Behavioral Health Community of Learning: Grant Writing Series

Session 1: Introduction to Approaching/Prospecting Private Funders

January 9th, 2020
Introduction to Approaching/Prospecting Private Funders

Thank you for joining us!

The Community of Learning will begin momentarily…

Please use the chat box to share your name, Tribe, organization, and where you are from.
The Community of Learning (COL) is Now Live
House Keeping

Please connect to audio via phone OR computer-not both.

Conference Number: 1877-394-5901 Access Code: 2743401

If you dialed-in you will need to turn off your computer speaker or you will hear an echo.
How to Ask a Question During the Community of Learning

In order to ask the presenter(s) a question during the community of learning, simply enter your question into the Q & A box at the bottom of the pod and click the button to the right.
Our Mission

NCUIH is a national membership non-profit organization devoted to the support and development of quality, accessible, and culturally-competent healthcare services for American Indians and Alaska Natives living in urban settings.
Welcome to our Community of Learning

Thank you for joining us!

Today's Community of Learning will be led by…

Gina Jackson (Te-Moak Western Shoshone), Program Director, Native Americans in Philanthropy joined Native Americans in Philanthropy team coming from the National American Indian Court Judges Association. She previously worked for Casey Family Programs as an Indian Child Welfare (ICW) Director working at the Executive Office of the President on the Community Solutions Team. She also served at the Department of Interior, Assistant Secretary’s Office of Indian Affairs working on the Federal interagency team developing the ICWA Guidelines and Regulations. Ms. Jackson has extensive experience working in tribal justice, tribal-state collaboration, and systems change for child welfare both state and tribal. She serves as a connector and an igniter in all of the circles she touches, sharing innovation and cultivating collaboration everywhere she goes always being mindful of cultural differences and striving for equity as a standard in our nation.
Native Americans in Philanthropy

An Introduction to Approaching Prospective Private Funders

Gina Jackson (Western Shoshone), Program Director
Introductions
Native Americans in Philanthropy

The mission of Native Americans in Philanthropy is to promote equitable and effective philanthropy in Native communities.

Native Americans in Philanthropy engages, educates and empowers a sacred circle of Indigenous Peoples and philanthropies to create healthy and sustainable communities for all.
Funding Opportunities

Native Voices Rising
A grantmaking collaborative with Common Counsel Foundation and Native Americans in Philanthropy to support organizing, advocacy and civic engagement in American Indian, Alaska Native & Native Hawaiian communities.

#GenIndigenous Response Fund (#GenI)
Inspired by Native youth to provide responsive funding to support youth organizing and activism that requires immediacy across communities. NAP, in partnership with Minneapolis Fund, supports youth organizing and a collective commitment to systemic change and social justice in Indigenous communities.
Community of Learning Overview

- Philanthropy 101 & Tribal Perspectives
- Understanding Funders and the Funding Landscape
- Planning & Preparation for Engaging Funders
- Strategic Visioning - Planning - Actions
- Communication - Technology - Integrity
"Philanthropos" - Greek
- Philos = Loving
- Anthropos = Humankind
- Philanthropos = Loving Humankind

Reciprocity - noun
The practice of exchanging things with others for mutual benefit, especially privileges granted by one country or organization to another.
Native Traditions of Reciprocity

• Indigenous approach to giving is a communal act
• Reciprocity based on the honor of giving
• Honor relatives, community, future generations
• Pass on resources and knowledge
• Giving is reciprocal
• Time, Talent, and Treasure
Where does Philanthropic Funding Come From?

- Business & Investments
- Land and Water Resources - Minerals - Agriculture
- Wealth Accumulated through Slavery

“We have to be honest about the sources of wealth and how wealth was accumulated in this country—a great part of it was on the backs of people of color, and now those communities are benefiting from just a very small percentage of dollars... Once you know, how can you not be equitable about how you’re distributing the money?”
Funding for Native Americans From 2006 – Present

4,782 Foundations and Public Charities
$2.2 B Total Dollar Value of Grants
39,840 Grants
3,932 Recipient Organizations

Of all philanthropic funding by large U.S. foundations, only **0.4%** on average is directed to Native communities.
Bridging the Gap - Learning Curves

- Understanding one another
- Values - Generosity - Genuineness - Respect
- Communicating - Learning to speak the same language
- Preparation
- **Visibility** - Poll- How visible is the work you are looking to get funded? On a scale of 1 to 5: 1-being ‘not visible at all’ and 5-being ‘extremely visible’
- **Networking** - How strong are your Networking Skills? On a scale of 1 to 5: 1-being ‘not strong at all’ and 5-being ‘extremely strong’
Understanding Funder Motivation

- Common Vision - Interest - Impact
- Results and Promising Practices
- Relationships and Trust
- Partnerships and Collaboration
- Population Targets (Race, Age, Geography, etc.)
What motivates you to give? (Raise hand)
Internal Conversations within Philanthropy

- What does the research show us about this issue?
- What is the vision of the organization for not only addressing the issue but for making lasting change?
- Is the funding going to make a real difference in the long run?
INVESTMENTS IN ACTION

Connect with the transformative work taking place in Native communities across the U.S., and learn about the unique experiences Indigenous peoples face.

For Native communities, this work is interconnected and holistic:

- CLIMATE JUSTICE & ENVIRONMENT
- EDUCATION
- EMPLOYMENT
- HEALTH
- WOMEN & GIRLS
- YOUTH
FUNDING MAP

See how funders are investing in Native communities and organizations based on their grantmaking data.

Explore the Map

The Funding Map displays grants that are explicitly designated to benefit Native Americans in the U.S. (including Alaska Natives, American Indians, and Native Hawaiians) or awarded to recipient organizations whose missions focus on Native Americans in the U.S.

Funders can:

- Identify potential grantees and funding partners working in your areas of interest
- Identify gaps in funding and minimize duplication of effort
- Make strategic decisions based on how philanthropy’s resources are currently allocated
- View aggregated analyses and detailed grant descriptions
- Map networks to discover new points of connection

At this time, the map does not distinguish between Native-led organizations and non-Native-led organizations.

EXPLORE THE MAP
INVESTMENTS IN ACTION

Connect with the transformative work taking place in Native communities across the U.S., and learn about the unique experiences Indigenous peoples face.

For Native communities, this work is interconnected and holistic:

CLIMATE JUSTICE & ENVIRONMENT  EDUCATION  EMPLOYMENT  HEALTH  WOMEN & GIRLS  YOUTH
HEALTH

Through land treaty agreements, AI/ANs have legal rights to federal health care services.

Communities in Action: Pathways to Health Equity

19% of AI/ANs lacked health insurance coverage in 2017, compared with 9% of the general population.

U.S. Census

Incidences of heart disease among American Indians have increased over the past 50 years and were double the rate of the general U.S. population in 2015.

Strong Heart Study

23% of Native Americans reported experiencing discrimination when going to a doctor or health clinic.

Harvard Opinion Research Program

“Traditional indigenous systems of care provide a blueprint to model new healing strategies that have the potential to extend health promotion beyond the individual to the collective.”

- “Indigenous Native American Healing Traditions” in The Journal for Nurse Practitioners

2018 Alaska Native Tribal Health Consortium Year in Review: Connecting Tribal Health
Funders funding organizations based in United States; in support of Health; starting in year(s) 2006 to present

<table>
<thead>
<tr>
<th>Funders</th>
<th>City</th>
<th>State</th>
<th>Country</th>
<th>Total Dollar Value of Grants</th>
<th>Number of Grants</th>
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<td>Amount</td>
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<td>Number of Grants</td>
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<td>University of New Mexico</td>
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<td>United States</td>
<td>$7.5 Million</td>
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<td>First Nations Development Institute</td>
<td>Longmont</td>
<td>CO</td>
<td>United States</td>
<td>$7.3 Million</td>
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<td>Tanana Chiefs Conference</td>
<td>Fairbanks</td>
<td>AK</td>
<td>United States</td>
<td>$5.6 Million</td>
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<td>National Congress of American Indians</td>
<td>Washington</td>
<td>DC</td>
<td>United States</td>
<td>$4.4 Million</td>
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<td>Native American Connections, Inc.</td>
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<td>Portland</td>
<td>OR</td>
<td>United States</td>
<td>$3.5 Million</td>
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<td>The Seventh Generation Fund for Indigenous Peoples, Inc.</td>
<td>Arcata</td>
<td>CA</td>
<td>United States</td>
<td>$2.9 Million</td>
<td>25</td>
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</table>
Can you name the top 10 funders in your service/geographical/focus area? (On a scale of 1-10 with 10-being able to name all top 10).

Do you know or have met the top 10 funders in your area? (On a scale of 1-10 with 10-having met or know all top 10).
Planning & Preparation for Engaging Funders

● Engaging Funders- What have been successful ways you have engaged funders?

● Solicitation Methods and Tools- What are tools you have used to engage funders?

● Building Relationships- What are ways you nurture relationships with funders?
Strategic Visioning
Planning - Actions

- Who are you targeting to engage?
- Research them, theirs, yours and determine where the stars align.
- Are you ready? Written plan, goals, aspirations
- Do you have a written elevator speech or talking points?
- Do you have a one pager?
Communications Planning

- Framing Your Message - Lead with the amazing work you do!
- Needs Statements - “Invest in our work to give kids a better future, making them contributing members of society and our community stronger and healthier.” (About the impact on community)
- Letter of Inquiry
- Technology Resources
Technology Resources

1. Social Media Online Giving (Facebook, IG, & Twitter)
2. Online Giving / Fundraising (Giving Tuesday - GoFundMe)
   Did you do Giving Tuesday this past year?
3. Crowdfunding (KickStarter)
4. What other tools have you used?
Evaluation Planning for Success

- Realistic goals
- Simple and doable
- Create some flexibility
- Data
- Eye for Future Funding
Integrity and Ethics in Fundraising

- Prospective Funding Partners
- Honoring, Giving thanks
- Communication
- Honesty, Integrity, Values
Closing Reflections and Q & A

- What was your biggest take away?
- What other things would you like to learn more about?
- What will be your Next Steps?
Thank you!

Join our growing Native and non-Native network of influencers leaders from all backgrounds and in all spheres.

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Next BH GR Community of Learning Session 2
https://www.surveymonkey.com/r/PMNWTWG
THANK YOU!!

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