Road Trip Conversations

Funding your Community Collaboration Efforts

Continuity Planning

Using Data to Drive Resident and Stakeholder Engagement

APRIL 2022

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Funding Your Community Collaboration Efforts

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Requirements of Successful Community Collaboration Efforts

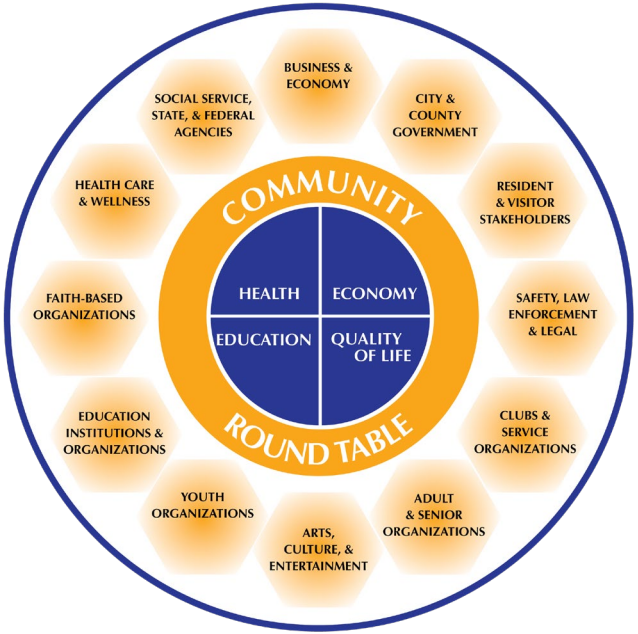
#1

Diverse group of people

Leaders from multiple sectors

Levels of leadership

Voices from different perspectives



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Requirements of Successful Community Collaboration Efforts

#2

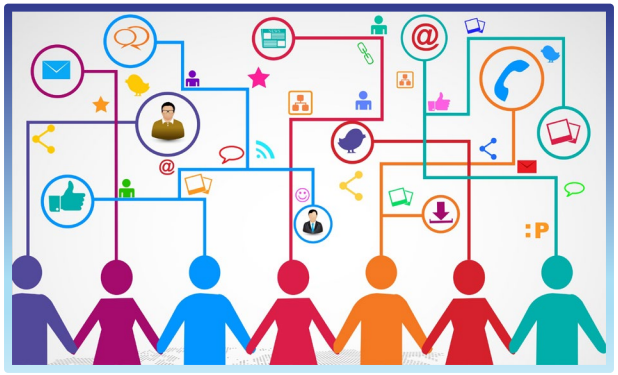
Robust and sustainable infrastructure

- Communication systems
- Discussion facilitation
- Project coordination
- Administrative

#3

Diverse types of resources and funding

- Aligned and Braided



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Requirements

BUY-IN

#1 People

- VISION
- MISSION
- VALUES
- TIME, ATTITUDES, BEHAVIORS

#2 Infrastructure

- SYSTEMS
- PROCESSES
- METRICS

#3 Resources

- TIME
- TALENT
- TREASURE ($)
- NETWORK ACCESS

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Funding is Critical

4 Ps – Provider, Progress, Promotion, Performance

#1 Cover stakeholder and partner engagement expenses

Communication, relationship-building, facilitation, coordination, coaching

#2 Maintain infrastructure

Systems maintenance, fiscal management, reporting, research, administrative, leadership development, orientation

#3 Support resource development of volunteer and paid professional expertise and the funds necessary

Grant writing and reporting, proposal preparation, asset mapping and strategy

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Who provides the required resources?

PARTNERS

1. **PUBLIC**

   Local, State, Federal levels of government through multiple mechanisms

2. **PRIVATE**

   Individuals, businesses, corporations, organizations

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Key Roles of Partners

- **Unique Perspective at the Table of Collaboration**
- **Access to Network + Commitment to Deployment and Innovation**
- **Donors/Investors of Time, Talent, and/or Treasure**
  - **Pay to Play with Equitable, not Equal Amounts of Each**
  - **No set amount required**
  - **Pros & Cons to specifying recognition levels by $ amount**

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Types of Partners to Consider

Big Rocks, Middle Rocks, Small Rocks

- **Local or regionwide anchor institution as a financial and/or administrative backbone**
- **Grants from public entities (city, county, parish, region, tribal council, state, federal, etc.)**
- **Grants from private entities (foundations, charitable trusts, donor advised funds, individuals, etc.)**
- **Ask other organizations to write you into their grants**
- **Local tax-based initiatives and other economic development tactics**
- **Create a local endowment fund**
- **Fundraisers**
- **Create public-private partnerships**

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DISCUSSION

- What are your promising practices for funding your community excellence group?
- What do you need in place before expanding resources?

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Resources

The following websites and publications are referenced in this presentation and offer further information and learning opportunities:

How Philanthropic Collaborations Succeed, and Why They Fail
https://ssir.org/articles/entry/how_philanthropic_collaborations_succeed_and_why_they_fail

Funding with Others: Collaboration and Pooled Funding - Giving Compass
https://givingcompass.org/partners/impact-giving-classics/funding-with-others-collaboration-and-pooled-funding

The Speed of Trust by Stephen Covey

Good to Great by Jim Collins
The Infinite Game by Simon Sinek

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Thank you!

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Continuity Planning

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Continuity Planning

Senior leader(s) role

- Communication
- Strategy
- Current and Future Leader Development
- Succession Planning
- Legal and Ethical Behavior

Governance

- Role Definition

Backbone Organization

Funding (Will Be a Topic on Its Own)

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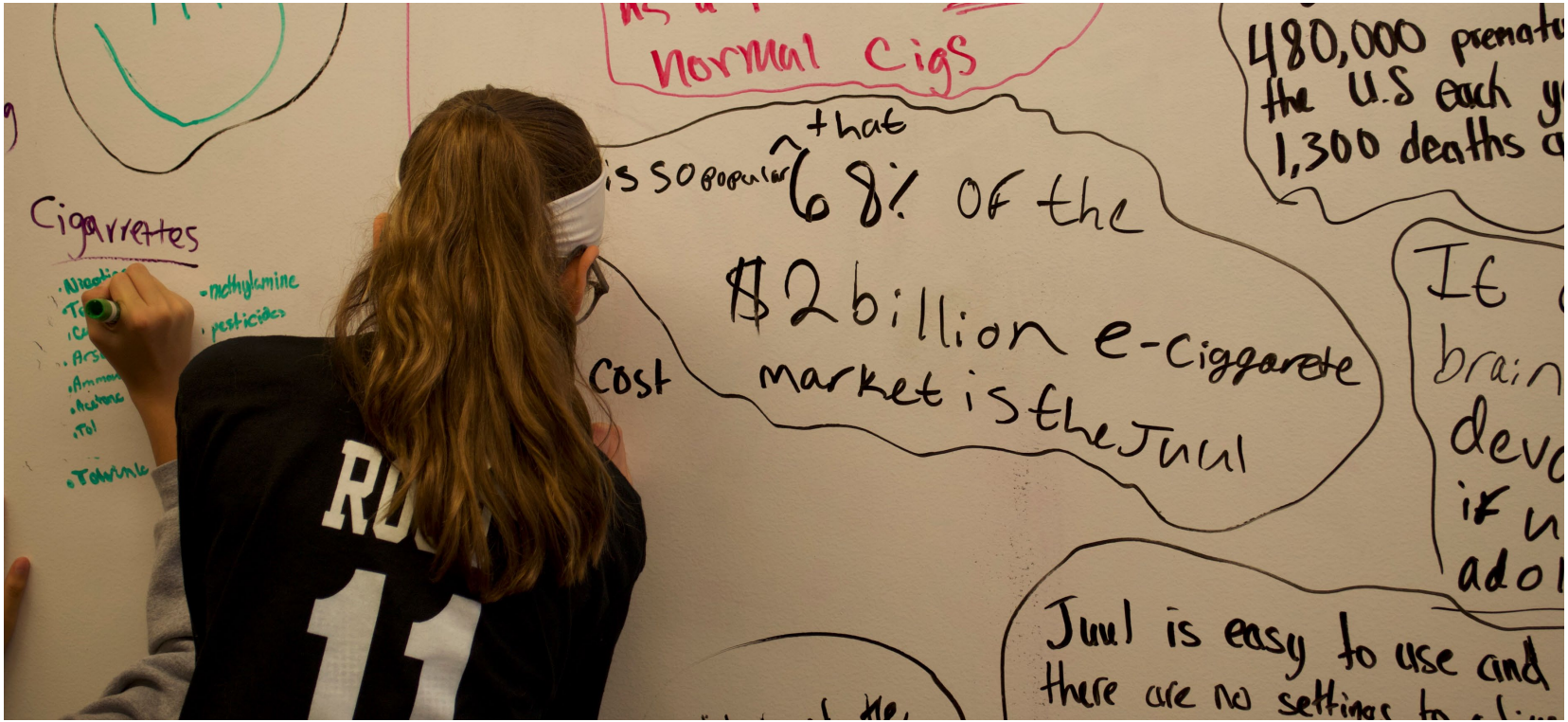
normal cigs
480,000 prematu
the U.S each y
1,300 deaths a
is so popular that
68% of the
$2 billion e-ciggarete
market is the Juul
cost
Cigarrettes
methylamine
pesticides
Juul is easy to use and
there are no settings
11

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heartland
foundation
Date May 20, 2019
Pay to the
Order Of Ivan Chatfield & Ella Ham, Ellison
$ 3,500.00
For Jump Starters, Bags for the Homeless Project
Authorized Signature

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emPowerU for Tomorrow.

Our Next Generation of Leaders

Tuesday, March 29, was the final session of e2 Fellowship for the 2021 - 2022 academic year.

On this day, students heard ethical dilemma stories from Debra Bradley, City of St. Joseph; Jerry McMillen, CRB; and Tama Wagner, Community Alliance.

Kristina Bliley, adult participant from Riverside 114, said experiencing e2 Fellowship has inspired her.

"Having this opportunity has inspired me and given me the resources to be/do better for my students and school," Bliley said.

The Foundation's Board of Trustees has approved funding to make the e2 Fellowship program free of charge through 2025.

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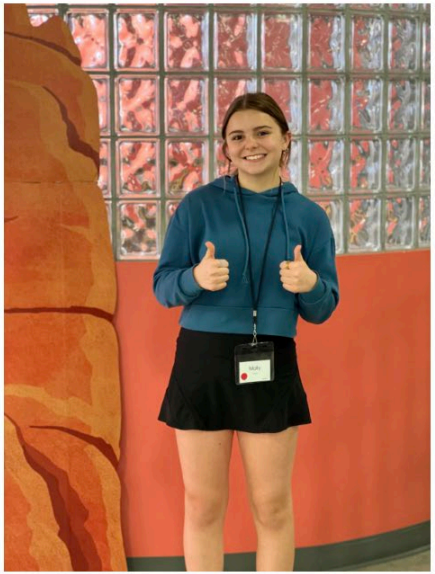

Making a Difference

When Discovery Middle School eighth grader, Molly, visited emPower she was shocked.

Molly was initially not looking forward to the teamwork that is involved with emPowerU's Civic Engagement Immersions. However, after a couple of hours, she was amazed at how fun the environment is and how well her group worked together.

"My group could share our different ideas and opinions and learn from those and build off of each other," Molly said. "It made our research and presentation better."

Molly's group presented on the challenge of leaving a digital footprint. She said that she is going to be more careful on social media and share what she has learned with her family and friends.

"I feel like I can do more because I'm here," Molly said. "It makes me feel like I can do more outside of emPowerU and in our community."

Molly was one of 78 eighth graders from Discovery Middle School who traveled from Liberty, Missouri, to experience Circuit One of our Civic Engagement Immersions.

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Using Data to Drive Resident/Stakeholder Engagement

Karen Kiel Rosser
Ames - Year 2 Cohort 4

Ron Smith
Ames - Year 2 Cohort 4

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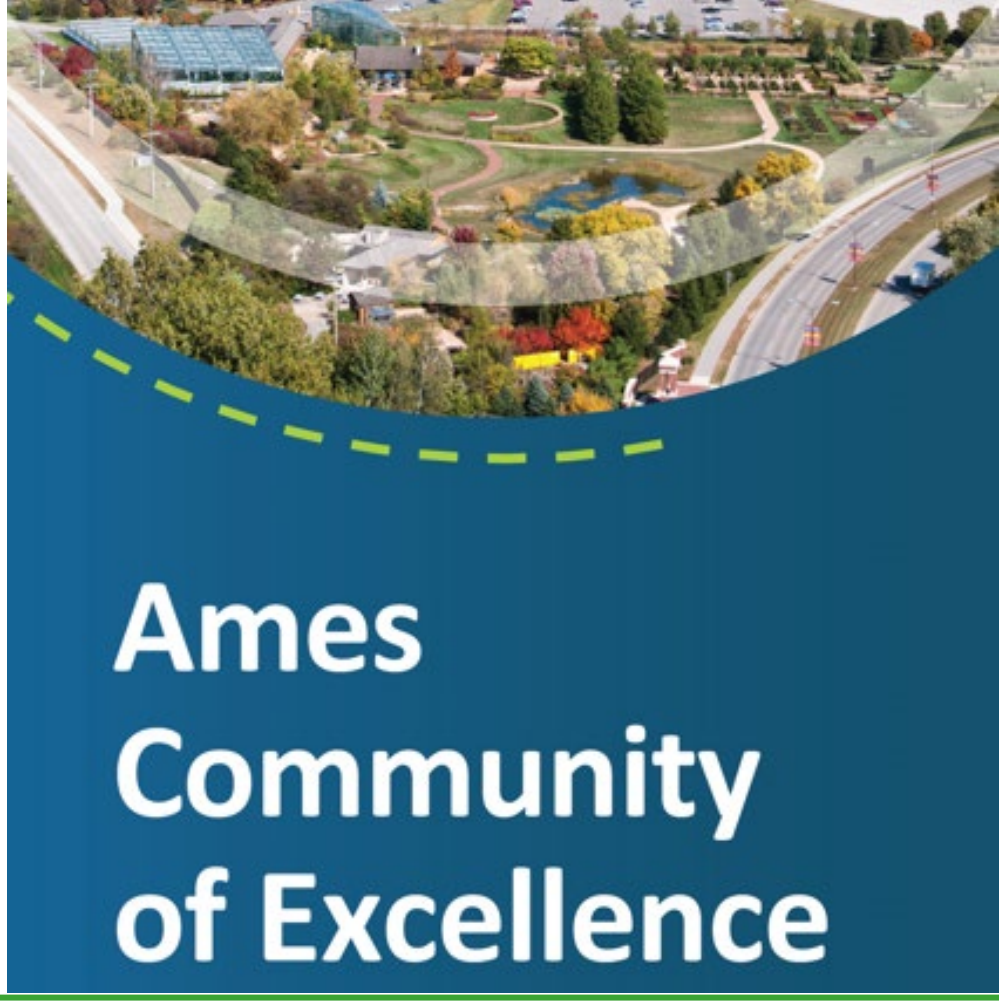
Using Data to Drive Resident & Stakeholder Engagement



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Ames Community Profile

COMMUNITY PROFILE

P.1 COMMUNITY DESCRIPTION

P.1a Community Environment

P.1a(1) Community Definition and Identity

Ames is an urban community located in central Iowa (Story County), approximately 30 miles north of the state capital of Des Moines (Figure P.1-1). It is the home of Iowa State University (ISU), one of the country's first land grant universities. Ames has a total population of 66,258 (2019), with Iowa State University (ISU) students making up approximately 36,000 of the population. Incorporated in 1869, the city was named in honor of Oakes Ames, a congressman from Massachusetts who had railroad interests. The name was proposed by industrialist and railroad magnate, John Blair, a friend and colleague of Mr. Ames and a co-founder of the city of Ames.

The terrain is mainly flat to slightly rolling and agricultural. The climate is typically continental with strong seasonal variations. Summers are warm and humid with frequent showers and thunderstorms, some heavy. Winter brings mostly cold, dry air from the north with short periods of precipitation, mainly snow. Below zero temperatures, strong winds and wind chills occur occasionally. Fall is dry and pleasant; the first freeze is typically early October and the last early May.

Figure P.1-1 Central Iowa

Ames has experienced growth in its population according to the US Census Bureau (Figure P.1-2) and compares favorably to that of neighboring communities south (Des Moines) north (Fort Dodge), and east (Marshalltown). Ames also compares itself to in-state university town Iowa City, home of the University of Iowa, and land grant university town Fort Collins.

of Agriculture (USDA), Agricultural Research Service's National Animal Disease Center (NADC), the largest federal animal disease center in the US. Ames is also home to the USDA's Animal and Plant Health Inspection Service, which includes the National Veterinary Services Laboratory and the Center for Veterinary Biologics. The U.S. Department of Energy's *Ames Laboratory* is located on the Iowa State campus. ISU, federal research facilities, and other industry help make Ames a very viable and economically stable community. Ames is also the headquarters for the Iowa Department of Transportation. Other world class companies located in Ames include Deere & Co, Vermeer, Merck Animal Health, 3M, Barilla, Boehringer Ingelheim, Hach, Danfoss, and Syngenta.

P.1a(2) Community Offerings

Community offerings are defined in Figure P.1-3 and further defined below.

P.1-3 Community Offerings

	Health	Comprehensive, high quality healthcare services including regional 220 bed acute care hospital, 250+ physician multi-specialty clinic, Federally Qualified Healthcare clinic.
	Education	Top rated public education system, private k-12, Iowa State University a Top Tier research center.
	Economy	45% public sector employment; local industry committed to re-investment and growth; diverse job opportunities; low (1.9%) unemployment rate
	Quality of Life	Big 12 athletics; robust parks (36 parks, 55 miles of trails); low crime rate

Health – As the medical hub for multiple counties, health care in Ames is accessible and advanced with medical professionals offering state-of-the-art medical intervention close to home. McFarland Clinic, with its main clinic located in Ames, is Iowa's largest physician-owned multi-specialty clinic with a network of more than 200 providers serving residents in 12 communities. Mary Greeley Medical Center, also based in Ames, is a *2019 Malcolm Baldrige National Quality Award Recipient*. Mary Greeley is a 220-bed acute care hospital

Who we are as a community

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Iowa State University Capstone Project

1. How good are we?
2. How do we know?
3. What are we doing to improve?

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Why?

1. Understand what data we have.
2. Make fact-based decisions.
3. Balance of key performance metrics.

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The Project

1. Students met with key leaders.
2. What are you measuring?
3. What are the themes?
4. What's most important to the group?

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