

Your *First STOP* for
Rural Health
INFORMATION



Introducing the Rural Philanthropy Toolkit

Housekeeping

- Q & A to follow – Submit questions using Q&A area
- Slides are available at <https://www.ruralhealthinfo.org/webinars/philanthropy-toolkit>
- Technical difficulties please call 866-229-3239

Featured Speakers



Alycia Bayne, MPA, Senior Research Scientist at the NORC Walsh Center for Rural Health Analysis



Kelly Heaton, Executive Director of Power Up, Speak Out!



Paul Lindberg, JD, Collective Impact Health Specialist

Building Partnerships with Philanthropies: The Rural Philanthropy Toolkit



February 26, 2019

Alycia Bayne, MPA

NORC Walsh Center for
Rural Health Analysis

Rural Health Outreach Tracking and Evaluation Program

- Funded by the Federal Office of Rural Health Policy (FORHP)
- NORC Walsh Center for Rural Health Analysis
 - Michael Meit, MA, MPH
 - Alana Knudson, PhD
 - Alycia Bayne, MPA
- University of Minnesota Rural Health Research Center
 - Ira Moscovice, PhD
 - Amanda Corbett, MPH
 - Carrie Henning-Smith, PhD, MSW, MPH
- National Organization of State Offices of Rural Health
- National Rural Health Association

Rural Health Outreach Tracking and Evaluation Program

- Rural Health Outreach and Tracking Evaluation is designed to monitor and evaluate the effectiveness of federal grant programs under the Outreach Authority of Section 330A of the Public Health Service Act
- Outreach Authority grantees seek to expand rural health care access, coordinate resources, and improve quality

Rural Evidence-Based Toolkits

1. Identify

evidence-based and promising community health programs in rural communities



2. Study

experiences of these programs including facilitators of their success



3. Disseminate

lessons learned through Evidence-Based Toolkits



Rural Health Information Hub: <https://www.ruralhealthinfo.org/>

Philanthropy in Rural Communities

- Philanthropies are important partners: grant-making, capacity building, and other resources
- Only a small percentage of foundation grants are dedicated to rural communities
 - 5.5% of domestic grants from large foundations (2005 – 2010)
 - 7% from small foundations (2009)

Source: Pender, John L. Foundation Grants to Rural Areas From 2005 to 2010: Trends and Patterns, EIB-141, U.S. Department of Agriculture, Economic Research Service, June 2015.

Challenges Establishing Partnerships with Philanthropy

- Rural communities face challenges building partnerships with philanthropies
 - Lack of access to philanthropies
 - Demonstrating impact in small and rural communities
 - Lack of resources and time
 - Lack of specialized skills needed in areas important to philanthropies

Rural Philanthropy Toolkit



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- 1: Introduction
- 2: Emerging Practices
- 3: Program Clearinghouse
- 4: Implementation
- 5: Evaluation
- 6: Sustainability
- 7: Dissemination
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Rural Philanthropy Toolkit



Welcome to the Rural Philanthropy Toolkit. This toolkit compiles emerging practices and resources to support rural communities seeking to build relationships with philanthropies across the United States.

Philanthropies provide a critical source of funding for community-based health programs. However, it can be challenging for small and rural communities to build relationships with philanthropies, particularly when they are not located in the same geographic area.

This toolkit presents practical strategies that can help rural communities build successful partnerships with philanthropies. In

 **RHIhub This Week**

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Rural Philanthropy Toolkit Methods

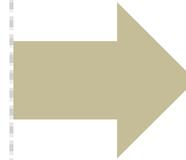
- Reviewed FORHP grantees' applications and literature
- Conducted telephone interviews with programs and experts in the field
- Developed a toolkit with resources about how to identify funding opportunities, how to approach philanthropies, and how to establish partnerships
- Toolkit is available through the Rural Health Information Hub (RHIfhub):
<https://www.ruralhealthinfo.org/toolkits/philanthropy/>



Organization of the Toolkit

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- 1: Introduction
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2: Emerging Practices

- Preparing for Partnerships
- Approaching Philanthropies
- Establishing Partnerships

Preparing for Partnerships

- Prepare an elevator speech to capture interest:
 1. The problem that your program will address
 2. How your program will address the problem
 3. The difference your program will make
 4. What will happen without the program
 5. Unique assets
- Identify and learn about philanthropies
- Consider common interests between your program and the philanthropy

“You can have a great program, and if it is not an area the philanthropy likes to fund, it will not be funded.”
– Rural Program Leader

Approaching Philanthropies

High-Yield, Underutilized Strategies:

1. **Introducing yourself to philanthropy staff at a meeting** where they are speaking about an issue
2. **Contact philanthropy staff** with an introduction about your program, and how it aligns with their current work
3. **Invite philanthropy staff to visit your program**, providing an opportunity for rural program leaders to tell their story



Establishing Partnerships

- Every philanthropy is different
- The Rural Philanthropy Toolkit provides guidance for establishing partnerships with different types of philanthropies:
 - Community Foundations
 - State, Regional, and Local Foundations
 - National Foundations
 - Corporate Philanthropies



- Community Development Financial Institutions
- Health Conversion Foundations
- Among others

Lessons Learned

- Building a relationship with philanthropies requires a significant investment of time
- Programs with community buy-in and engagement are more appealing to philanthropies
- Philanthropies may not be able to invest in programs that serve a small number of people; if so, consider partnerships



- Stay in regular contact with the philanthropy
- No single philanthropy will be a partner in perpetuity

Lessons Learned

- Growing interest in investing in rural communities
- Philanthropies are using innovative approaches to engage rural communities:
 - Embedding program staff in rural communities to focus on regional community-building
 - Providing feedback to grantees on applications
 - Connecting rural programs to other philanthropies

Thank you!

Alana Knudson, PhD

Co-Director

Walsh Center for Rural Health Analysis

(301) 634-9326

knudson-Alana@norc.org

Alycia Bayne, MPA

Principal Research Scientist

Walsh Center for Rural Health Analysis

(908) 431-5438

bayne-alycia@norc.org

Michael Meit, MA, MPH

Co-Director

Walsh Center for Rural Health Analysis

(301) 634-9324

meit-michael@norc.org

Toolkit Project Team

Alycia Bayne, Katherine Groesbeck, Sarah Hodge

Alana Knudson, Luciana Rocha, Amy Rosenfeld, and Tricia Stauffer

walshcenter.norc.org



[@WalshCenter](https://twitter.com/WalshCenter)

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Kelly Heaton-Executive Director



Domestic and Sexual Violence Services



A Program of DSVS

- DSVS established in 1999
- DSVS primarily serves Carbon and Stillwater Counties in Montana
- 3,867 square miles with a total population of 20,115 people
- Located in Red Lodge, MT with satellite in Columbus, MT
- Staff of 9
- *Power Up, Speak Out!* is now used in twelve states and is actively used in schools across Montana

Our mission is to serve survivors impacted by physical, sexual and emotional abuse and to promote healthy, equitable, and violence-free relationships.

Power Up, Speak Out!

History

- Developed in 2010 with a grant from the Robert Wood Johnson Foundation and many local and statewide match funders
- Revised in 2015 with teacher input to current five lesson version
- Initially designed to provide free prevention education and training for Montana teachers to use the program
- Modified to nonprofit business model in 2017

Goals

- Create a violence prevention curriculum designed for students in rural communities
- Teach students
 - How to recognize the characteristics of a healthy relationship
 - How to recognize signs of an unhealthy relationship
 - How to intervene in unhealthy relationships
- To become an evidence based program that reduces incidences of unhealthy relationships
- Break the generational cycle of violence

Building Connections

Be Prepared

- Be clear
 - Make sure your staff and board **know** your mission and goals
 - Start small
 - 2-3 goals and a clear plan
 - Emphasize collaboration
 - Before you approach funders think about who you are going to work with to get things done!
 - Craft your short story
 - Anytime you have an opportunity, you are ready to start the conversation and share
-

Building Connections

Reach Out

- Local Community Foundations
 - Connections to people interested in supporting nonprofits
 - Local Family Foundations
 - Tight-knit community can lead to more funders
 - State Nonprofit Associations
 - Training and support-they want you to succeed
 - Conferences-funders are often there looking for projects to fund
 - ***Who do you know?***
 - Find your tribe-other orgs, colleagues, spider web
 - Funding is all about your network!
-

Building Connections

Sustaining Relationships

- Face to face is best
 - Pick up the phone, don't lean on emails
 - Ask them for advice
 - Frequent updates
 - Connect funders with your staff-- who is doing this great work? Who are they keeping employed? What difference are they helping you make? Share stories.
 - Talk about your challenges and your solutions!
 - Say THANK YOU! More than once
-

Final Thoughts

Challenges

- We can't compete with big city numbers
- It's hard to get big funders' attention
- It's expensive to travel and our communities are small
- We have limited local resources-- financially struggling populations with limited donors
- You get turned down....A LOT

Tips

- Focus on quality not quantity
- Help them see your community can be a test site for BIG ideas
- Make sure you get the most out of your trips
- Join local active service groups e.g. Rotary, Lions, Elks to find the other local "movers & shakers"
- Travel to close big cities to network
- Don't get discouraged! Your work matters!

Thank you.

For any questions or guidance, contact:

Kelly Heaton

(406) 446-2296

kheaton@dsvsmontana.org

dsvsmontana.org

powerupspeakout.org

Columbia Gorge Collective Impact Health Specialist

PAUL LINDBERG, JD

FEBRUARY 26, 2019

Introduction

Collective Impact Health Specialist

Unique role to the Columbia River Gorge community

- Community grant writer, paid by Providence Hospital through United Way of the Gorge;
 - Identify community needs (including SDOH)
 - Convene community partners to design interventions
 - Secure funding
 - 30+ projects; almost \$10 million in outside grants

Prep for Partnerships with Philanthropies

Focus on community/organization:

- Clearly identify what YOU need, not what a FUNDER may want

Develop community/organization-identified needs

Develop community/organization-identified solutions

KEY: authentic community engagement

- Individuals most impacted by the health condition
- Organizations most closely related to the work

Tips for Outreach to Philanthropies

Identify the following through the funder's website:

- Their funding priorities/interests
- Who they fund?
- How much they have awarded?
- Identify any same/similar organizations

Tips for Sustaining Relationships

Make personal connections with staff

- This is NOT likely to result in direct funding
- BUT, it will give you better info about how they work, what they like to fund,
- THEN, you can plan accordingly on applying (or not)

Connections:

- Conferences: introduce yourself/organization, EVERY chance you get
- Follow-up with brief relevant info/question
- Send brief... simple info... just info, NOT an ask for anything
 - E.g., 'hey, after our conversation, I thought this might be of interest to you and the foundation...'

Tips for National Philanthropy

Identify common goals/interests

They typically need large population impact (bang for the buck)

Follow the money

- Many use intermediary national partners for 'place-based' grants
- Track grant awards to these partners (follow 'news' section on site)
- Learn if nat'l partners are making smaller awards
- Develop relationship with these partners, if goals align

Tips for State/regional Philanthropies

Identify common priorities

Develop personal relationships with staff

- WON'T lead to direct funding, but better understanding of how they fund
- Also, help develop relationships with others in the state/region

Know who else in the state is doing the same work

- They often know as much about your field as you do
- They have relationships with other orgs you may not know about

Tips for Community Philanthropies

Community-level philanthropy is more about personal relationships

Community Foundations

- Typically two pots of money within each
 - General Funds
 - Donor Advised Funds
 - Individuals and families set up funds; let foundation manage the money and grant process
 - Each has their own goals/priorities; more opportunity to make a connection
 - May be able to get list of DAF to see if your org or community has any connection

Special Considerations for Rural

Small populations often create a barrier

Collaborate with other orgs or other communities to increase pop impact

It's a long-game with National funders: focus on community needs, and community solutions.

State foundations: frame work/idea as the only one available in the rural community, e.g., 'without us, this need goes unmet'

BOTH: lean into small population barrier, e.g., 'we may not have large population, but because of that, we can focus more on the individual/ family and have a deeper impact on the individual and the community and actually get healthier (or whatever intended impact).

Create national profile using social media...leave a positive Google trail

Facilitators of Success

Good Research

Clear communication

Know what you are asking for... and know if they CAN fund it

They may not, but do everything you can to ensure your ask is in their wheelhouse

IF funded, do a good job! It reflects on everyone else too.

Be upfront about challenges and don't be afraid of outcomes

Lessons Learned

Philanthropy staff want your grant/project to succeed; their jobs depend on it too!

Don't take rejection personally, its NOT about YOU

NOT a judgement about your project... it just means it didn't fit their interests

If your project/idea based on what your community needs, and your solution is rooted in authentic community engagement, your clients and community will be better off in the long-run and THEN philanthropies at all levels will start to pay attention.

Contact Information

Paul Lindberg

plindberg65@gmail.com

Questions?

The screenshot displays the Cisco Webex Events interface. At the top, the title bar reads "Cisco Webex Events" and the status is "Connected". A menu bar includes "File", "Edit", "Share", "View", "Communicate", "Participant", "Event", and "Help". The main content area shows a blurred presentation slide with the "RHI hub" logo and a map of the United States. A navigation bar at the bottom contains several icons, with a blue question mark icon circled in red. A red arrow points from this icon to the Q&A panel on the right. The Q&A panel is titled "Q&A" and shows "All (0)" questions. Below the panel is a text input field with the instruction: "Select a question, and then type your answer here. There is a 256-character limit." and two buttons: "Send" and "Send Privately...".

Thank you!

- Contact us at ruralhealthinfo.org with any questions
- Please complete webinar survey
- Recording and transcript will be available on RHIhub website