## Do You Have Funding Diversification?

Organizations with the highest potential for sustainability have funding strategies that include:

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>Indirect Funding</strong></td>
<td>• In-kind contributions&lt;br&gt;• Volunteerism&lt;br&gt;• Institutionalization</td>
</tr>
<tr>
<td><strong>Earned Income</strong></td>
<td>• Fees charged to individuals for services provided&lt;br&gt;• Reimbursement from third-party payers such as Medicaid, Medicare, SCHIP and private insurance&lt;br&gt;• Product sales&lt;br&gt;• Consulting fees</td>
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<tr>
<td><strong>Events</strong></td>
<td>• Lunches and dinners&lt;br&gt;• Sporting, such as golf tournaments, fun runs</td>
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<tr>
<td><strong>Contributions/Sponsorships</strong></td>
<td>• Businesses&lt;br&gt;• Social and civic clubs&lt;br&gt;• Faith-based organizations&lt;br&gt;• Individuals</td>
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<tr>
<td><strong>Grants</strong></td>
<td>• Government&lt;br&gt;• Private foundations</td>
</tr>
<tr>
<td><strong>Government Budgets</strong></td>
<td>• Inclusion as line item in local, state or federal budget</td>
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Are You Positioned for Sustainability?
Organizations with the highest potential for sustainability keep their focus on:

| Strategic Vision | • Organization has a clearly defined vision for what it hopes to achieve
• All those associated with the organization share the vision
• All activities are aligned with the vision |
| Collaboration     | • Stakeholders are included in program planning and implementation
• Partners play an integral role and have a shared interest in the outcomes |
| Leadership        | • Inspires others to create and achieve a shared vision
• Understands the relationship between short-term activities and their impact on long-term success
• Exerts influence in leveraging support and resources |
| Relevance and Practicality | • Approach based on clear assessment and understanding of the need
• Approach is tailored to the environment (cultural, political, economic) |
| Evaluation & ROI  | • Evaluation generates data necessary to monitor and manage program implementation and measure program impact
• Organization is able to demonstrate social, economic, and health benefits to the community it serves |
| Communication     | • Organization defines perceptions, translates successes, and creates awareness through effective communication
• Information is exchanged among partners and stakeholders through structured and informal channels |
| Efficiency & Effectiveness | • Organizational operations maximize the ability of those being served to participate and to produce intended results
• Program approach is based on the success and challenges of similar initiatives
• Organization draws from, and contributes to, existing community resources |
| Capacity          | • Program adequately staffed by personnel with necessary skills and knowledge
• Organizational experience with projects of similar programmatic focus or scope |