

FRONTERA

Sustainability: Building the Future

11th Annual Cross Sites Meeting

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Overview

- Who are you and why are you here?
- Sustainability: Locomotive or Caboose?
- Understanding Philanthropy
 - New Grantmakers / Old Grantseekers
 - Proven Strategies for Engagement
- Next Steps and Sustainability Summary
- Conclusion

My Day Job: Texas Lobbyist



Sustainability = Engine
Sustainability \neq Caboose



Philanthropic Disconnect

Foundations are from Mars.

Nonprofits and government partners do not know or care what our boards can and will fund.

Nonprofits are from Venus.

Foundations won't provide operating support we need to provide quality services to kids.

The New Grantmakers

- Outcomes and systems change matter. A lot.
- Boards are more hands on and have a more specific vision of what they want to do.
- Next generation of grandchildren and other innovative thinkers is changing giving.
- Community foundations and hospital system conversion foundations are potential sources of tremendous money.

The Old Grantseekers

- Minimal information about funders, past grantmaking, and current or future priorities.
- Reliant upon longstanding sources of financial support (even though some of those sources are time-limited) with little diversification.
- Unable to move quickly to seize opportunities.
- Do not maximize third party verifiers and other influential allies and supporters.

Think Like a New Grantseeker

- **Information** is essential to sustainability.
- **Diversification** is essential to sustainability.
- **Opportunism** is essential to sustainability.
- **Third party verification** is essential to sustainability.

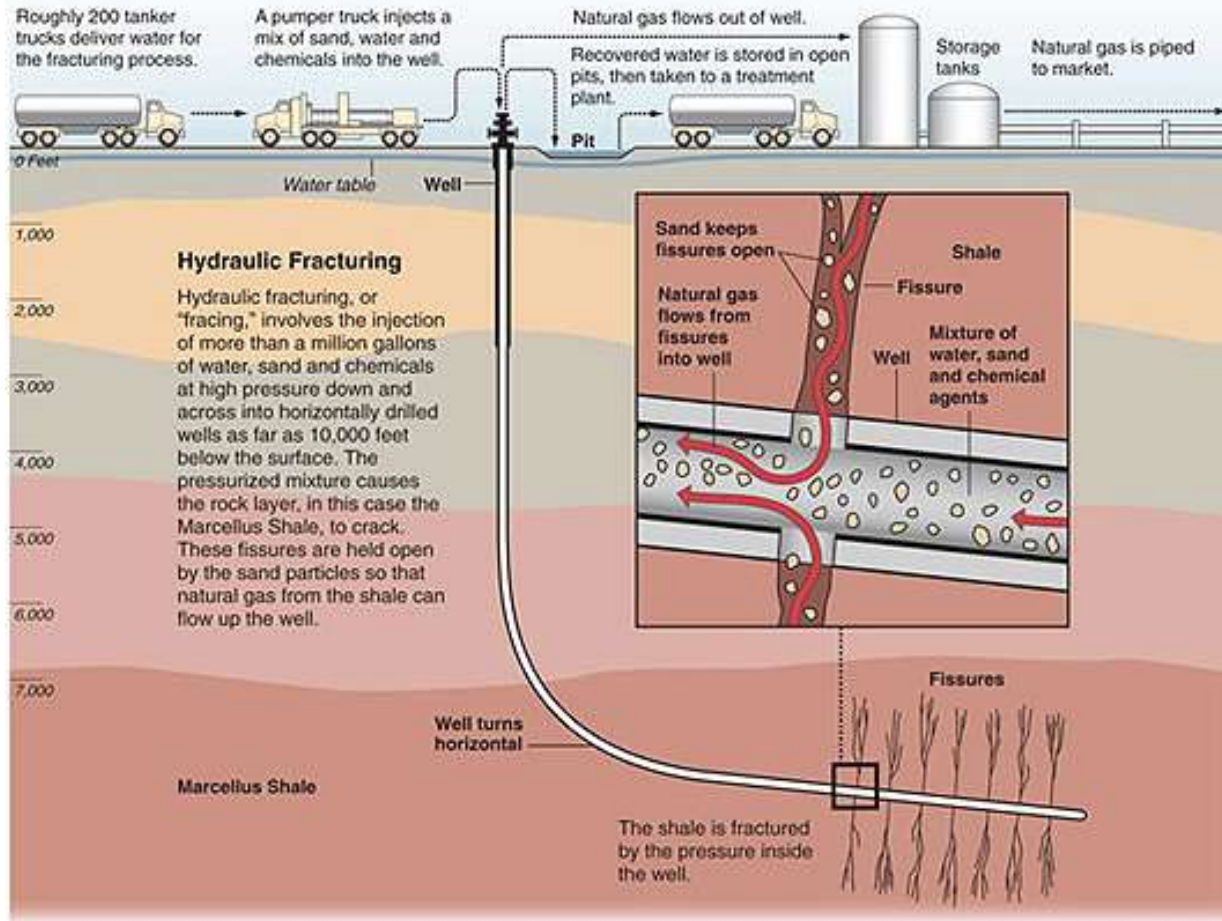
Don't Go into a Dark Room



Information about funders is essential to sustainability

- Create a matrix of who's, what's, and why's.
- Examine Strategic Plans and Annual Reports
- Your job is to make the Program Officer look good and work less:
 - Save everyone time. Have a pre-proposal meeting to discuss eligibility and goals.
 - Ask program officers for help connecting to other funders – even if they don't fund you.
- Do not engage in “mission creep” but be open.

Find New Sources of Revenue



Graphic by Al Granberg

Diversification is essential to sustainability.

- Find (or help to create) new opportunities and funding collaboratives in your community.
- Do not forget Community Foundations with their diverse array of independent donors.
- Corporate foundations can be supportive of non-advocacy related efforts.
- Examine opportunities for sustained public funding: bonds, tax initiatives, appropriations.
- Mental health services are eligible for program and general operating support from emerging hospital conversion foundations.

Use the Moment.



Opportunism is essential to sustainability

- THE SKY IS NOT FALLING. But it's still very bad. "Cuts to children's services are coming."
- Funders need an honest and candid assessment of your financial outlook in light of changing political contexts.
- How are increased demands on local, state, and federal resources impacting you?

If nothing else, you now have a great excuse for your urgency and persistence.

A little help from your friends...



Third party verification is essential to sustainability.

- You are the absolute worst advocate on behalf of your organization. (#sorrynotsorry)
- Find others to speak on your behalf, including members of your own board of directors.
- Utilize the media as partners and verifiers of your work and your larger relevance.
- The more unexpected the messenger on your behalf, the more effective they will be.

Sustainability Summary

- **Information** is essential to sustainability.
- **Diversification** is essential to sustainability.
- **Opportunism** is essential to sustainability.
- **Third party verification** is essential to sustainability.

What did he just say?

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