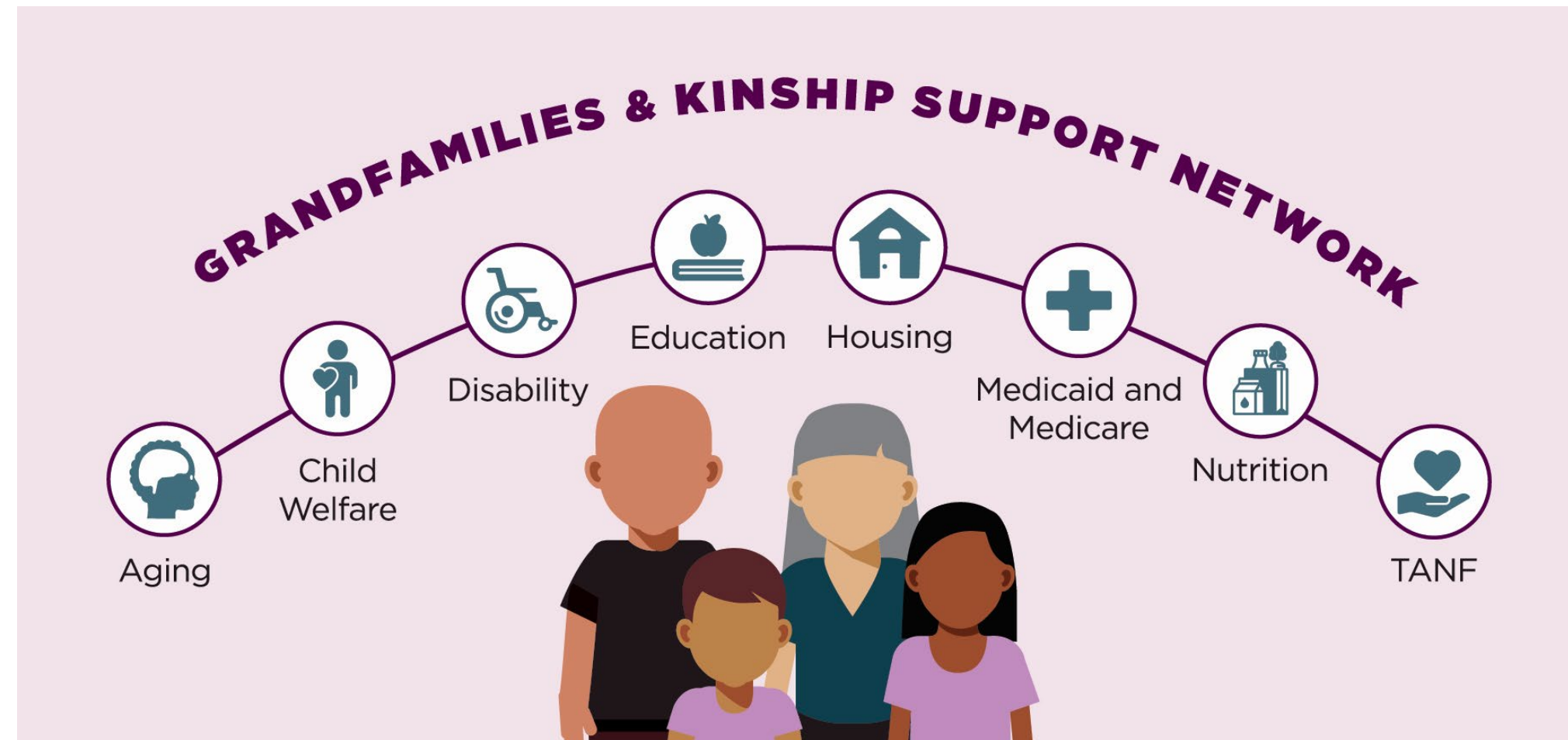


Building Capacity to Attract Funding for Smaller Kinship and Peer-Led Organizations

February 12, 2025

- We will begin at the top of the hour
- Please type in the **chat** box - your name, state, tribe (if applicable), and role
- Type questions in the **chat** box at any point during our time together
- We will provide a separate meeting link for a 30-minute Q and A with panelists starting in one hour, at 3 ET
- All participants will receive a link to the slides and recording by early next week

- Since 2021, Generations United, in cooperation with the US Administration for Community Living, has operated the first-ever federally funded technical assistance center on kinship/grandfamilies
- Purpose is to provide technical assistance to the array of state, territorial, and tribal government agencies and organizations so they can better serve the families by working across systems and maximizing resources



How We Help



Learning Collaboratives and Information Dissemination

The Network hosts webinars and facilitates learning collaboratives.



Individual Assistance

We respond to individual requests for help from government agencies, kinship navigators, and community-based nonprofits.



A Centralized Hub

The Network is elevating exemplary kinship/grandfamily practices and programs from around the country on its accessible website, www.GKSNetwork.org.



ESPAÑOL

Request Assistance →

WHO WE SERVE ▾

RESOURCE LIBRARY

EXEMPLARY PROGRAMS

EVENTS

ABOUT US ▾

The First-Ever National Technical Assistance Center for those who Serve Kinship/Grandfamilies

We help government agencies and nonprofits in states, tribes, and territories work across jurisdictional and systemic boundaries to improve supports and services for families in which grandparents, other relatives, or close family friends are raising children.



Welcome our Speakers



Tiffany Allen,
Boss on a
Budget



Dr. Kathy Dial,
Kids, Kin 'n
Caregivers



Karen Gillespie,
Generations
Together



Victoria Gray,
GreyNickel Inc



Dr. Angela Tobin,
Kinship Caregivers
Connect



← Resource Library

TOOLKIT

How to Build Capacity to Attract Funding for Smaller Kinship and Peer-Led Organizations

Download This Resource

Within the continuum of kinship service providers – including government agencies and other large community organizations – smaller, peer-led groups and organizations play an important role in ensuring caregivers receive access to needed support and resources. Many of those smaller organizations are led by kin caregivers. While smaller, peer-led organizations are vital partners in an overall system of support for kinship/grandfamilies, they often face challenges with financial sustainability.

In 2023 and 2024, the Grandfamilies & Kinship Support Network at Generations United piloted a small learning community of four kinship organizations. Their leaders received training, individualized support, and group coaching to increase the internal capacity of their organizations so that they could gain funding and better track their outcomes. This toolkit includes lessons learned from that learning community and provides insights for other organizations on what to focus on to leverage their data and increase their funding.

Download the Whole Toolkit →

Stay Connected & Access Support

Sign up for our monthly newsletter which will provide you with updates on new Network resources.



Request assistance

For the latest updates, follow the Network on LinkedIn!



Join Us for our Next Webinar!



Tuesday, February 25, 2025

1:00 p.m. – 2:30 p.m. ET

Register Here





The Network is supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$9,950,000 with 95 percentage funded by ACL/HHS and \$523,684 and 5 percentage funded by non-government sources. The contents are those of the authors and do not necessarily represent the official views of, nor an endorsement, by ACL/HHS, or the U.S. Government.



HOW TO BUILD CAPACITY FOR SMALL & PEER- LED KINSHIP ORGANIZATIONS

February 12, 2025



OUR TIME TODAY



- Background on the Learning Community
- Characteristics of Small & Peer-Led Kinship Organizations
- 7 Steps to Sustainability
- Q&A

LEARNING COMMUNITY ACTIVITIES



- Organization assessment
- Ongoing one-on-one coaching
- 4 trainings related to fundraising, using data to show impact, and board management
- Monthly group coaching



4 COMMUNITY-LED ORGANIZATIONS





CHARACTERISTICS OF SMALL & PEER-LED KINSHIP ORGANIZATIONS

- Typically budgets of \$250,000 or less
- Largely driven by one person or small group of people
- Limited funding
- Connections to the local community
- Anecdotal success that is often not documented

7 STEPS TO BUILD CAPACITY TO SECURE FUNDING



1. Have the right mindset
2. Recruit a strong board
3. Have a defined program structure
4. Track and report data/outcomes
5. Do proper planning
6. Focus on messaging
7. Seek partnerships

STEP 1: HAVE THE RIGHT MINDSET



Important beliefs to embrace:

- Believe that the organization brings value.
- Believe that there is enough money.
- Believe that fundraising is not begging.





STEP 2: RECRUIT A STRONG BOARD

- Ensure board members understand their roles
- Have board members financially contribute
- Recruit diverse members by:
 - Race and ethnicity
 - Gender
 - Professional background and experience
 - Previous board experience
 - Age





STEP 3: HAVE A DEFINED PROGRAM STRUCTURE

- Organize your work into defined programs to make it easier to budget and plan your services.
- Identify for each program:
 - Target population
 - Recruitment
 - Program activities
 - Program outcomes
 - Staffing





STEP 4: TRACK & REPORT DATA/OUTCOMES

- Establish a process for tracking your outcomes:
 - **Identify** key measures and develop a logic model for each program.
 - **Collect** quantitative and qualitative data. Gather baseline data to track progress over time.
 - **Analyze** the data to interpret your data.
 - **Report** findings to internal and external audiences.
- Partner with research organizations where helpful
- Include caregivers in the evaluation process

STEP 5: DO PROPER PLANNING



- Work with your board to develop key plans:
 - A **one year plan** that details your planned goals and activities for the year.
 - A **budget** that identifies expected expenses and revenue for the year.
 - A **fundraising plan** which details the fundraising activities undertaken to raise your revenue.





STEP 6: FOCUS ON MESSAGING

- Make a strong case for funding, using a case statement
- Understand your organization's key audiences
- Develop consistent communications
- Show up as a thought leader
- Share data and impact





STEP 7: SEEK PARTNERSHIPS

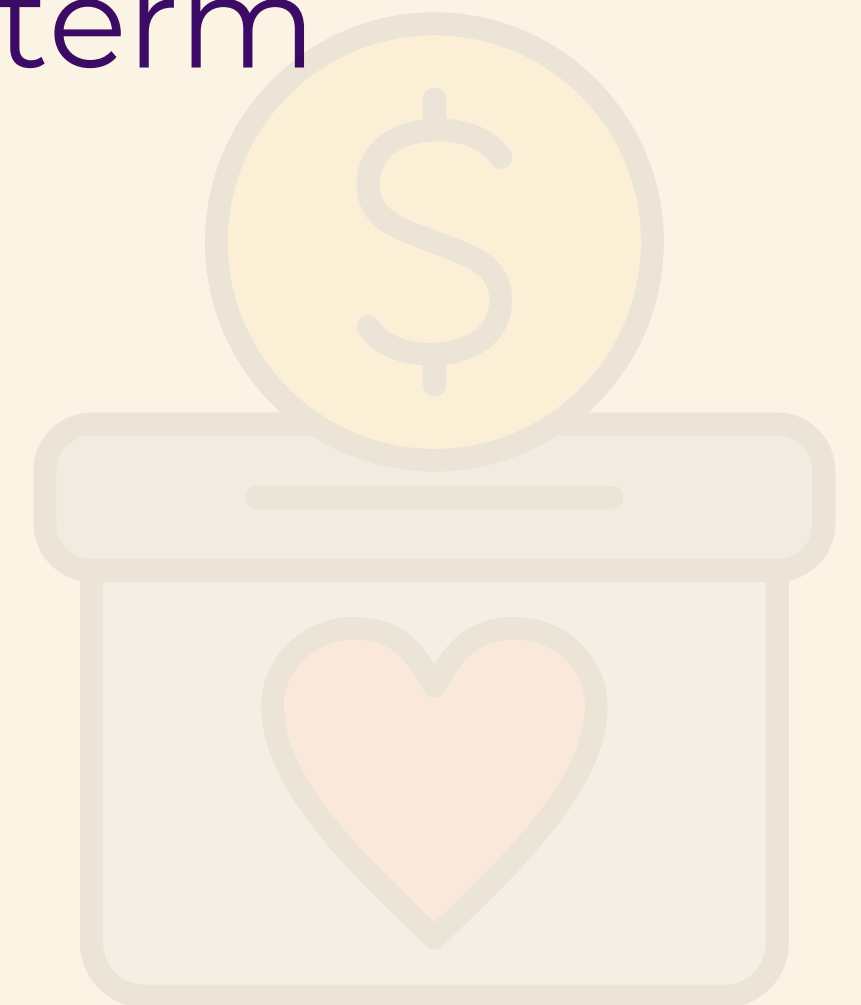
- Conduct an inventory of potential partners at the federal, state and local levels
 - Examples: Faith community, government leaders, other nonprofits, local businesses, local media
- Actively conduct outreach and gauge interest of others who may want to support your organization
- Leverage community partnerships for in kind support



WRAP-UP



- Leverage your strengths
- Be vocal about your work
- Don't go this alone
- Go slow and be deliberate-this is a long term strategy





Q&A

