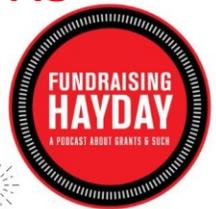




The Power of Sustainability: Continuing Your Municipality's Good Works



1

Kimberly Hays de Muga, GPC Amanda Day, GPC

- Co-Owners of HayDay Services – speaking, coaching, and training
- Co-Creators & Co-hosts of Fundraising HayDay, a podcast about grants & such
- Combined 50+ years of grant & fundraising experience
- Grant Professional Certified (GPC)
- International Grant Trainers – more than 20,000 students
- Leadership at board levels: Grant Professionals Association (GPA), Grant Professionals Certification Institute (GPCI), Grant Professionals Foundation (GPF), and Georgia GPA chapter



2



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HOUSE RULES

- Use chat for connecting with your fellow attendees
- Use Q & A for questions you'd like Kimberly and Amanda to answer
- GMA will make all slides and handouts available to attendees
- This is being recording, and you will receive access to the recording via GMA

Today's Purpose

We spent most of our careers in your seat – trying to find funding to meet a community's needs and answer the sustainability question. Our goal is to help you improve the funding outlook for the municipalities you serve.



4

Definition of Sustainability

Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

Source: Brundtland Commission for the United Nations, 1987

5



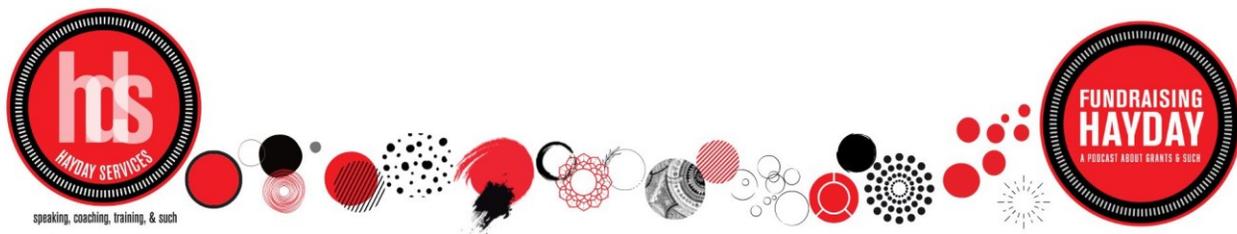
Sustainability Questions

Examples from recent RFPs/NOFOs/FOAs

6

Tennessee Department of Human Services Implementation Grant for TANF Families - 2022

Describe the Collaborative’s plan to continue its work after funding ends and how it will continue to expand the continuum of care for low-income families throughout the geographic area of focus. Describe how other funding sources will be leveraged to support this work beyond the funding period.

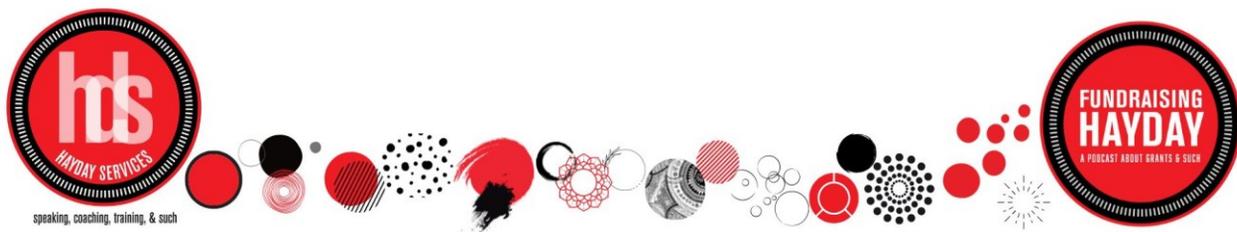


7

The Georgia Governor’s Office of Highway Safety “Innovative Grants” Request for Proposals

For detailed information in completing the referenced program guidelines, applicants must complete each section in eGOHS Plus. All proposals must include the following information:

Self Sufficiency: This statement must reflect a plan of action that explains how the activities of the project will be continued after federal funds are no longer available to implement this project. The self-sufficiency plan must identify potential sources of non-federal funds.



8

5 Ways to Diversify Your Fundraising for Sustainability

1. Money
2. In-Kind / Operational
3. Collaboration
4. Redesigning Operations
5. Alternative Sources of Revenue



9



MONEY

Where it comes from & how to raise those funds...



10

Funding Source	Government	Nonprofit
Public (government) grants	+	+
Private (foundation/corporate) grants	+	+
Individual Donations	+	+
Major Gifts/Endowments	+	+
Fees for Service	+	+
Planned Giving	+	+
Capital Campaigns	+	+
Corporate Sponsorships	+	+
Taxes	+	+

Likelihood of funding opportunity

 Yes
  Not likely
  No



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Fiscal Year 2023 Federal Aid to State of Georgia

- \$91.4B – Total Awarded Amount
 - \$56.1B – Direct Payments
 - \$24.6B – Grants
 - \$9.8B – Contracts
 - -\$88.4M – Loans
 - \$927.3M – Other Financial Assistance
- Top 5 Counties Receiving Federal Aid
 - Fulton County - \$8.46B
 - DeKalb County - \$6.38B
 - Cobb County - \$5.7B
 - Gwinnett County - \$3.42B
 - Chatham County - \$2.17B

Source:
www.usaspending.gov



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2023 Grants Top Five for State of Georgia

Awarding Agencies

- Department of Health and Human Services
- Department of Transportation
- Department of Education
- Department of Agriculture
- Department of Housing and Urban Development

Recipients

- Georgia Department of Community Health
- Georgia Department of Education
- Georgia Department of Transportation
- Georgia Department of Early Care & Learning
- Emory University

Source:

www.usaspending.gov



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In-Kind

- ✓ Volunteers
- ✓ Facility
- ✓ Equipment
- ✓ Staff



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Building Capacity / Diminishing Expenses

- ✓ Certification
- ✓ Train the Trainer
- ✓ Expanding the
Overall Budget
- ✓ Reserves



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COLLABORATION

Sharing resources to save one another money.

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Public Private Partnerships (P3)

P3s are contractual agreements between a public agency and a private entity that allow for greater private participation in the delivery of projects.

Worth consideration for municipalities/local businesses

USDOT definition.

[https://www.transportation.gov/buildamerica/p3#:~:text=Public%20private%20partnerships%20\(P3s\)%20are.in%20the%20delivery%20of%20projects.](https://www.transportation.gov/buildamerica/p3#:~:text=Public%20private%20partnerships%20(P3s)%20are.in%20the%20delivery%20of%20projects.)



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Public/Nonprofit Collaboration

- Nonprofit agencies
- Fiscal agents
- Foundations (schools, police, first responders)
- Great example: Georgia Smart Communities Challenge, hosted by the nonprofit Partnership for Inclusive Innovation, pairs community leaders with higher education researchers to tackle complex problems through innovation and collaboration. Read full story here: [A Stronger Future - Georgia Trend Magazine](#)



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You can share so much...

- Building/space
- Vehicles
- Staffing
- Equipment
- Technology
- Supplies – decreased costs when bought in bulk

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REDESIGNING OPERATIONS

Taking stock of what works, what doesn't, what could be improved, and how to do it.



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ALTERNATIVE SOURCES OF REVENUE

- ✓ Provide consulting and/or training services
- ✓ Trade out services – I'll do "x" and you do "y and z"
- ✓ Sell ad space – on website, blog, social media postings, etc.
- ✓ Renting facility space



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Fundraising HayDay Podcast Episodes

- S1, E2 – Collaboration and Why You Should Do It
- S1, E7 – Grant Prospect Research
- S2, E8 – Educating Up: Managing Above Your Paygrade
- S3, E10 – What's Your Problem? A Needs Assessment Deep Dive
- S4, E9 – Don't Hate, Collaborate: Social Grant Responsibility
- S5, E1 – When Should You Write a Grant
- S5, E11 – How To: Sustainability
- S6, E1 – Stop Chasing the Money

**Find episodes on Apple Podcasts,
Spotify, or our website:
www.haydayservices.com/podcast/**



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QUESTIONS & RESOURCE GUIDE



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Where to find us!

HAYDAY SERVICES

www.haydayservices.com

hello@haydayservices.com



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