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# What Behavioral Health Philanthropy Has to Offer

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Grantmakers in Health  
Behavioral Health Funders Network

[www.gih.org](http://www.gih.org)

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# Agenda

- Getting to know you
  - Foundations 101
  - Tips for Grant Seekers
  - Discussion
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# Getting to Know You

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# Who are we?

Thomas Adams  
Program Officer  
Missouri Foundation for Health  
[www.mffh.org](http://www.mffh.org)

Ann Barnum  
Senior Program Officer, Substance Use Disorders  
Health Foundation of Greater Cincinnati  
[www.healthfoundation.org](http://www.healthfoundation.org)

Tym Rourke  
Director of Program & Substance Use Disorders Grantmaking  
New Hampshire Charitable Foundation  
[www.nhcf.org](http://www.nhcf.org)

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# Foundations 101

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# Types of Foundations

- Community Foundation
  - Health Conversion Foundation
  - Corporate Foundation
  - Corporate Giving Program
  - Family/Independent Private Foundation
  - Operating Foundation
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# Kinds of Grants

- Project
  - Capacity Building
  - Operating
  - Multi-year
  - Advocacy/Lobbying
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# Roles of Foundations

- Funder
  - Collaborator
  - Neutral Convener
  - Community Catalyst
  - Advocate
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# Expectations of Foundations

- Increasing focus on outcomes
  - Scaling what works
  - Good work is a result of good non-profit org and management
  - Financial resiliency, strategic planning, logic models
  - Competitive applications illustrate high alignment
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# Trends in Grantmaking

- More interest/willingness to engage in policy work (broadly and health-related)
  - More interest in early childhood and children's mental health
  - Focus on behavioral health workforce (training, retention, etc)
  - Increase in consideration of cultural competency
  - **INTEGRATION - MH/SUD and PC**
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# Tips for Grant Seekers

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# Get Connected

- Explore (local library, web, etc)
  - Attend Foundation workshops/webinars
  - Read Foundation newsletters, publications
  - Websites
  - Build relationships with program staff
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# Do Your Homework

- What areas do they fund/not?
  - What kinds of grantmaking?
  - Do they have funding cycles?
  - What is the application process?
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# Identify the Need

- Explain cause and why it's a concern
  - Local data and local story – human face
  - Explain why current system can't solve problem
  - Difference between need and want
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# Develop your Plan

- If you don't know, plan
  - Planning includes:
    - Needs assessment
    - Literature review
    - Expert consultation
    - Visits to model programs
    - Business plan
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# Develop your Plan

- How long do you plan?
  - How much does it cost?
  - Who does the planning?
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# A Business Plan – What is that?

- How does the program address need?
  - What are the program components – who, what, when, where?
  - How long will it take to implement?
  - Where has the approach been used before?
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# Know Your Objectives

- Set clear and measurable objectives
    - Process
    - Outcome
  - For a new project, determine program infrastructure
  - Include sustaining the program as an objective
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# Develop a Budget

- Include revenues and expenses
  - Use forms required by the Foundation
  - Use narrative and explain
  - Be honest – do not inflate budget
  - Capture in-kind
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# Sustainability

- Most grants are time-limited
  - Develop a clear plan to sustain activities
  - Develop a budget that includes revenues and expenses for year after grant funds end
  - Develop a diverse list of stakeholders and possible funding sources
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# Make Proposals Competitive

- **COLLABORATE** with others
  - **LEVERAGE** other dollars
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# Proposal Tips

- Learn how to submit materials
  - Limit use of jargon and acronyms
  - Follow instructions
  - Complete all items
  - Write clearly and concisely
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# Proposal Tips

- Neatness counts
  - Use spell check – have colleague second read
  - Be honest
  - Bullets, headings, and tables
  - Call and ask if you have questions
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# When the Answer is “No”

- Be gracious
  - Ask for suggestions for other sources
  - Ask for feedback on your proposal
  - Ask if the project can be reworked and resubmitted
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# Discussion

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# Questions for Coalitions

- Are key sectors and stakeholders at the table?
  - Is project a true collaboration?
  - Have all stakeholders and sectors identified RISK and BENEFITS of project?
  - Will there be an oversight group?
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# Questions for Coalitions

- How will you communicate with stakeholders?
  - How will you measure success?
  - Data matching/sharing across sectors?
  - How will you learn from other projects?
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