



What Funders Look For: Ingredients For Successful Applications

- ❖ Demonstrate Capacity & Experience
- ❖ Sensible Implementation Plan
- ❖ Leverage other resources & funds
- ❖ Collaboration & Partnerships



What Are Funders Concerned About?

- Losing Money on unsuccessful projects and programs
- Problem projects or programs
- Accomplishing their mission



Demonstrate Capacity & Experience

- ❖ Successful project & programs
- ❖ Awards & accomplishments
- ❖ Administrative competence

Demonstrate Capacity & Experience

❖ Skills & Experience:

- Staff
- Council members
- Consultants
- Organizational relationships
 - Partnerships (Contractual)
 - Memorandum of understanding
 - Memberships & affiliations
 - Working relationships



Implementation Plan is KEY!

- ❖ Show how and why the project is going to be successful!
 - Rationale and strategy
 - Good supporting data shows need
 - Realistic timeline for implementation
 - Project or program team skills match program activities



Implementation Plan is KEY!

❖ Financial plan

- Sources & uses of funds – including status or evidence of commitment
- Funding sources match to eligible activities
- Budgeted funds sufficient to cover project or program activities and costs



Leveraging Other Resources

- ❖ Leverage: combining funds & resources from different sources to implement a housing program or project
 - **Often required by funders!**
- ❖ Hard to get all the funds you need from one source
- ❖ Funders don't like to be alone and assume all the risk!



Cash Leveraging Sources

- Grants
- Contracts
- Programs
- Tribal funds
- Loans- below market interest or repayment terms



Leveraging Doesn't Always Mean Money!

- ❖ In-kind or non-cash resources that have value and contribute to project or program
- ❖ Have to be tangible, measurable value and be real

Leveraging Doesn't Always Mean Money!

- ❖ Land
- ❖ Staff time or professional services devoted to the project or program from another organization
- ❖ Facilities such as free office space
- ❖ Professional Training
- ❖ Equipment – software, computer



Partnerships and Collaboration: The Ultimate Leveraging

- ❖ You don't have to do it alone!
- ❖ All necessary skills and experience don't have to be in one organization or tribe!
- ❖ Don't have to reinvent the wheel!
- ❖ Allows you to do what you do best instead of trying to do everything



Partnerships and Collaboration: The Ultimate Leveraging

- ❖ Most successful affordable housing develop through partnerships and collaboration
 - Specialized consultants
 - Property Management
 - Special project/program services
 - Joint ownership
 - Turn-key development projects



Partnerships and Collaboration: Plugging Capacity & Experience Gaps

- ❖ Partnering is key to addressing gaps in skills, experience and capacity
- ❖ Partners can fill your capacity gaps:
 - Experience
 - Skills & expertise
 - Organizational capacity
 - Leveraging



Partnerships and Collaboration: Accessing Funding

- ❖ May be only way you can initially access some types of funding
- ❖ May be necessary for some types of competitive funding
- ❖ Funders may simply require it if you are inexperienced and don't have a track record.



Partnerships and Collaboration: Building Your Track Record

- ❖ Enables you to get some successful projects under your belt
- ❖ Develops tribal capacity – learn & develop skills working with partners
- ❖ As you develop a track record through partnering you can eventually go solo
- ❖ Strategy used by most new nonprofit housing organizations

More Help and Information

California Coalition for Rural Housing
Tribal Housing Capacity Development Project (THCDP)

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THANK YOU!