



Financing and Sustainability Strategies for Teen Pregnancy Prevention Programs

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Principles of Sustainability

1. Vision
2. Focus on Outcomes
3. Strategic Approach to Financing
4. Support from Diverse Stakeholders
5. Leadership
6. Flexibility of Structure, Process, and Strategies
7. Robust Internal Supports
8. Sustainability Plan

Principles of Sustainability

1. Vision

- ❖ Define what you want to sustain: programs, strategies, collaboratives, campaigns?
- ❖ At what scope? At what scale? How long?

2. Outcomes

- ❖ Outcomes are a primary tool to attract funders and other stakeholders.
- ❖ Use a yearly community summit, children's report card, local media, or similar approach to generate awareness and support of your initiative through discussion of outcomes.
- ❖ Do you have a process or plan in place to feed outcome data into your decision-making process?

Principles of Sustainability

3. Strategic Approach to Financing

- ❖ Improve efficiency in the use of existing resources
- ❖ Maximize public sources of funding
- ❖ Create relationships with a broad range of partners
- ❖ Enhance the flexibility of funding streams and sources
- ❖ Develop dedicated sources of funding

Principles of Sustainability

4. Support from Diverse Stakeholders

- ❖ Build vertical supports (state and federal agencies).
- ❖ Look for “organic” connections with other programs, initiatives, and campaigns that build on shared interests.
- ❖ Go to the people, don’t make them come to you.

5. Leadership

- ❖ Identify and recruit future leaders.
- ❖ Strategically engage in the electoral process.
- ❖ Develop leaders on the front lines and middle levels.

Principles of Sustainability

6. Flexibility of Structures, Processes, and Strategies

- ❖ Conduct routine environmental scans
- ❖ Build in opportunities to renegotiate the initiative

7. Robust Internal Supports

- ❖ Finance
- ❖ Human Resources
- ❖ Information
- ❖ Communication
- ❖ Governance

8. Sustainability Plan

Creating a Strategic Financing Plan

1. What will you finance?
2. What resources do you need?
3. What resources do you have?
4. What are your gaps?
5. What sources of support and financing strategies will you use?

Creating a Strategic Financing Plan

1. What will you finance?

- ❖ Number of clients/amount of service
- ❖ At what scale (how many sites/programs)
- ❖ Over how much time?
- ❖ Specific activities

2. What resources do you need?

- ❖ Start-up costs
- ❖ Operating costs
- ❖ Supporting costs

Creating a Strategic Financing Plan

3. What resources do you have?

- ❖ Consider creating a fiscal map of federal, state, local, and private sources of revenue
- ❖ Identify all sources of in-kind support
- ❖ Review restrictions (e.g. categorical requirements) for resources
- ❖ Over what time are your resources available?

4. What are your gaps?

- ❖ Review needs over time (e.g. ramp up, pilot, full implementation)
- ❖ Review availability of resources over time

Creating a Strategic Financing Plan

5. Which sources of support and financing strategies will you use?
 - ❖ How will you fill the gaps?
 - ❖ Do you have diverse sources of support?
How long do you have them?
 - ❖ Review the “fit” between strategies, activities, and funding sources



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