Creating financially sustainable solutions
iHubs Webinar Program

March – April 2018

Webinar 1:
Overview of sustainability planning, focus on creating donor driven sustainable plans
Sustainability: Overview of Considerations

1. Is it on strategy for your organization?
2. Do the financials make sense?
3. What might be the positive ripple effects?
Sustainability: Today’s webinar will focus on the financial considerations

1. Is it on strategy for your organization?

2. Do the financials make sense?
   - a) - Revenue Sources
   - b) - Cost Accuracy

3. What might be the positive ripple effects?
A: Revenues Sources

- Funding from donors, sustainable through external funding
- Funding from grants: City, County, State, Federal
- Self-sustaining program where the direct revenues (usually reimbursement) pay for the direct costs of a program or service
- Funding from your organization
Donor Funding: an overview

Find short or long term funding by *matching your program interests* to a donor’s

- Interest match
- Likelihood of securing funding
- Consideration of cost/effort to work with the donor
  - Securing funding
  - Managing the grant
  - Re-applying for funding
Donor Funding: Finding a match

Consider ALL the elements of your program that may be a match, for example:

- Programmatic (shared interest in a field or topic)
- Audience / Patient focus
- Geography

Other considerations:

- Size of grant you are seeking; size of grant donor usually gives
Donor Funding: An Example of “Finding a donor match”

Not for Profit Entity in Alaska

• Created a new education program to instruct and certify Dental Therapists for Tribal Health Providers

• Needed $2m per year – so they wanted larger grants (ideally 3 grants)

Initial Brainstorming on Interest Matches:

- Education program
- Oral Health; Dentistry; Dental Hygienist
- Alaska
- Tribal Health
Donor Funding: An Example of “Finding a donor match”

PUSH HARDER – Get Creative!

Created a new education program to instruct and certify Dental Therapists for Tribal Health Providers

MORE Brainstorming:

- New workforce development
- Education impact on communities
- Rural health

Results:

- Donor interested in the impact of education on rural communities and leadership
- Exxon Mobil – Alaska Health
- Tribal Health Consortia

Tips:

- Consider a wide array of donors, you may have to track a new metric or consider a new way of evaluating your program to maximize donor interest
Use FoundationCenter.org to search for potential donors

- Go to [https://fconline.foundationcenter.org](https://fconline.foundationcenter.org)
  Use this code for 24 hours  FDOMAR24 during March 2018

- There is a live chat feature with their Online Librarian:
  Monday-Friday, 10am to 4pm Eastern Time to help with search strategies.

- **And here is a link to a recorded webinar on how to search FDO:**
  [https://www.youtube.com/watch?v=veDftb6fsM0](https://www.youtube.com/watch?v=veDftb6fsM0)

- If you go to 10:30 in the video you’ll jump to the place where the video describes how to search that goes to 21:30.

- You might want to view that prior to starting the trial, to maximize your search time.

**Note: Their search has been upgraded in late 2017.**
Donor Funding: Finding a match with FoundationCenter.org

- Create a list of potential matching interests
- Use the database word hierarchy
- Then click and conduct a manual sort to ensure you have a match – this is a great search but it’s not (yet) an automated process!

Have handy:
Word matches (donor interest with your program)
Size of grant
Geography

How to use the New FDO
Use FoundationCenter.org to search for potential donors

There’s a really nice example for a Los Angeles healthcare center example at 22:00
An example on contraception funding

Funder Identification Process
140,000 Funders in FoundationCenter.org database

Selection Process
1. Key word search for matching interests
2. Total giving of $1m+
3. Size of Grants – at least $100k*
4. Connections to Target Countries

Potential Funders or Partners

Search parameters for family planning, contraception and reproductive health program connections

- Family Planning
- Contraception
- Reproductive Health
- Women’s health and contraception, family planning
- Geographic matches
- Searched Independent Foundations vs Federal Agencies
Example for a Joint Replacement Registry Program

Funder Identification Process
140,000 Funders in FoundationCenter.org database

Selection Process
1. California
2. Total giving
3. Size of Grants – at least $50k*
4. Connections to JRR program

Potential Funders
(sort Funders)

Search parameters for JRR program connections

- Aging
  (including aging and health and activity)
- Arthritis
- California and healthcare
  - Cost containment
  - Financing formal/general education
- Foundations of Device Companies
- Health care – including overall health
- Healthcare innovation
- Hip and Knee Replacement
  - Management/technical assistance
- Medical care/community health systems
- Medical Device Companies
- Medicine/medical care, public education
- Orthopedic Education
- Orthopedics
- Patient Safety
- Surgeon Education
- Surgeons
- Veterans and joint replacement
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## Cost Accuracy

<table>
<thead>
<tr>
<th>Direct Costs</th>
<th>Indirect Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Specific costs for your program or service</td>
<td></td>
</tr>
<tr>
<td>• Such as a provider (for a healthcare service, the cost of your (new) technology), consumable items</td>
<td>• Don’t forget: Overhead allocation costs to cover building, space, management, technology and other costs</td>
</tr>
</tbody>
</table>

*Image of an iceberg with Direct Costs above the water and Indirect Costs below the water.*
Future Webinars: Direct Funding Sustainable Models
April 4 2018 12 Noon

- Funding from donors, sustainable through external funding
- Funding from grants: City, County, State, Federal
- Self-sustaining program where the direct revenues (usually reimbursement) pay for the direct costs of a program or service
- Funding from your organization
Please send your questions to

MaryKate@MaryKateScott.com

We will answer you directly and also include these questions in our next webinar.
Financing through a consortium of contributors would be ideal, yet very challenging as costs may outweigh proceeds

### Challenges

- Many, smaller contributions will be required given the current financial environment (willingness to pay);
- Managing a consortium is costly and may outweigh proceeds of contributions given personnel need and possible investments into products for contributors;
- AJRR has and is continuing to solicit funds from same set of funders; AJRR has secured funds from industry and creating price expectations with hospitals and possibly low “price ceilings”;
- Managing a large group and supporting their many conflicting needs may be challenging;
- May require modifying public reporting path

### Advantages

- Creating a consortium ensures no single entity has control, allowing for surgeon management and continuity of the data flow

*Please see appendix for details on investigation of each category of funder*
Appendix