



**Health Profession** Opportunity Grants



# **Planning for Sustainability**

## **Annual Grantee Meeting**

### **August 1, 2018**

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# Session Objectives

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- As a result of the session, you will:
  - Know the four pillars of a strong sustainability plan
  - Learn best practices from your peers
  - Have new ideas for addressing sustainability challenges

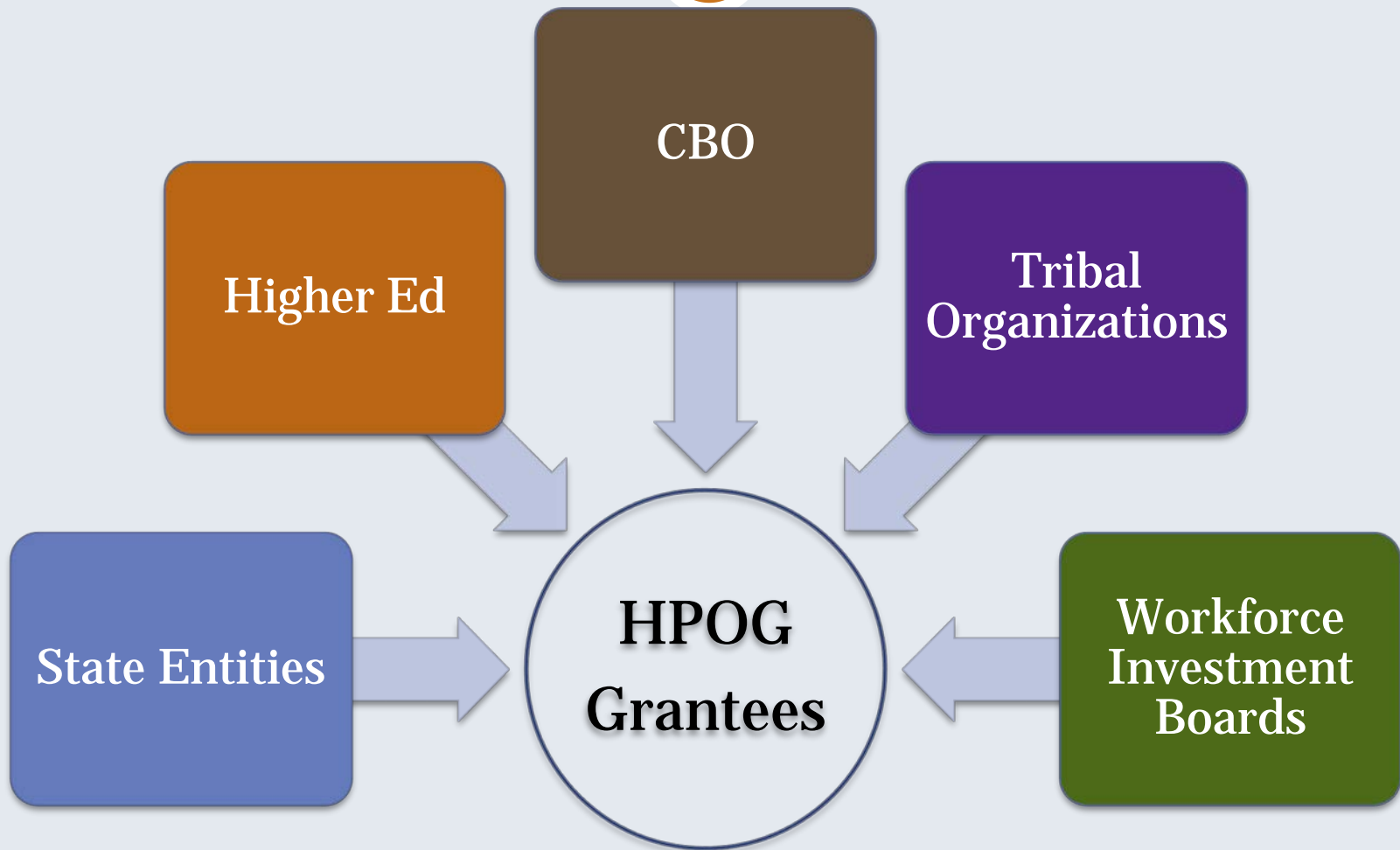
# Session Overview

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1. Sustainability Overview
2. Elements of an Effective Sustainability Plan – the 4 “Pillars”
3. Small Group Dialogues

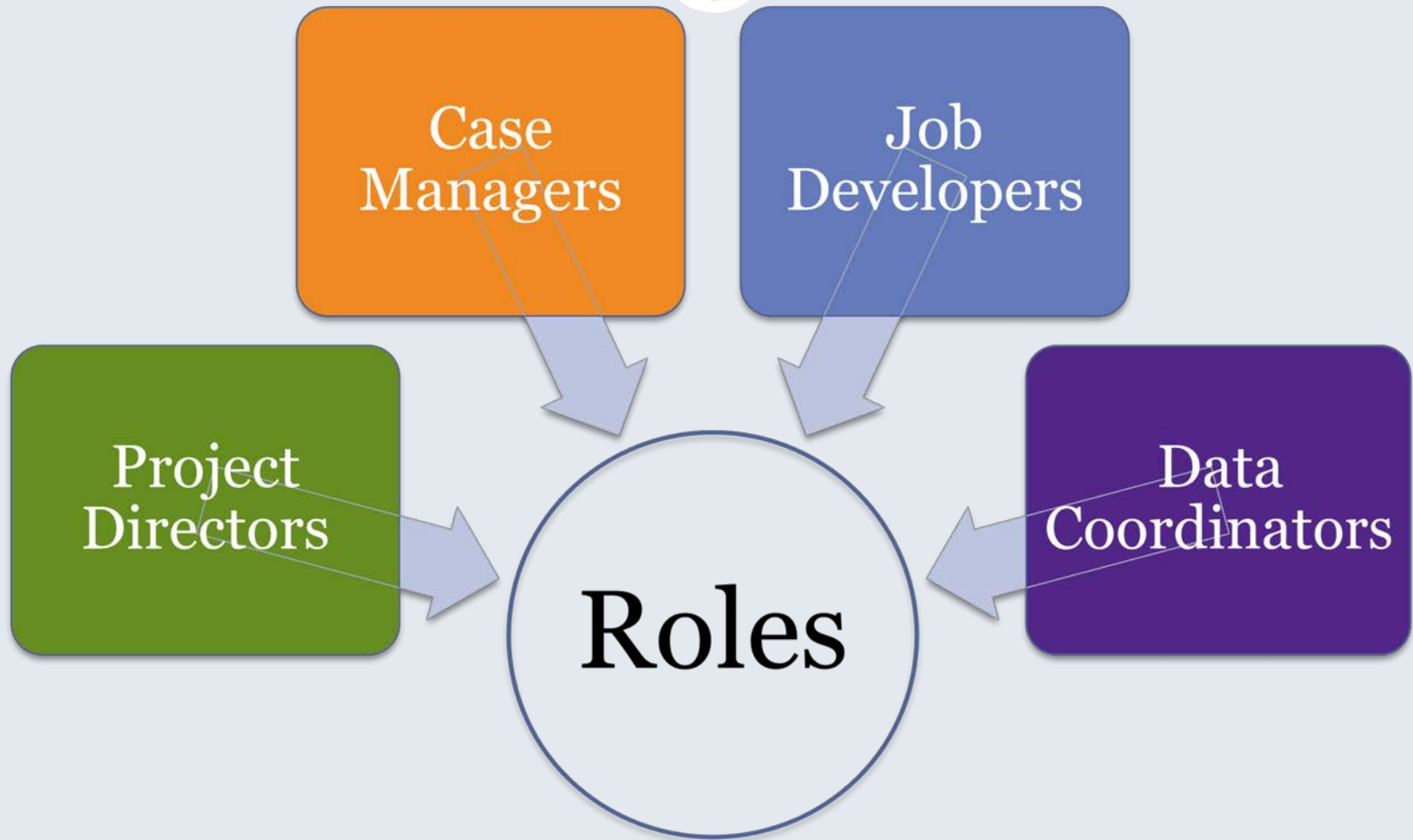
# HPOG Grantee Types

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# HPOG Grantee Roles

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# What is Sustainability?

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**Ability to continue to meet the needs of the people served by the project - beyond the life of specific grants or with diminishing support.**

## **NOTE:**

**Often defined narrowly as fundraising. However, fundraising alone does not guarantee sustainability.**

# What to Sustain?

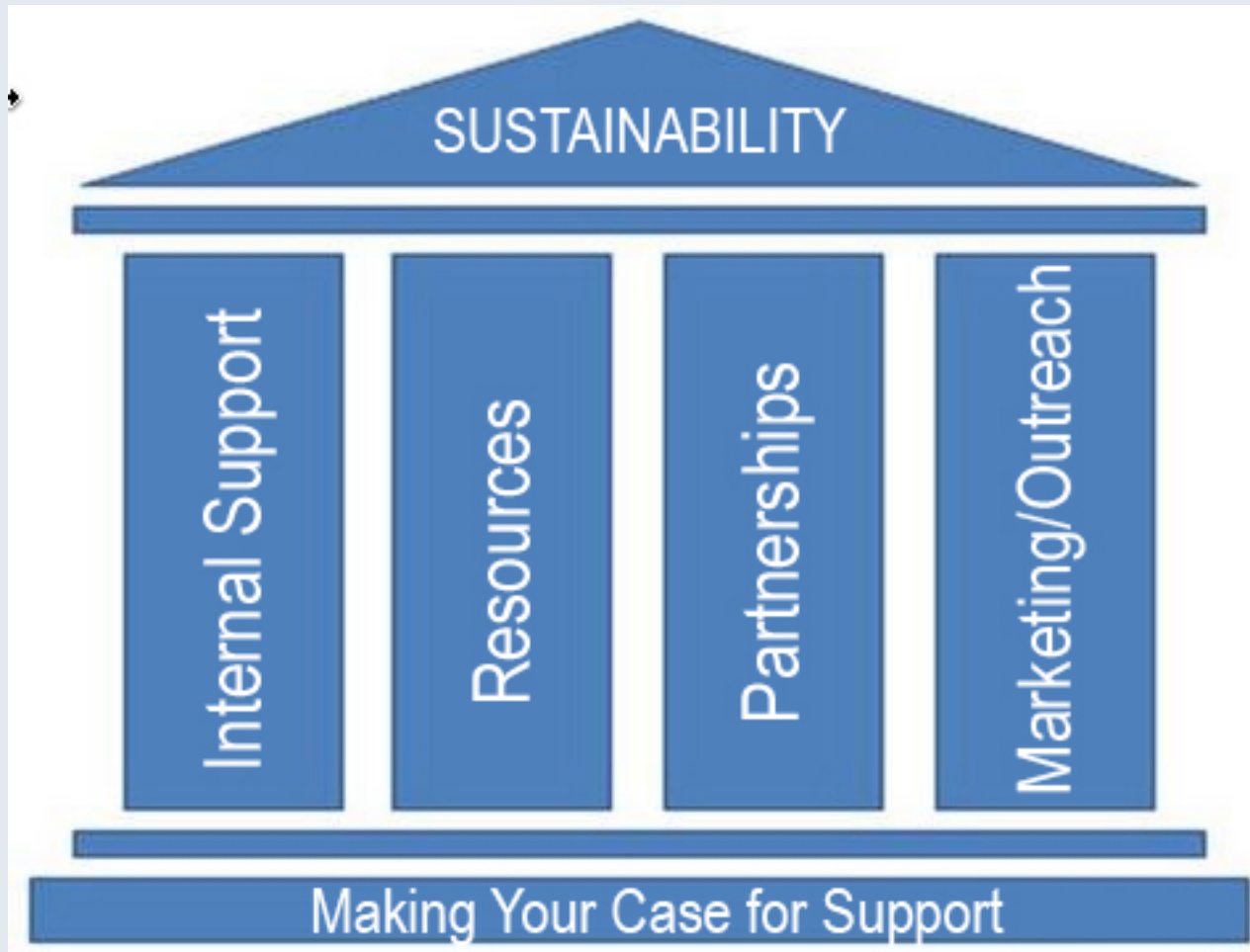
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- **Occupational Skills Training**
  - Allied Health
  - Long-term Care
  - Child Care Health Advocates
  - Health Information Technology
  - Nursing
- **Basic Skills Training**
- **Supportive Services**
  - financial aid
  - child care services
  - case management
  - other supportive services
- **Job Development**
- **Career Pathways**
- **Other**



# The 4 Pillars of Sustainability

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# Pillar 1: Internal Support

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- Do people inside your organization fully understand the project and how it fits within your overall mission?
- Do you have active support? Do key decision makers advocate for your project?
- Buy-In from Key Decision Makers
- Operation Support
- Financial Support
- Management Systems
- Other?



# PILLAR 1: Internal Support

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## Questions to Ask:

- What do we bring to the organization?
- Who needs what we bring?
- Who currently sees the value of what we bring?
- Who needs us and doesn't know it?
- What do we need from these groups?

# Pillar 2: Resource Development

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## Possible Types

- Dollars/Grants
- In Kind Donations
- Pro Bono Services
- Fee for Service
- Other?

## Source Options

- Individuals
- Local foundations
- Government grants
- Federated organizations
- Business partnerships
- Corporate foundations
- Legislative budget line item
- Civic organizations and clubs
- Other?

# Pillar 3: Partnership Development

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HPOG programs partner with **employers, community organizations, and workforce developers**

- Required Partners
  - State agency responsible for administering TANF program
  - Local Workforce Investment Board
  - State Workforce Investment Board
  - State apprenticeship agency



# PILLAR 3: Types of Partnerships

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Collaborator



Source of Resources



Advocate



# PILLAR 3: Plan and Research Partners

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- Identify a **specific need** to be addressed
- **Why** is it **important**?
- **What options** might work for meeting the need?
- **Who** might be able to meet that need?
- What **benefit do you offer them**?  
Is it win-win?
- How can you **engage** with them **starting now**?

# PILLAR 3: Partnership Development

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1. What is **their general focus/interest**?
2. How might **they support your sustainability efforts**? i.e. What might you ask them to do?
3. **How would they benefit** from partnering?
4. What **message would resonate**?

# PILLAR 3: Potential Partners

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- Employers
- Education/training community
- Nonprofits
- Labor organizations
- Recovery Act grant recipients
- Foundations
- State and local social service agencies



# PILLAR 4: Marketing and Outreach

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Do you **actively share** WHAT you are doing and WHY?

If not, it is a missed opportunity to get additional support.



# PILLAR 4: Marketing and Outreach

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- Be clear on the WHAT and WHY of your marketing. How does it link to sustainability?
- What's the community problem you are the solution to?
- What do you do? What's the “sexy” summary?
- What is your track record? What are success stories?
- Why should we care?

# PILLAR 4: Marketing and Outreach

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## Targeting your audience

- Business
- Nonprofits
- Foundations
- Schools/universities
- Individuals



# Building Case for Support

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1. What need/problem do you address?
2. What are the barriers?
3. How are you responding to meet the need?



# Building Case for Support

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4. How do your offerings align with other community programs? What's unique? What's not?
5. What is your desired outcome? How do you know you are on track?
6. What's the win-win? Why should others want to actively support your efforts?

# Your Turn: Current Pillar Strengths

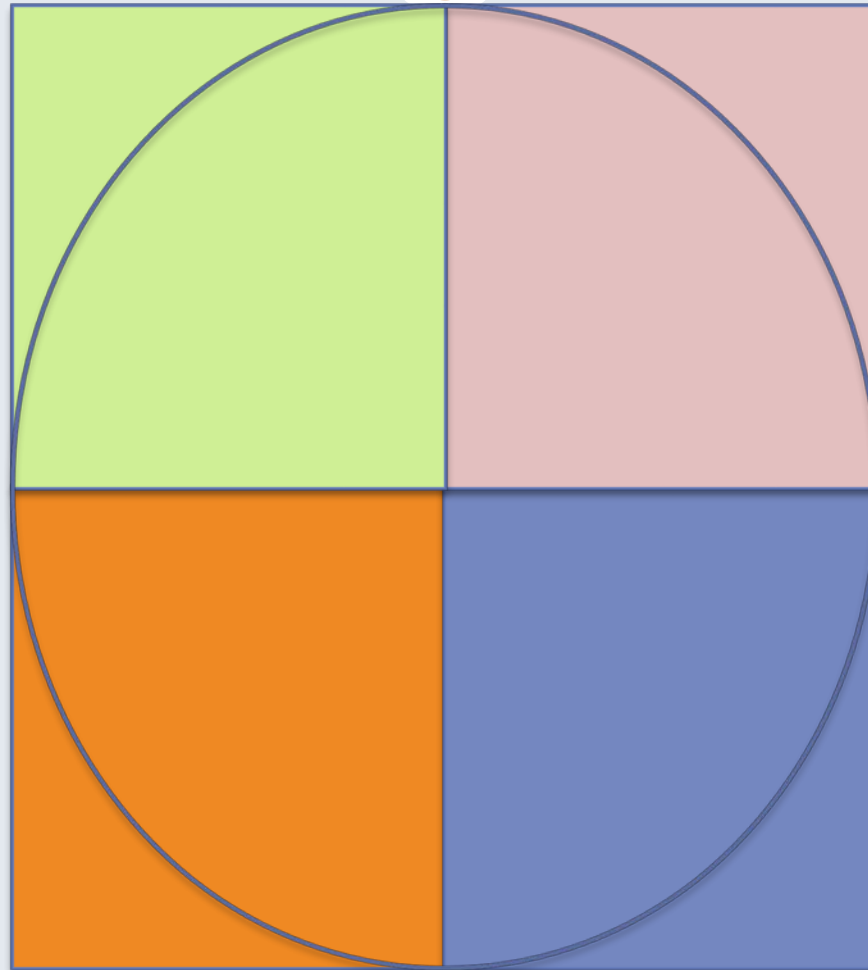
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Resource  
Development

Internal  
Support

Marketing  
& Outreach

Partnership  
Development



# Your Turn; Table Dialogues

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At your table, discuss:

1. How did you rate the current status of each pillars for your program?
2. What's been your strongest pillar to date? Why?
3. Share a sustainability “win” or accomplishment and any lessons learned/tips for your peers
4. What challenge(s) have you faced? How are you addressing it/them? Ideas from others at your table?

# Your Turn: Action Plan

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Based on what you heard during this session:

- What pillar(s) will you prioritize to work on first?
- What specific 'next steps' will you take?
- What's your timeline?
- Who else needs to be involved?
- What ideas did you learn from your peers that you want to consider for your own program?



# Selected Useful Resources

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- **Organizational Sustainability**  
<https://managementhelp.org/organizational sustainability/>
- **Creating Your Sustainability Plan**  
<http://strengtheningnonprofits.org/resources/e-learning/online/sustainability/Print.aspx>
- **Sustainability Tool Kit: Employment and Training,**  
[https://www.doleta.gov/business/sustainability\\_toolkit.cfm](https://www.doleta.gov/business/sustainability_toolkit.cfm)
- **ANA Sustainability Tool Kit**  
<https://www.acf.hhs.gov/ana/resource/ana-sustainability-toolkit>

# Contact Information

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