Diverse Funding: Building an Engine for Change

Brenda Bandy, IBCLC
Executive Director
Kansas Breastfeeding Coalition

Funding Sources

- Donors
- Foundations
- Other Agencies
- Other Organizations
- Memberships
- State Health Department

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**Becoming a Non-profit**

- Required by most grants
- Resources:
  - “Navigating Nonprofit Startup”, USBC Power Tools webinar
    [http://www.usbreastfeeding.org/p/cm/ld/fid=251&tid=552&sid=124](http://www.usbreastfeeding.org/p/cm/ld/fid=251&tid=552&sid=124)
  - IRS (501(c)3) application
    - $400 if average annual gross receipts at < $10,000 over 4 yrs. Period
    - $850 if > $10,000
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Building Local Breastfeeding Coalitions Project

Community Supporting Breastfeeding Designation

4 Grants to other agencies/organizations

BlueCross BlueShield of Kansas Foundation

An independent licensee of the Blue Cross Blue Shield Association.
Future Funders???

For access to database at http://foundationcenter.org/find-funding

Email USBC at coalitions@usbreastfeeding.org
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Title V & WIC Funding Support

- Community Supporting Breastfeeding, 2014-2017
- 2-hour prenatal breastfeeding curriculum, 2015-2017
- Trainings for:
  - Home visitors
  - Child Care providers
- Breastfeeding 101’s – open to all
- Federal Healthy Start project
- Executive Director position, 2016–current

Rachel Sisson
Director, Bureau of Family Health
Kansas Department of Health & Environment

KDHE Health Promotion - 1305

- Chronic Disease Risk Reduction grantees
  2014-2015
- WorkWell KS
  2013-2014
- School Districts
  2016-2017
- School Districts + Child Care Centers
  2017-2018

Warren Hays
Physical Activity & Nutrition Manager
Bureau of Health Promotion
Kansas Department of Health & Environment

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Income from State Health Department

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
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<tbody>
<tr>
<td>2009</td>
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<tr>
<td>2016</td>
<td>$0</td>
</tr>
<tr>
<td>2017 To Date</td>
<td>$0</td>
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</tbody>
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State Agencies

Organizations & Agencies

- **Office on Women's Health**
- **March of Dimes**
- **ASPHN**
- **The Business Case for Breastfeeding**
- **Breastfeeding 101**
- **Nutrition & Physical Activity Collaborative**

2013 (Start)

Breastfeeding 101 training in 2 counties

2012-2013
Other Sources of Funding cont’d.

- US Breastfeeding Committee (USBC)
- Child Care Aware of Kansas
- KS Academy of Family Physicians
- KS Chapter of the American Academy of Pediatricians
- Oral Health Kansas
- Hospitals
- Local Health Departments
- Child Care Centers
- Head Start/Early Head Start
- Other State Breastfeeding Coalitions
- HR consulting companies
A Story of Collaboration

Melissa Hudelson
Associate Director
Kansas Chapter
American Academy of Pediatrics

Income from Other Organizations

Diverse Funding: Building an Engine for Change
...or “Community Benefit” (i.e. CHI Health in NE)

Grants
- Wait for RFP
- Limited to RFP goals
- Competitive
+ Structure
+ Support
+ In-directs (10%)

Contracts
- Work to identify
- Smaller amounts
+ Builds relationships
+ Flexibility/Creativity
+ NO proposal
+ No need to wait for RFP

• $$
• Deliverables
• Reports
• Time-bound
Contracts – What to look for

- Scope of Work – what and when
- Payment
- Ownership of work/materials created

Resource – “Top 10 Legal Checklist for Nonprofits”
http://www.usbreastfeeding.org/p/do/sd/sid=803#collapse_1523
(USBC Power Tools webinar)

Resources for grant writing

USBC “Power Tools” webinars:
- Introduction to Proposal Writing -
  http://www.usbreastfeeding.org/p/do/sd/sid=335
- Grant Seeking Basics -
  http://www.usbreastfeeding.org/p/do/sd/sid=128

Foundation Center “Introduction to Proposal Writing” (FREE)
http://grantspace.org/training/calendar/online/introduction-to-proposal-writing-2017-12-13-webinar
Untapped Funding Opportunities

- Donations
- Fundraising
- Membership fees
- Business sponsorships

Resource – USBC Power Tools webinars:
- Fast & Furious Fundraising Ideas for the Holidays
  [http://www.usbreastfeeding.org/p/cm/ld/fid=251&tid=552&sid=835](http://www.usbreastfeeding.org/p/cm/ld/fid=251&tid=552&sid=835)
- Fundraising 201: How to Maximize the Impact of Your Next Campaign
  [http://www.usbreastfeeding.org/p/cm/ld/fid=251&tid=552&sid=952](http://www.usbreastfeeding.org/p/cm/ld/fid=251&tid=552&sid=952)

The Engine Today

- KDHE Bur. of Family Health
- United Methodist Health Ministry Fund
- KS Health Foundation
- KDHE Health Promotions
- Michigan Breastfeeding Network
- KDHE Child Care Licensing
- Child Care Aware of KS
- KS AAP
- March of Dimes
- Nebraska Breastfeeding Coalition
- Membership Fees
- Local County Health Depts.
- Donations from Individuals
- Other Organizations
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Total Income

- Foundations
- State Agencies
- Other Agencies
- Other Organizations
- Memberships
- Donors

2009 2010 2011 2012 2013 2014 2015 2016 2017 To Date

Relationships: “Oil” for the engine
Questions and Discussion

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