

# Creating financially sustainable solutions

## iHubs Webinar Program

March – April 2018

### **Webinar 1:**

Overview of sustainability planning, focus on creating donor driven sustainable plans



SCOTT & CO

# 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

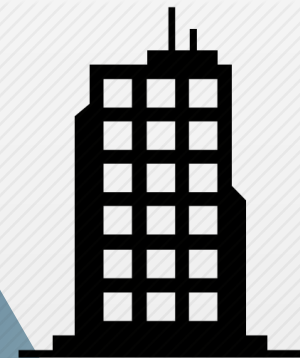
- Funding from donors, sustainable through external funding
- Funding from grants: City, County, State, Federal



**Donor Funded**

- Funding from your organization

**Organization Funded**



**Direct Funding**



- Self-sustaining program where the direct revenues (usually reimbursement) pay for the direct costs of a program or service

# 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:

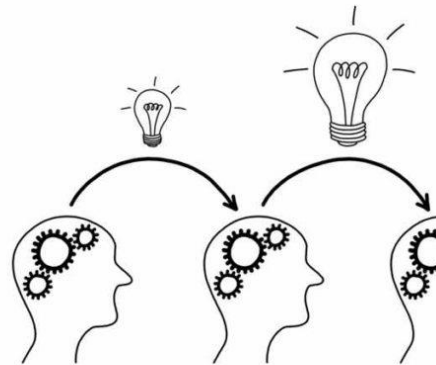
## An Example of “Finding a donor match”

### 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>  
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>
- ▶ 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

### Find Funding

SHOWING RESULTS FOR "Arts education, Art museums, Visual arts, New York (United States)" ✖ CLEAR ALL ✖ EDIT ✖ SAVE

Describe what you are trying to fund:

Subject Area  
 Arts  
☐ Arts and culture  
☒ Arts services  
☐ Artist's services  
☐ Arts administration  
☐ Arts councils  
☐ Arts education

Geographic Focus  
 New York (United States)

Location  
 Location of grantmaker or recipient

Population Served  
 Who will be affected. Ex: At-risk youth, Veterans

Who's Who  
 Someone serving in organization

☐ Include U.S. Federal Funders

SEARCH

13:36 / 50:41 38,671 1,046 294

### Results

- ✓ Default Sorts
- ✓ Amount Funded – based on Search Criteria
- ✓ View All for Tools and Filters
- ✓ Quick Access to Grants Lists
- Click to Profiles

Organization	Amount	Year	Status	Category	Location	Website
1. The New York Public Library	\$1,000,000	2015	Completed	Arts education	New York, NY	nypl.org
2. The Museum of Modern Art	\$500,000	2014	Completed	Visual arts	New York, NY	momart.org
3. The Metropolitan Museum of Art	\$250,000	2013	Completed	Visual arts	New York, NY	metmuseum.org
4. The American Museum of Natural History	\$150,000	2012	Completed	Arts education	New York, NY	amnh.org
5. The Lincoln Center	\$100,000	2011	Completed	Visual arts	New York, NY	lincolncenter.org

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

## Find Funding

SHOWING RESULTS FOR "Health care clinics", Los Angeles (California, United States) ✕ CLEAR ALL ⚙ EDIT 💾 SAVE

Describe what you are trying to fund:

Subject Area

Health

- ☐ Community health care ✕
- ☐ Mental health care ^
- ☐ Mental health counseling ^
- ☐ Residential mental health care
- ☐ Transitional mental health services
- ☐ Nursing care ^
- ☐ Home health care

Geographic Focus

Los Angeles (California, United States) ✕

Location

Location of grantmaker or recipient

Population Served

Who will be affected. Ex: At-risk youth, Veterans

Who's Who ⓘ

Someone serving in organization

☒ Include U.S. Federal Funders

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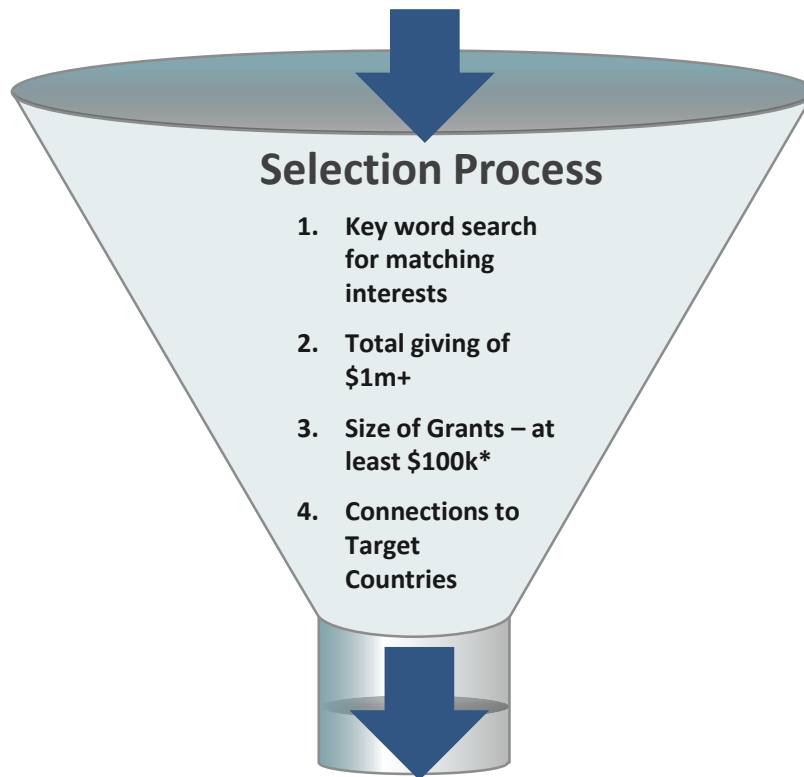
Close Advanced Search & Filters

[https://online.foundationcenter.org/fdo-search/results?activity=quicksearch&new\\_search=1&government\\_grantmaker=1&subject\\_area=5E0501&geographic\\_focus=5368361&quicksearch=Health+Care+in+Los+Angeles#](https://online.foundationcenter.org/fdo-search/results?activity=quicksearch&new_search=1&government_grantmaker=1&subject_area=5E0501&geographic_focus=5368361&quicksearch=Health+Care+in+Los+Angeles#)

# An example on contraception funding

## Funder Identification Process

140,000 Funders in FoundationCenter.org  
database



**Potential Funders or Partners**

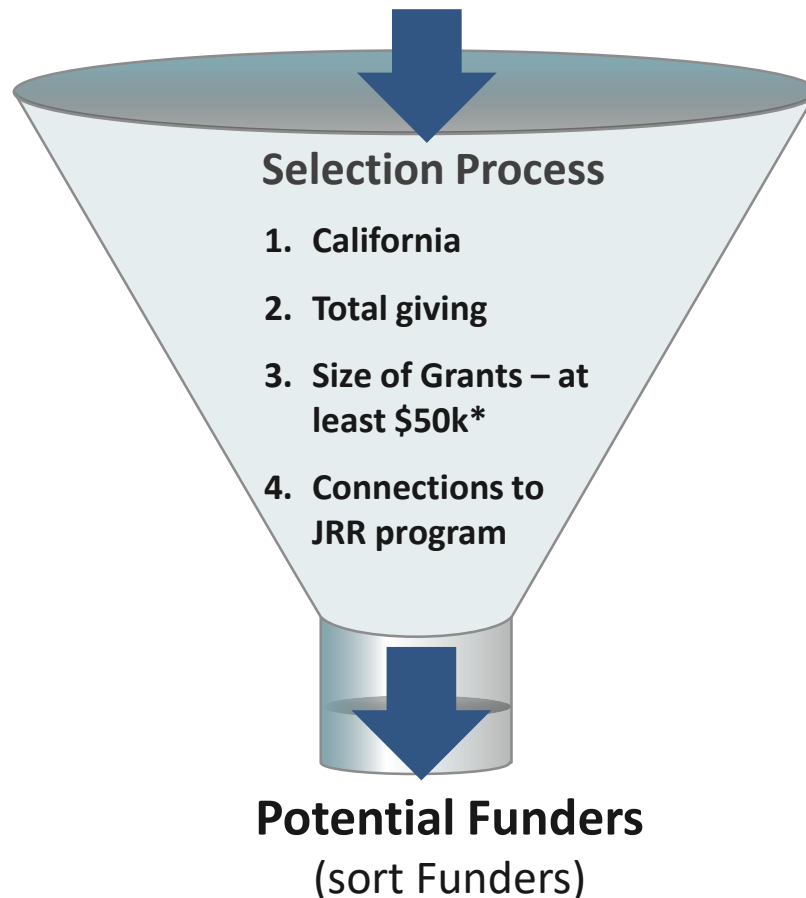
**Search parameters for family planning, contraception and reproductive health program connections**

- ▶ 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



## 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

## Direct Costs

- Specific costs for your program or service
- Such as a provider (for a healthcare service, the cost of your (new) technology), consumable items

**Direct Costs**

**Indirect Costs**

## Indirect Costs

- Don't forget:  
Overhead allocation costs to cover building, space, management, technology and other costs

# Future Webinars: Direct Funding Sustainable Models

## April 4 2018 12 Noon

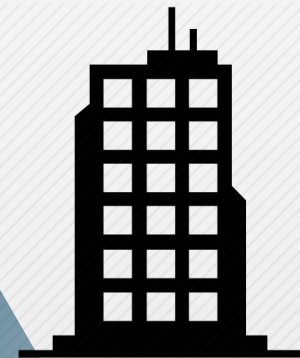
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# Please send your questions to



[MaryKate@MaryKateScott.com](mailto: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

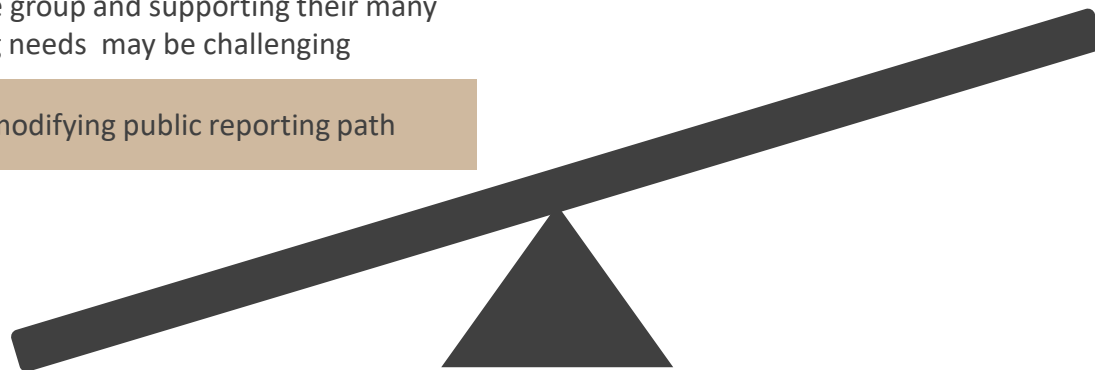
AJRR has and is continuing to solicit funds from same set of funders; AJRR has secured funds from industry and creating price expectations with hospitals and possibly low “price ceilings”

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