

Beyond Fund Raising: Becoming A Sustainable HBCU- CDC Partnership



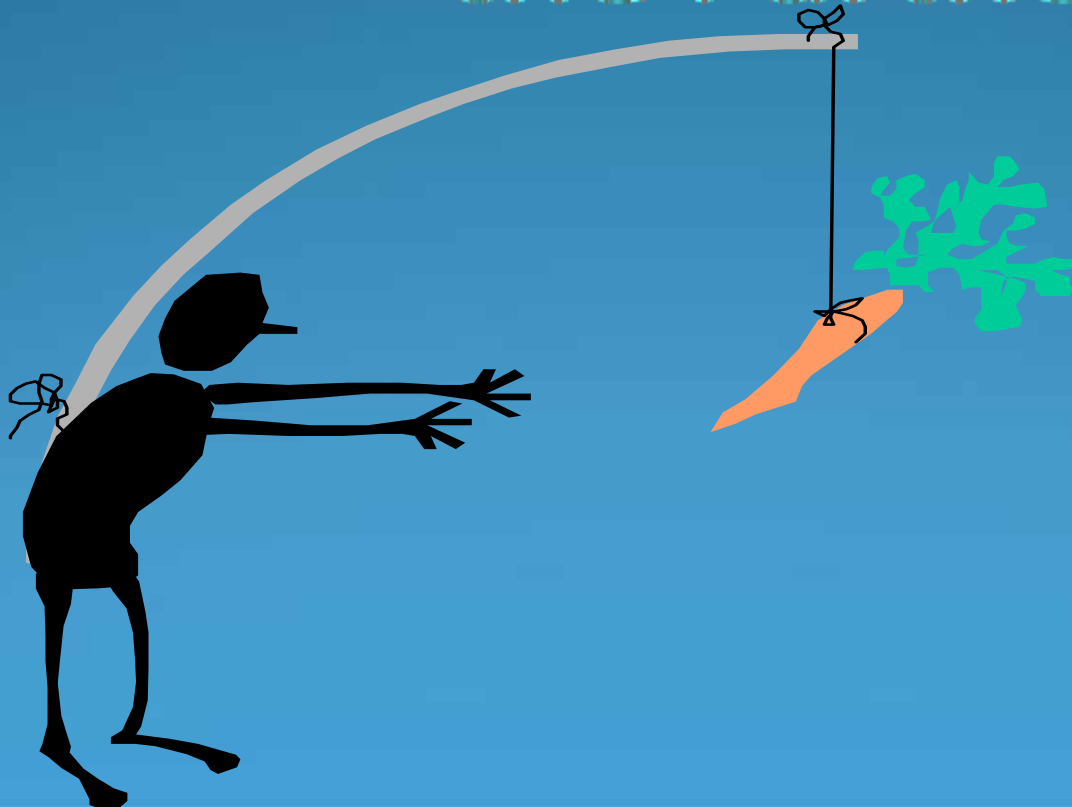
Session Objectives

- Explore the HBCU-CDC partnership's competitive advantages
- Explain the dimensions of sustainability for nonprofit organizations and partnerships
- Tips for Leveraging the Partnership's Resources
- Outline next steps towards becoming a sustainable organization

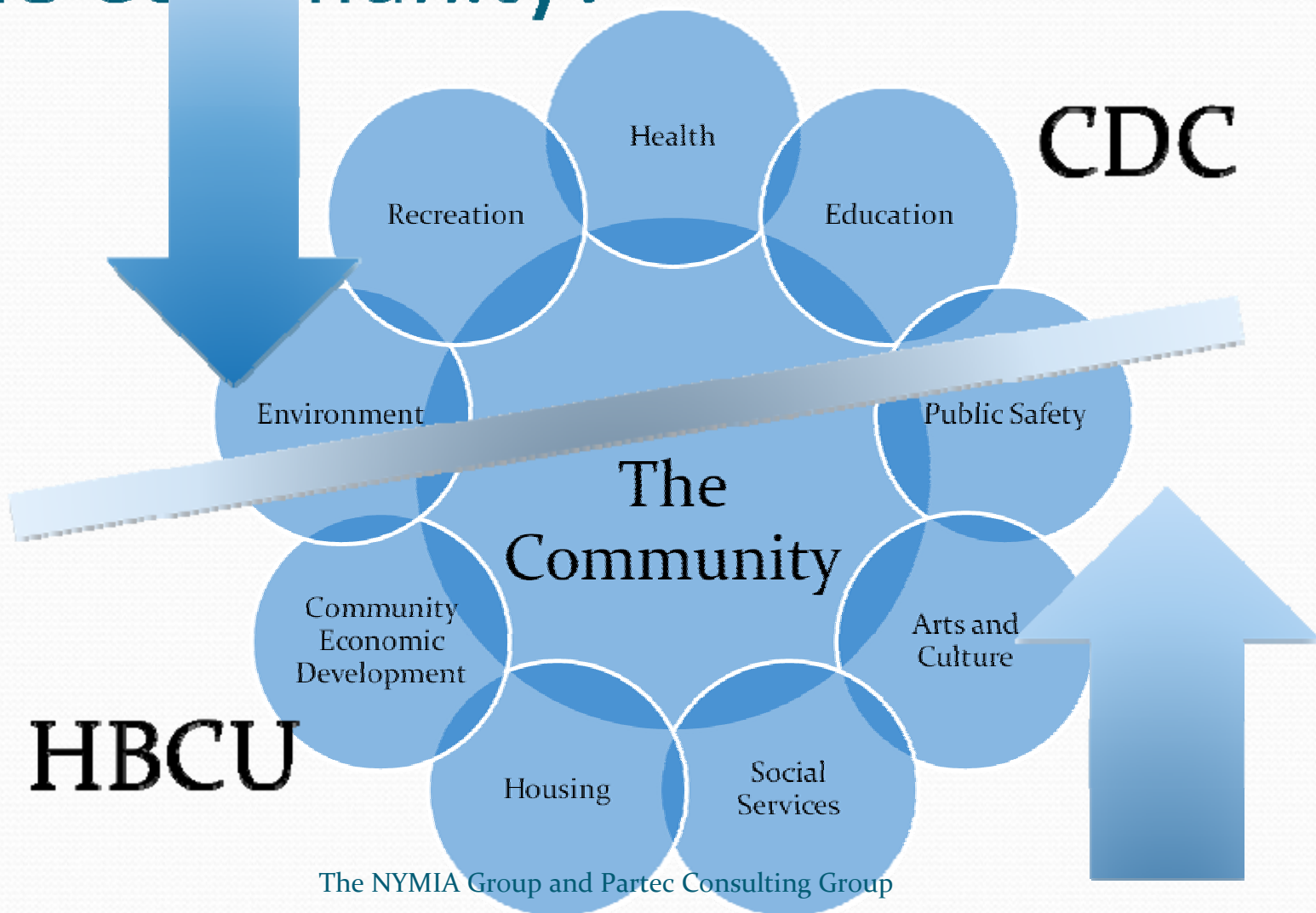
Fundraising Basics

- Develop a Fundraising Goal
 - CDC goal
 - Partnership Goal
- Decide on realistic measures to raise funds
 - Generate Individual/Corporate Donors
 - Seek Out Grants
 - Secure Loans and Other Financial Investments
- Ensure all key leaders are engaged and committed to fundraising efforts
- Develop and Implement A Plan of Action

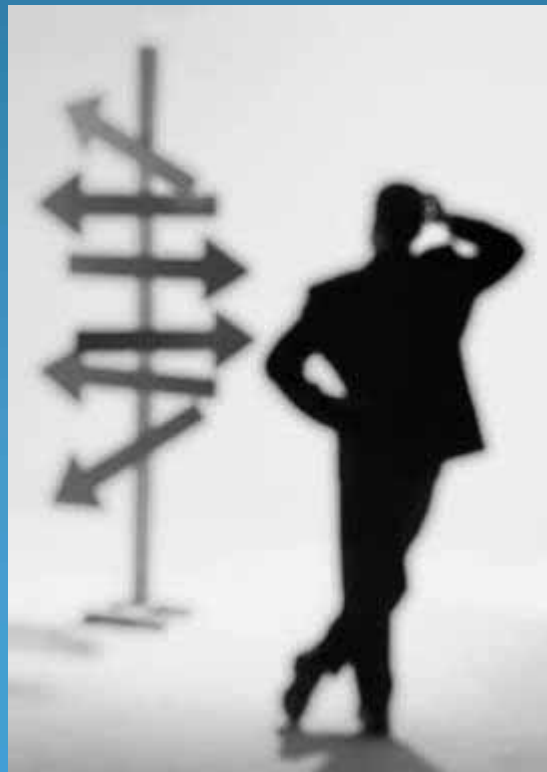
What's The Motivation for the Partnership?



How Can the Partnership Impact the Community?



What's the HBCU-CDC Competitive Advantage?



It's All About the Competitive Advantage

**What's The
Advantage?**

HBCU

CDC

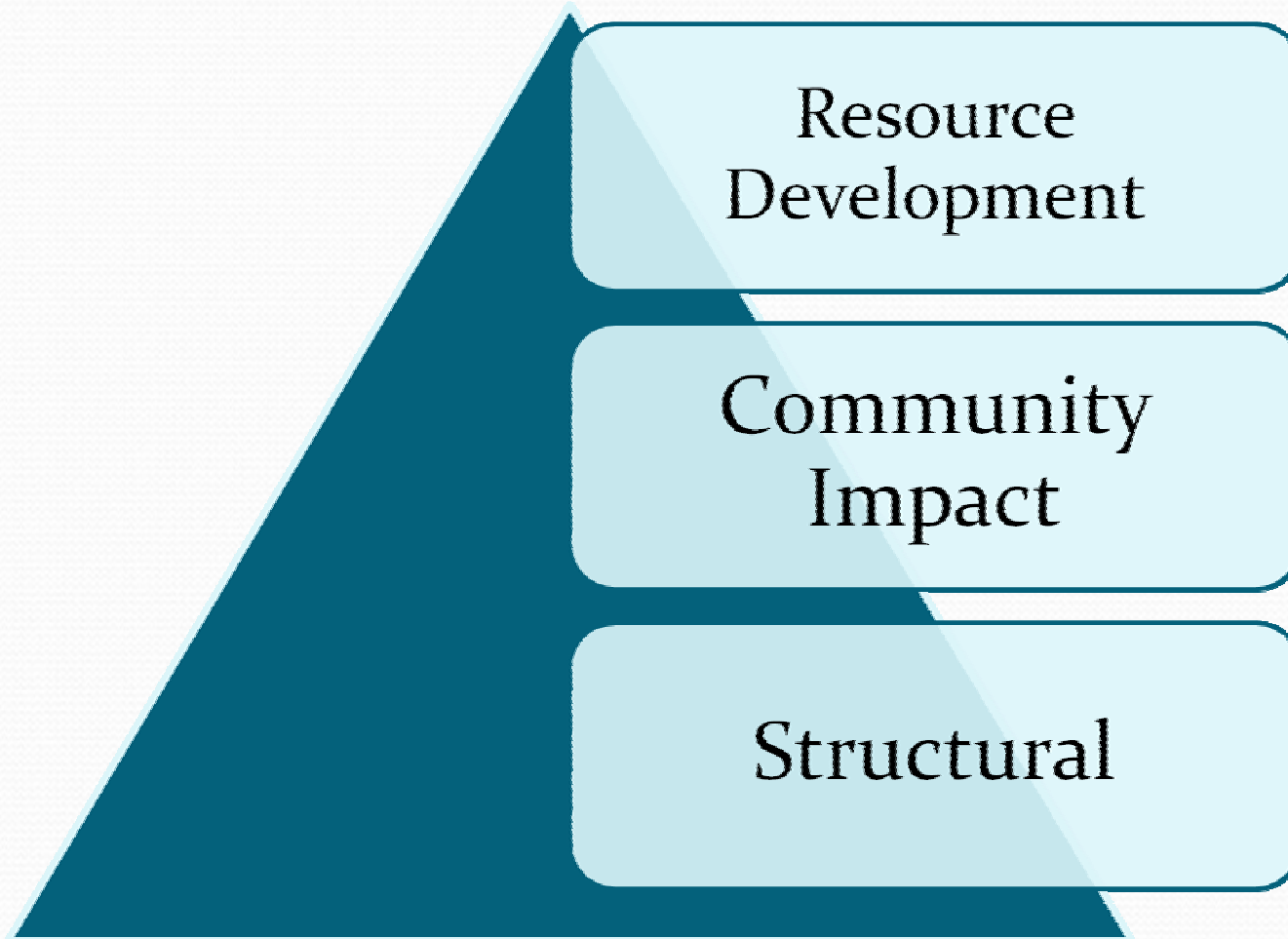
Competitive Advantages

- Established Community Institution
- CDC as a liaison to the community
- Internal institutional resources
 - Students
 - Faculty
 - Staff
- Key relationships with funders and donor
- High Visibility Leadership
- Others?

From Competitive Advantage to Sustainable Partnership



Dimensions of Sustainability



How Strong Is Your Structure?

- Structural Dimensions:
 - Partnership is defined and understood by all
 - Mission, vision and purpose are clear
 - Stakeholders are clear about their roles and responsibilities
 - Staff has sufficient resources and training
 - Operating systems work well

What Is the Community Impact?

- Measurable changes in the community
- Residents publicly support and acknowledge the contributions of the HBCU-CDC partnership
- There are tangible assets developed in the community
- Residents are able to shape and lead community change efforts
- Partnership and community are accountable to each other

What Resources Can Be Leveraged?



Financial Resources Strategies

- Submit proposals for public and private grants and loans
- Raise funds through donors
- Secure contracts for services
- Establish an income generating stream
 - Social enterprise
 - Housing Production

Human Capital Resources Strategies

- Leverage Local Talent
 - Use of student interns
 - Recruit community residents as volunteers
 - HBCU faculty/staff as volunteers or paid staff
 - Loaned executives from major corporations

Image

- Updated websites acknowledging accomplishments
- CDC web link to HBCU website
- Joint community events
- Joint marketing material
- Effective use of all media

What's Needed To Sustain the Partnership?



What Could Be Improved?

Challenges for the Partnership

Possible Solutions

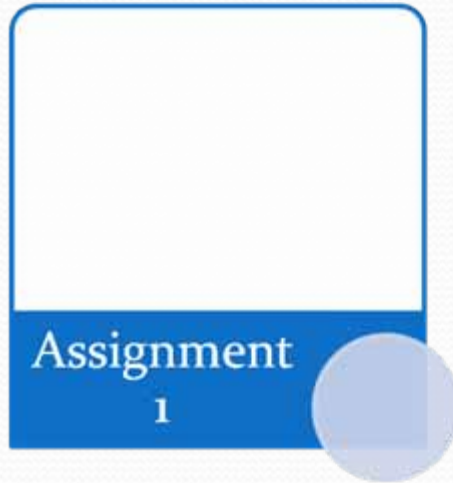
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Making the Case

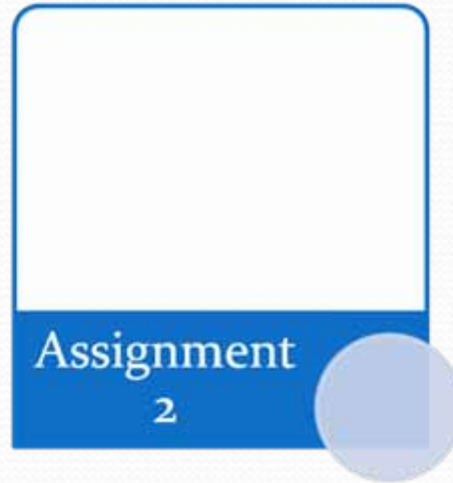
- Assignment: Making a Fundraising Case for Supporting the Partnership
- Developing a Case Statement: Exercise
- Include competitive advantages of Partnership
- Integrate dimensions of sustainability
 - Structure
 - Impact
 - Resource Development

What Will You Work On When You Get Home?



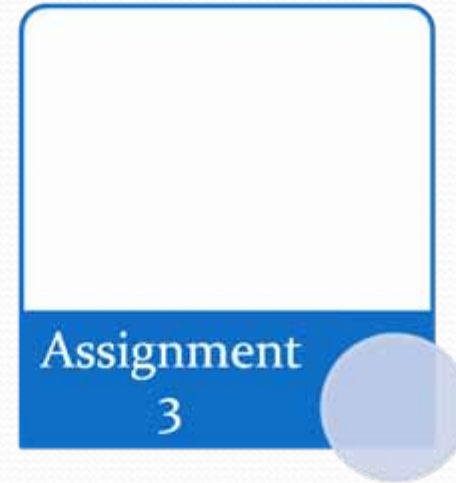
Assignment
1

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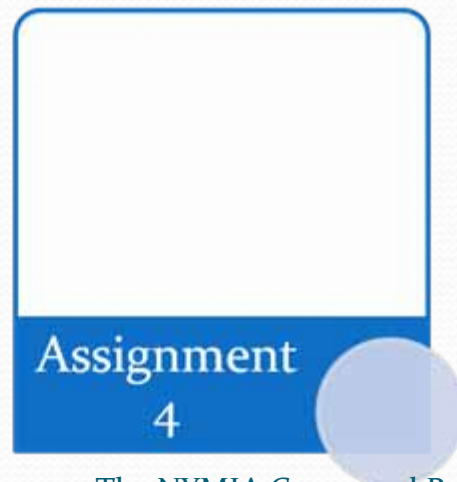
Assignment
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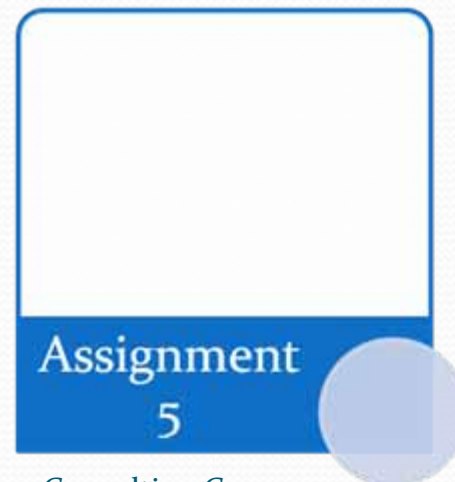
Assignment
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Assignment
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Assignment
5

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Take Aways

- Develop a sustainability plan, not just a fund raising plan.
- Utilize all of the partnership's assets : tangible and intangible
- The HBCU-CDC partnership is unique. Develop and use your competitive advantages for the good of the partnership and the community.

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