



Cutting Costs, Keeping Quality: Financing Strategies for Youth-Serving Organizations in a Difficult Economy

Financing and Sustaining Youth Programs Webinar

April 6, 2010

12:00-1:15pm (ET)

The Finance Project

Washington, DC

About The Finance Project

- The Finance Project is a Washington DC-based non-profit research, consulting, technical assistance, and training firm.
- Our work supports public and private sector leaders nationwide in developing strategies to finance and sustain programs for children, families, and communities.
- This initiative is part of a broad agenda on financing and sustaining initiatives that promote the healthy development of children and youth.

For more information visit www.financeproject.org.

AGENDA

12:00pm **Introduction and Overview of Key Financing Strategies**

12:10pm **Guided Discussion**

What strategies has your organization used to control costs and make the best use of limited resources?

In a time when funding is scarce, how has your organization sought to generate new revenues and maintain support from current funders?

How have partnerships helped your organization get through tough times?

What are the most important things that youth-serving organizations can do to weather the storm, and position themselves for success as the economy recovers?

1:00pm **Question & Answer Session**

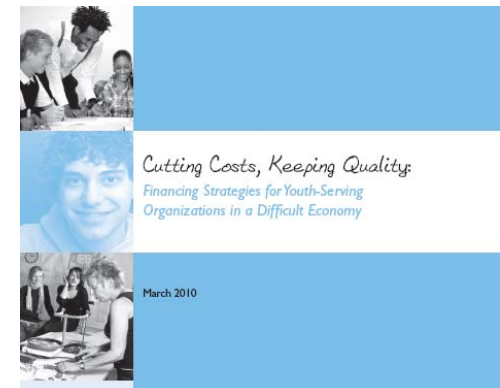
1:15pm **Adjourn**

Overview of the Brief

Cutting Costs, Keeping Quality: Financing Strategies for Youth-Serving Organizations in a Difficult Economy

- **Research Questions**

- How have youth-serving organizations been affected by the economic downturn?
- What financial strategies have youth-serving organizations successfully used to deal with the difficult economy?

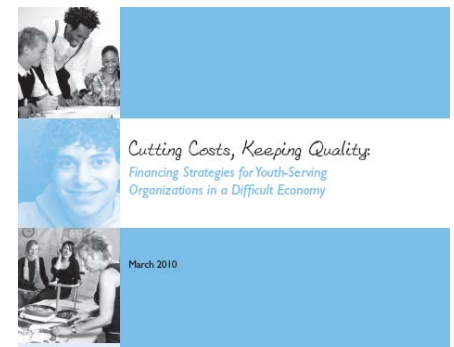


Overview of the Brief

Cutting Costs, Keeping Quality: Financing Strategies for Youth-Serving Organizations in a Difficult Economy

- **Key Findings**

- Funding for many youth-serving organizations has decreased, while demand for their services has increased
- Successful strategies were proactive and forward-looking
- Successful strategies took a big picture view

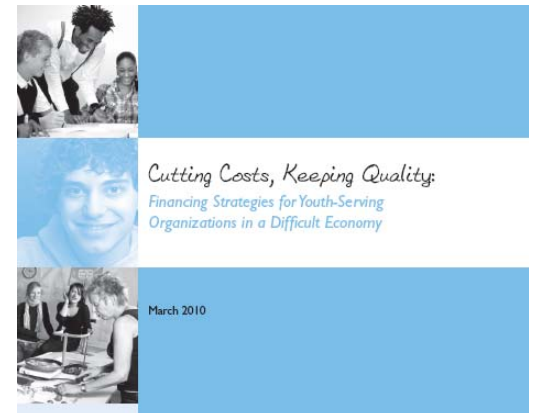


Overview of the Brief

Cutting Costs, Keeping Quality: Financing Strategies for Youth-Serving Organizations in a Difficult Economy

- **Broad Strategies**

- Aggressively Manage Costs
- Creatively Generate New Revenues and Support
- Form Partnerships



Strategy #1

Aggressively Manage Costs

Protect core services

- ☑ Close or scale back programs not integral to the organization's mission.
- ☑ Understand how cost-cutting measures will affect all aspects of the organization.

Develop a contingency plan

- ☑ Develop an outline of steps the organization will take to deal with financial difficulties.

Examine overhead costs

- ☑ Renegotiate debt.
- ☑ Renegotiate contracts with vendors.
- ☑ Secure sufficient overhead rates.

Strategy #2

Creatively Generate New Revenues and Support

Engage the board or other leaders in generating revenue

- ✓ Create a fundraising and development committee.
- ✓ Provide a fundraising training.

Use data to communicate the organization's impact

- ✓ Conduct parent surveys.
- ✓ Conduct program quality self-assessments.
- ✓ Engage external evaluators.
- ✓ Invest in data collection software.

Implement program fees and social enterprise activities

- ✓ Develop sliding scale fees.
- ✓ Engage in business-like activities that generate income that supports the organization's mission.

Strategy #3

Form Partnerships

Access volunteers and in-kind support

- ☑ Engage volunteers through national and local volunteer organizations, universities, and connecting with parents.
- ☑ Create partnerships with community-based organizations and local businesses.

Share the costs of providing services

- ☑ Establish referral systems to reduce duplication of services.
- ☑ Use support networks to jointly administer programs.

Share administrative costs

- ☑ Outsource back office services.
- ☑ Pool resources through a collaborative.

Guest Speakers

**Jan Bigelow, Chief Financial and Administrative
Officer, Communities In Schools**

www.communitiesinschools.org

**Molly Greenman, President and Chief Executive
Officer, Family & Children's Service**

www.everyfamilymatters.org

Question #1: What strategies has your organization used to control costs and make the best use of limited resources?

Cutting Costs

- Reduce discretionary expenses
- Plan ahead
- Monitor budgets closely
- Seek in-kind support
- Renegotiate with vendors

Question #2: In a time when funding is scarce, how has your organization generated new revenues and maintained support from current funders?

Generating Revenues

- Consider indirect costs
- Know your funders
- Seek general operating support
- Leave no stone unturned
- Use data to communicate impact

**Question #3: How have
partnerships helped your
organization get through tough
times?**

Partnerships

- Share administrative services
- Joint proposals
- Consider mergers
- Access volunteers and in-kind resources

Website for the MACC Commonwealth: www.mcwmn.org

Question #4: What are the most important things that youth-serving organizations can do to weather the storm, and position themselves for success as the economy recovers?

Final Thoughts

- Be utterly transparent
- Seek accreditation
- Evaluate your program
- Make the tough decisions
- Come together with others
- Focus on advocacy and visibility

Question and Answer Session

Please Click on the “Ask a Question” Link to Submit Your Question

Presenter Contact Information

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Thank you for participating!

**All webinar materials can be found on
The Finance Project's
Youth Programs Resource Center:
www.financeproject.or/index.cfm?page=30**