

Behavioral  
Health  
Workforce  
Development



# Webinar: Peer-Run Operations, Capacity, Building, Fundraising, Organizational Structure

**Presented by:** Faces and Voices of Recovery

**Monday, October 17th, 2022**

# PWI/EPOC Team at Advocates for Human Potential (AHP)



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Project Director



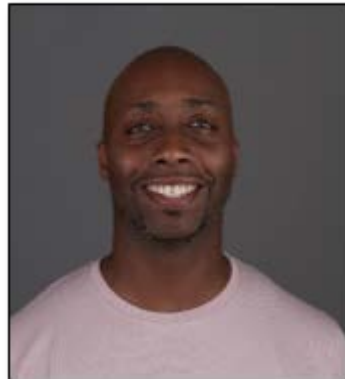
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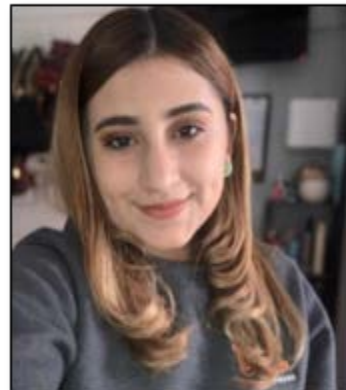
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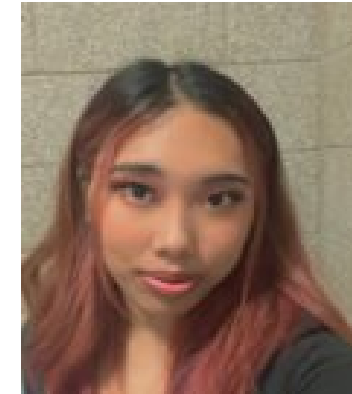
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# Capacity Building for Peer Run Organizations

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Catherine Lovvorn, CPS-AD/MH

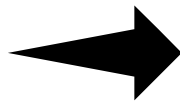
Catherine Lovvorn is the Executive Director of Living Proof Recovery, a Recovery Community Organization located in Rome, Georgia. As the leader of this organization, Catherine has had the pleasure to advocate for her recovery community, create leaders utilizing the servant leadership model and training individuals and organizations, nationally, as adjunct faculty for Faces & Voices of Recovery, the Georgia Council on Substance Abuse and The Recovery Research Institute.



# Financial Sustainability Plan

**A Financial Sustainability plan is an integrated, thoughtful, and strategic plan to help a non-profit raise enough money to achieve its programmatic and organizational goals.**

**"How much can we accomplish with what we can raise?"**

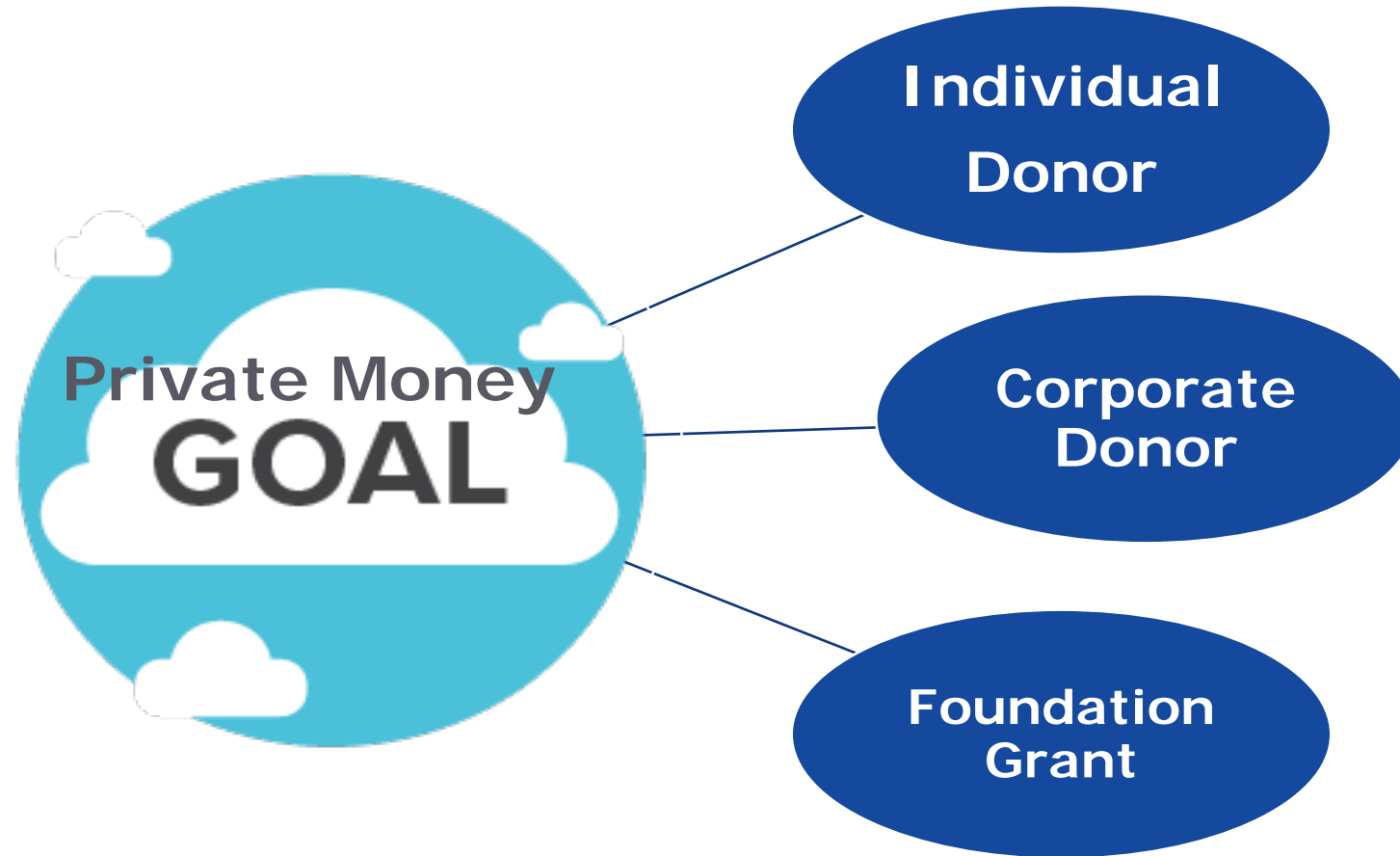


**"How much should we raise to accomplish our goals?"**

# The Financing Plan Framework



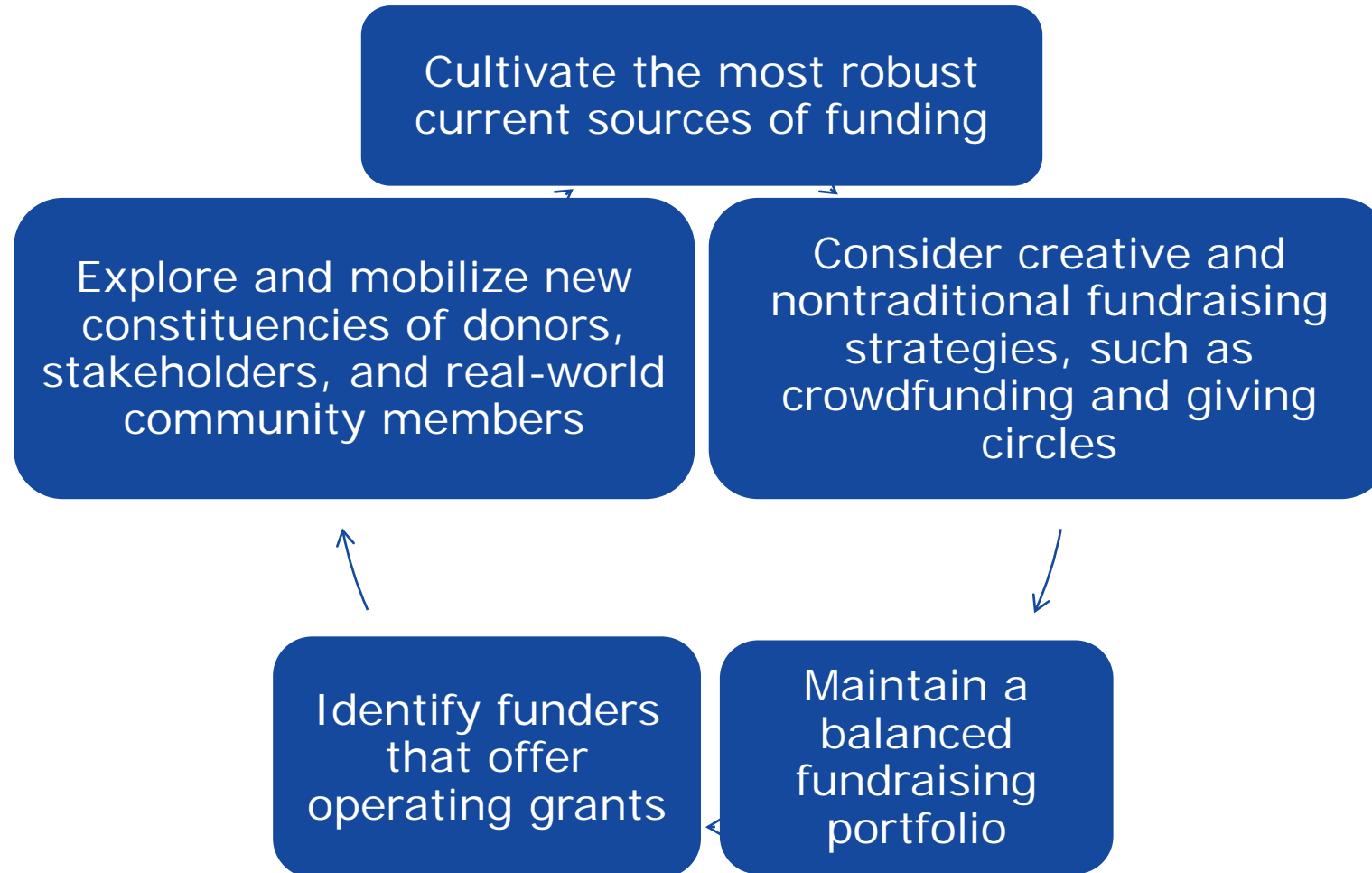
# Objectives



# Operational Plan



# Create Revenue Goals





# Revenue Goals



**Goal 1: Raise \$130,000 annually from private sources by 2022**

**Goal 2: Raise \$100,000 annually from government sources by 2023**

**Goal 3: Raise \$15,000 annually from earned income sources by 2024**

## 6. Operationalize the Plan

Goal	Objective	Activity	Deliverable	Lead	Others	Due Date	Date Complete
Private Sources	Individuals	Compile list of donors in Excel	Excel spreadsheet	Terry	Betty	3/12/21	3/10/21
Private Sources	Individuals	Enter donor information into Salesforce	Salesforce Report	Mark	Bob, Joe	7/19/21	
Earned Income	Book Sales	Create 2 new training products	New Manuals	Joan		8/12/21	
Government	County	Meet with county commissioner	Meeting	Jim	Angela	9/19/21	

# Nonprofit Budget Resources

[Budgeting: A Guide for Small Nonprofit Organizations](#)

[Budgeting for Nonprofits](#)

[10 Step Annual Budgeting Process](#)

# Potential Funding Sources

- Single State Authority, Community Block Grants, Medicaid
- SAMHSA
- County/City government partnerships
- Earned Income
- United Way
- Community Foundations
- Corporate Support
- Individual Donors
- Rotary, Lions and other philanthropic clubs

# In-kind Donations and Creative Fundraising

Donation of services

Donation of space

Collaborative events

Donation of time

Donation of expertise

# Steps To Funding

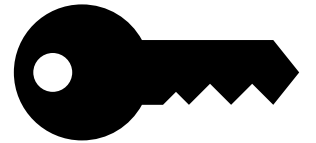
- Step 1 - Register your non-profit organization with the state agency responsible for fundraising registration.
- Step 2 – Identify Organizational Fit.
  - When applying for grants, make sure you understand and qualify for the funding.
  - Approach other potential donors individually, preferably in person. Explain what their money can do and that any amount will help.
- Step 3 - Give people information about your nonprofit organization and why there is a FIT.
- Step 4 - Share stories about your organization's past successes on your website or social media.

# Steps To Funding

- Step 5 - Build relationships with individuals and corporations that might share something in common with your nonprofit.
- Step 6 - Provide proof of your organization's nonprofit status.
- Step 7 - Tell contributors what you intend to do with the donations it receives and then keep them informed about the changes their contributions have made possible.
- Step 8 - Let past donors know how much the organization appreciates their gifts.

# Relationship building is key to grants/funding

- Competitive federal grant programs often necessitate multi-stakeholder proposals and may require professional grant writer
- Team with:
  - Single State Agencies (SSAs) for Substance Abuse Services and Behavioral Health Authorities (BHAs)
  - State Medicaid Director
  - Local stakeholders/community-based health clinics/peer groups
  - Law Enforcement
  - Workforce Development Boards





# Organizational Management & Leadership

- Leadership vs. Management: What's the Difference?



Use an organizational chart



Know your management style & be flexible



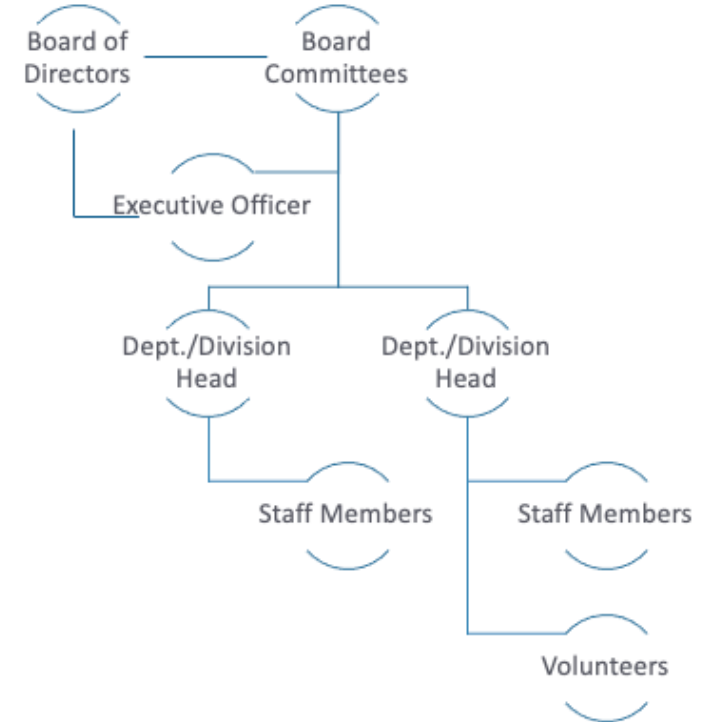
Praise & recognize



Team Building



Let others speak & hear them



# Questions?