR - SEE KRISTIE

- MANY WANT TO REMAIN PRIVATE

- THERE IS A SLIDING OFF THE WORK

- CHILDREN'S COALITION - INTRIGUED

9 PACKARD - THEY ARE REALLY LISTENING
- COMMUNICATION WORK TO CHG NARRATIVE
- FUNDING OTHER AREAS TOO

9 GROVE - SEX ED

- HAS SHARED INFO TO HELP ID # SOURCES

2.

9 THE CLIMATE DICTATES THIS

9 PEOPLE'S ASSEMBLIES! - STRONG OUTREACH

9 STRONG REPRD FRAMEWORK 9 USE^{OF} LANGUAGE OF UNDERSTAN

9 MEANINGFUL ENGAGE 9 TRUST NEED TO DEVELOPED.

9 UTILIZING PARTNERS AS PATHWAYS??

3.

9 MORE INDIVIDUAL GIVING APPROACH IN DIFFERENT WAYS

9 ONLINE DONATING - GOFUNDME

9 KEY FOLKS IN COMMUNITIES TO REACH FOLKS IN THEIR OWN COMMUNITIES

9 CREATE AN R.J. COLLECTIVE

9 RELATIONSHIP BUILDING BETWEEN ORGS.

9 PARTNERING TO INTRO EACH OTHER TO FUNDING OPPORTUNITIES

9 DIVERSITY OF BOARDS

9 PHARMACEUTICAL COMPANIES HAVE GRANT PROGRAMS

9 MORE OUTREACH TO LAW FIRMS

ILLUSION
OF
TRUST

HEALTH

WHO: GOVT. - CDC, DHHS, DOJ, HUD
 Medicaid
 AmeriCorps State-level HRSA, NIH,
~~Asura~~ City - Ryan White, ~~Werner~~ USDA

Corporate: Pharma NY Life

Strategies - story-telling / anecdotes (foundations/corps)

- Stats (govt.)
- Outputs/products
- Events / sponsorships
- Collaborations
- materials - videos etc...
- mutually beneficial services (corp.)
- previous financial success of other funders
- diverse funding + sustainability

Verizon
 Avon
 Shell, Chevron etc... (oil)
 Entergy
 Insurance Companies

Foundations:

- Trust-building

- Ask right people the questions - keep likeminded.
- Board connections on foundations to service strong
- Get more analytics / demonstrated reach
- Getting corp. visibility -

What else?

- Stop competing - start advocating for others
- Remember resources are not finite - get out of scarcity mentality
- Getting political lists
- Flexible marketing
- Pay attention to generational shifts / Technology
- Link w/ SDC(4)
- Look to new audiences
- Empowerment / advocacy building
- Recurring gifting on individual level
- Innovative strategies
- Subcontracting

Individuals:

GNOF / Family Donor-Advised
 Wizner
 Elton John
 MAC
 EPNO
 Goldring
 Robert Wood Johnson
 Kellogg
 BCM
 United Way
 GPOA
 Keller
 Rosamary
 Give Nola
 Third party events
 Web-based
 Employers
 CFC
 cancer family

FOUNDATIONS

Endowment

Public / Comm Fdn.

Operating Fdn.

Private

Family

Not-endowed

Corporate

Non-family

Reproductive Health

Reproductive Rights

Reproductive Justice

Sexual Trauma Awareness and Response (STAR)

New Orleans Family Justice Center

Unitarian Universalist Association

LIFT Louisiana

New Orleans Abortion Fund

The Solidarity Project

The Movement at CrescentCare

Total Community Action Inc.

Tulane Victim Services

Sista Midwife Productions

IWES

National Birth Equity Collaborative

March of Dimes

Chevron

Louisiana Public Health Institute

Packard Foundation

Ford Foundation

Open Society Foundation

BCMI

Blue Cross Blue Shield of LA

Grove Foundation

Birth ^{Grounds well} Justice Fund

NoVo

GNOF

Humana

Robert Wood Johnson Foundation

United Way

LA Dept. of Health & Human Services

Kellogg Foundation

CDC Office of Minority Health

EPNO

Individuals

Foundations

Corporate

Government

Lesson / New Way of Thinking I'm Taking Away

- Looking @ funding differently, how I collaborate + fit.
- ABUNDANCE!
- Recognizing most foundations don't fund movement-building
- Poor + middle-income people give more.
- Focus on our work + messaging thru asset lens
- Individual donors as the coalition I am building
- Even though NBEC works in health care systems, its RJ work is part of a legacy of social justice activism in the South
- There is a lot of giving happening as social networking
- Push our work more from health to justice
- Engage faith leaders as 31% of charitable donations received
- Individual donors matter as generation and population served shifts
- Who gives → shift in perspective
- Deeper sense of responsibility for fund development

Next Step I Will Take to develop my ability to resource more effectively

- Session w/Hamilton re: funders in youth area.
- Use individual donors w/STAR → R.J. - R.R.
- Revisit how to engage donors + activate consistent support
- Consider how to have our beneficiaries pay it forward
- Strategize around a giving campaign + what it would look like
- Intentional partnerships + subgrants
- Sit w/supervisor to develop multi-year fundraising campaign
- Develop peer-to-peer fundraising campaign plan
- Think about how to use HIVE to develop a reproductive health, rights + justice donor network.
- Explore fiscal relationship w/HIVE members w/collaboration
- Push development dept to go beyond older events + diversify individual donor base
- Get database to make better reports w/our #s
- Talk to ~~the~~ E.D. + fund develop person re: strategy