

# Common Fund of the Heartland



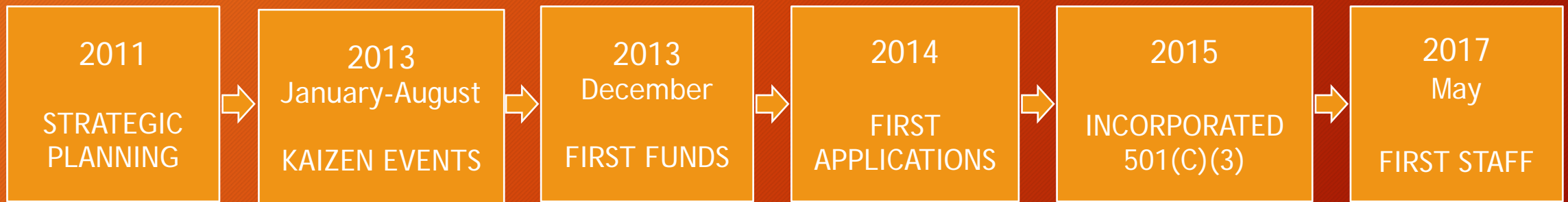
NEAUC 2017 Annual Conference  
Ft. Lauderdale, FL

Sunny Solutions for Self-Sufficiency

Strategic Partnerships that Fund Energy Assistance

Track E Session 3 Monday

# Who Is Common Fund?





# Where Does Funding Come From?



## Utilities

- Monthly Customer Donations
- Individual Fundraising Events by Utilities
- Operating Support
- Board Involvement
- Printing, Auditing, Marketing Support

## Heat the Streets Run and Walk for Warmth

- Utilities Plan, Organize and Sponsor Event
- Underwrite Expenses
- Fundraise
- Registration, Sponsorships, Volunteers
- CFH holds Prevent Reception - Utilities and Donors

## Foundations

- For Direct Assistance
- Operating Support
- New Staff and Equipment
- Evaluation of Pilot
- Various Sizes of Foundations:  
1 time and annual

# New Source of Funding: School Assistance Program

- Sherwood Foundation - Social Workers
- Funders giving to various agencies to help
- Selected CFH as the vehicle to distribute funds
- Families in need helps leverage funds
- Goals: Retain kids in school, keep families stabilized and housed





# New Source of Funding: School Assistance Program

- Omaha School District-Funding over 40 Social Workers
- Needs are brought to the Social Workers only-school approves
- Social Worker works with our Agency Partner to provide funding, find out other needs, makes referrals etc.
- They use our common application, use our HMIS database, those assisted are tracked along with our other clients, yet can be identified separately
- Funds are unrestricted: utilities, rent, clothing, food, repairs etc.
- Funds dispersed through CFH
- CFH receives operating support through an administrative fee



## New Source of Funding: School Assistance Program- How did this come about?

- Funded CFH initially for direct assistance and evaluation
- They like how funds can be allocated and utilized
- Like concept of leverage we promote
- They liked our strategic planning, vision and mission
- Initial planning got underway early this year
- Approved challenge grant June 1 - \$75,000
- First "ask" for matching, obtained June 5 - \$25,000
- Plan to secure additional funding during June





## New Source of Funding: School Assistance Program- Donor Relationships

- Funded CFH initially for direct assistance and evaluation (relationships, board advisory)
- They like to have options to direct funds-ease of donating (funders benefit)
- Like concept of leverage (they like the stability that utilities are involved-especially since we are so new)
- They liked our strategic planning, mission & vision (they attend)



# New Source of Funding: School Assistance Program- Next Steps

- Secure the additional funding-
  - Asks of \$25,000 of 3 more donors
- Planning sessions-
  - program planning, process and implementation plan
- Kick off when school session begins-mid August
- Reporting
- Evaluation-
  - outside and in-house evaluation and impact
- Plans for increased funding 2018





# Thank You

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