



# *Diversifying Prevention Funding*

## *A Prevention Resource for HHS Region IX*



Pacific Southwest (HHS Region 9)

**PTTC**

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

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## Ways to Sustain and Enhance Prevention

One of the most common struggles for prevention coalitions and organizations is finding adequate and sustained funding to continue effective interventions. The United States federal grant opportunities from the Substance Abuse and Mental Health Services Administration (SAMHSA) fund prevention at the state, jurisdiction, tribal, and community levels. The grant cycle for competitive federal grant opportunities leads to uncertainty and instability.

This brief aims to support communities, coalitions, and jurisdictions in finding additional funding opportunities to implement evidence-based programs and policies, and sustain the effective outcomes they provide.

### Use the Strategic Prevention Framework



Using the Strategic Prevention Framework (SPF) to develop a comprehensive plan to support better funding and sustainable programs and policies. The SPF allows the data and process to drive which programs and policies the community needs the most, rather than contorting a plan for funding. A long-term, comprehensive, strategic plan allows a community or agency to identify what is needed and what can be implemented with current resources.

An assessment provides data for communities to demonstrate the need for specific programs and policies as well as a baseline for outcome evaluation to determine the success of those strategies. This allows future funders and partners to understand that the community isn't just guessing or hoping for change. Instead, using data and an evidence-based planning model gives prevention organizations more credibility. This also sets up communities to show the return on investment (ROI) to funders, governments, and partners.

As a community looks at the capacity of what the community can support or employ, the funding can complement those needs. The gaps and needs will drive what strategies are selected in the planning phase. By reviewing the capacity, a plan will include what funding is needed – be it short-term or long-term – to achieve the prevention outcomes the community desires.

It is critical to keep in mind that a **comprehensive plan** includes a variety of strategies. By including a set of policies and programs in your plan, communities can be creative with funding opportunities. Ultimately, the plan will outline what the funding will accomplish. When community partners ask for funding, a plan provides the opportunity to demonstrate what that funding will address within the community.

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Consider what the annual or long-term costs will be with each program or policy. Don't be afraid to put it all in there. Without identifying the costs, a community cannot properly prepare to implement their selected strategies. Are there positions or staff that need to be hired to implement? Are there trainings that must occur prior to implementation? Annual recertification? All of these require financial support. This also should include evaluation costs.

Evaluation ties back to the first step, Assessment. Quality data are essential for a community or coalition to demonstrate change within the community. In a perfect situation, a community has sufficient resources and the capacity to hire an external evaluator. Even if the situation isn't perfect, some level of evaluation should be planned for and identified. Evaluation will show the change from the strategy(ies) and illustrate to funders and partners that prevention is something the community NEEDS and is capable of implementing successfully.

As you go through the SPF, ensuring that the plan highlights what the community or coalition aims to do will permit like-minded partners and businesses to support prevention goals and outcomes.

## Why Diversify?

Diversifying funding creates sustainable prevention. A community with a comprehensive plan, one that identifies the needs of the community with an array of strategies, has opportunities to find unique funding prospects. Not all strategies will require long-term funding. Strategies such as policies and environmental change may require funding at the start but will be self-sustained. By building relationships with key partners within your communities, funding opportunities can be found. As with any strategy, there are challenges, benefits, and a variety of options that can make diversifying seem overwhelming.



### *Challenges*

This can seem daunting or overwhelming at the beginning. The biggest question is "HOW?" Many funding streams are only given on a yearly basis, after a lengthy application process. Additionally, only relying on one source of funding means the outcomes could change quickly if sustainable funding isn't procured.

Most of the funding that can be secured is only short-term. Whether it is from a federal agency, a foundation, or a local business, funding that is allocated for a long term (10+ years) is rarely available.



### *Benefits*

By having your plan established before finding funding, communities only fund what they need. It minimizes contorting or taking on new activities that dilute the prevention effort within your community. Ask yourself, is this funding going to strengthen our capacity to accomplish our goals? Or will it divert time and energy away from the plan and outcomes the community aims to reach?



### Options

The next question you begin to ask yourself is, where do we look? Below you will find some foundations and groups that look to fund substance use and community improvement efforts. Keep in mind that not every opportunity will fit the plan the community has developed, and that is okay.

Applying for funding from different entities provides longer sustainability for communities. If a community has an established coalition, one workgroup can focus solely on funding the strategic plan. Having multiple people who write grants or build community funding relationships, helps with sustainability. How? Instead of having one person doing all the work, a group may know of new funding sources that support the plan. It means one person doesn't have to carry all the water.

## How can a community diversify? Where are the resources?

### Sustainable Funding, Sustainable Outcomes

Ultimately, when looking to sustain funding, aim to sustain the **outcomes** – not a position. It is an uncomfortable concept, but when communities focus on the outcomes, the quality of the strategies and the health of the communities improves. Outcomes, data, and planning should drive the strategies and the funding.

#### *Key things to remember:*

Below is a list of possible partners and funders for substance use prevention programs and policy work. Not every opportunity will suit every community. It is important to remember that this is not an inclusive or complete list. Hopefully the following will assist in identifying additional funding sources in the community.

Ask the following questions before applying for funding:

- *Does the mission of the foundation/funder match up with our community goals?*  
Remember to find sources of funding that will help complete the established strategic plan.
- *Are there any ethical concerns?* Does this funding require the community to support an entity that promotes unhealthy behaviors? What does the funder get out of supporting the community?
- *What are the reporting requirements?* As with any federal grant, some foundations or private funders require quarterly or annual reporting. Does the community have the capacity to fulfill those requirements

## Resources for Funding

Entity	Brief Description	Website
Commonwealth Fund	The mission of the Commonwealth Fund is to promote a high-performing, equitable health care system that promotes better access, improved quality, and greater efficiency in health care, particularly for society's most vulnerable, including people of color, people with low income, and those who are uninsured.	<a href="#">Grants   Commonwealth Fund</a>
Philanthropy News Digest	Philanthropy News Digest publishes Requests for Proposals (RFPs) and notices of awards as a free service for U.S.-based nonprofit and grantmaking organizations.	<a href="#">RFPs   PND (philanthropynewsdigest.org)</a>
The Queen's Health System	Comprehensive Hospital System in Hawai'i	<a href="#">Community Outreach – The Queen's Health System (queens.org)</a>
Robert Wood Johnson Foundation	The mission is to improve the health and wellbeing of everyone in America. This mission is inspired by our founder, General Robert Wood Johnson II. Carrying forward his legacy, we are dedicated to working toward a healthier nation rooted in equity, compassion, and respect.	<a href="#">Pioneering Ideas: Exploring the Future to Build a Culture of Health (rwjf.org)</a>
BNSF Railway Foundation	Foundation funding; Must be along a railway. California (CA), Arizona (AZ) The Foundation is dedicated to supporting the communities we serve and in which our employees live, work, and volunteer. Your organization, or program, should exist in or serve a community near one of BNSF's rail lines to be considered for grants. Focus on: Civic, Cultural, Educational, Health and Human Services, Youth Organizations, and Federally Recognized Tribal Government.	<a href="#">Programs   BNSF Railway Foundation (bnsffoundation.org)</a>  Map: <a href="#">BNSF Network Map</a>

Entity	Brief Description	Website
Community Health Benefit	Kaiser Permanente (regional pages), Blue Cross Blue Shield. The Affordable Healthcare Act requires hospitals to provide and document the community benefits within their service areas. The hospitals provide community grants, offer support with assessment and capacity, and can be a partner in strategic planning.	Websites vary by area. <a href="#">Charitable contributions   Kaiser Permanente</a>
Conrad N. Hilton Foundation	The Conrad N. Hilton Foundation is a family foundation established in 1944 by the man who started Hilton Hotels. We provide funds to nonprofit organizations working to improve the lives of individuals living in poverty and experiencing disadvantage throughout the world.	<a href="#">Home   Hilton Foundation</a>
United Nations Office on Drugs & Crime (UNODC)	The UNODC Drug Abuse Prevention Center (DAPC) Grants Programme is launching a Call for Proposals for 2023, with the aim of funding not-for-profit organizations working in the area of substance use prevention whose projects are aimed at implementing evidence-based prevention activities for and with youth.	<a href="#">DAPC Grant (unodc.org)</a>
Pacific Islands Heritage Foundatio	Serving the Blue Continent: “We foresee a sustainable Pacific Islands region, inspired by its many rich and deeply rooted heritages.”	<a href="https://pih.foundation">https://pih.foundation</a>
Asian Pacific Community Fund (APCF)	As the only community-based fund in Southern California focused on the Asian American & Pacific Islander (AAPI) community, APCF is committed to sustaining and growing the local API nonprofit sector. Competitive grants from APCF transform the lives of countless residents throughout Los Angeles County and beyond; in the process, they help strengthen the entire nonprofit sector in the region. This makes APCF more than a typical funder – we partner with nonprofit organizations to maximize their impact by offering long-term funding opportunities, core operating support, and resources that go beyond traditional grant making. All grant applicants must serve low-income or underserved AAPI communities locally and meet the strategic criteria of the area to which they apply.	<a href="#">Grants — Asian Pacific Community Fund (apcf.org)</a>

## Is that enough? Working with private partners

One emerging theory involves partnering with private businesses within the community. Just like a business may invest in its product, a business may also understand that employees and community are crucial to invest in. Promoting to a business that by investing in a strategic prevention plan, the business or company will have a more stable community to use their product. OR the business or company will have a more reliable workforce. When employees are healthier, or the ones the employees care for are healthier, the business may see a decrease in sick days. Both of these outcomes improve the bottom line for a private business. Initially, the companies may only provide time-limited funding. It then falls to the community to demonstrate to the funders why continuing to support the strategic plan is in the best interest of all. This is a new funding model and will continue to be evaluated. Communities can still reach out and ask for support from companies.

There are some potential private companies within Region 9 listed below. Please refer to the previous questions before reaching out to private companies. These are only examples and not a comprehensive list. The community will know best what companies may support the strategic plan.

Possible Private funding	Location
Triple J Enterprises	Pacific Jurisdiction
Mobil Oil Company	Pacific Jurisdiction, CA, AZ, Nevada (NV), Hawaii (HI)
PMC Investments	Pacific Jurisdiction
Honeywell	AZ, CA, NV, HI
Home Depot	AZ, CA, NV, HI

## Reference

[Substance Use Disorders: Funding For Prevention | Health Affairs](#)