



Reimagining Capacity-Building as a Tool for Funders

Why rethink capacity building?



Short answer #1: Because systemic racism and pro-urban bias are real. Even in philanthropy.

Short answer #2: Those closest to the problem are closest to the solution. And worthy of investment.



- Systemic racial biases and pro-urban policies push deeply rural nonprofits and nonprofits serving communities of color to the margins.
- Underinvestment works to keep them there.
- Traditional capacity building efforts are born from dominant culture ideologies.
- “Best Practices?” Aggregated from a homogenous collection of white, mainstream (read urban) organizations.
- Result: Those best at navigating hurdles, requirements, and processes put in place by philanthropy are deemed worthy of investment.
- Result: Well resourced orgs continue to be attractive to funders. Under resourced orgs continue to be seen as risky.

How should we consider the role of non-financial support?



- Ex: Building Bridges Leadership Institute:
 - Seek low capacity groups with high potential
 - Partner with an intermediary and fellow capacity builder
 - Jointly promote RFP, review submissions, and make decisions
 - Develop new pipeline of applicants

- Building Bridges Leadership Institute Cohort demographics:
 - 44% rural;
 - 36% BIPOC;
 - New to TGKVF;
 - Primarily new professionals;
 - 39% represent all-volunteer groups.

- 25 grants of \$5,000
- Co-designed learning space
- 4 training/networking sessions
- Headshots
- Paid membership to WVNPA
- Gas cards for in-person gatherings
- 8 hours of professional consulting

What we did...

Focus groups and surveys

- what was experience like for grantees?
 - for consultants?
 - for the Hub?
 - for TGKVF program staff?
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- More shared decision-making; ask current BBLI grantees to review future applications and make funding decisions
 - Seek a new crop of emerging or startup nonprofits
 - Reinvest in current cohort with more consulting, bigger grants

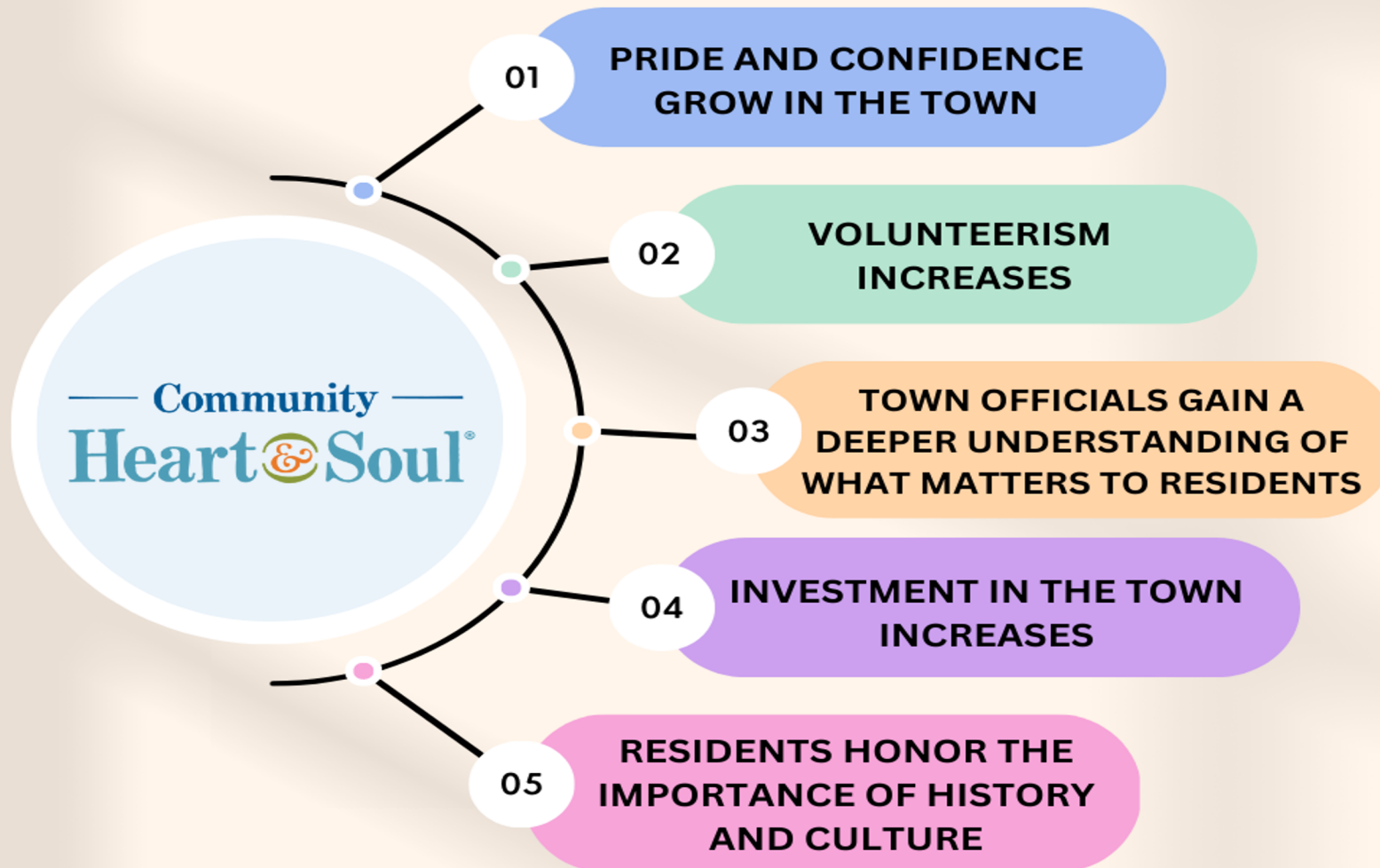
What are some ways you are involving the community in this work?



Community Heart & Soul™



Five Ways Community Heart & Soul Transforms Towns



Resident pride, initiative, and sense of belonging

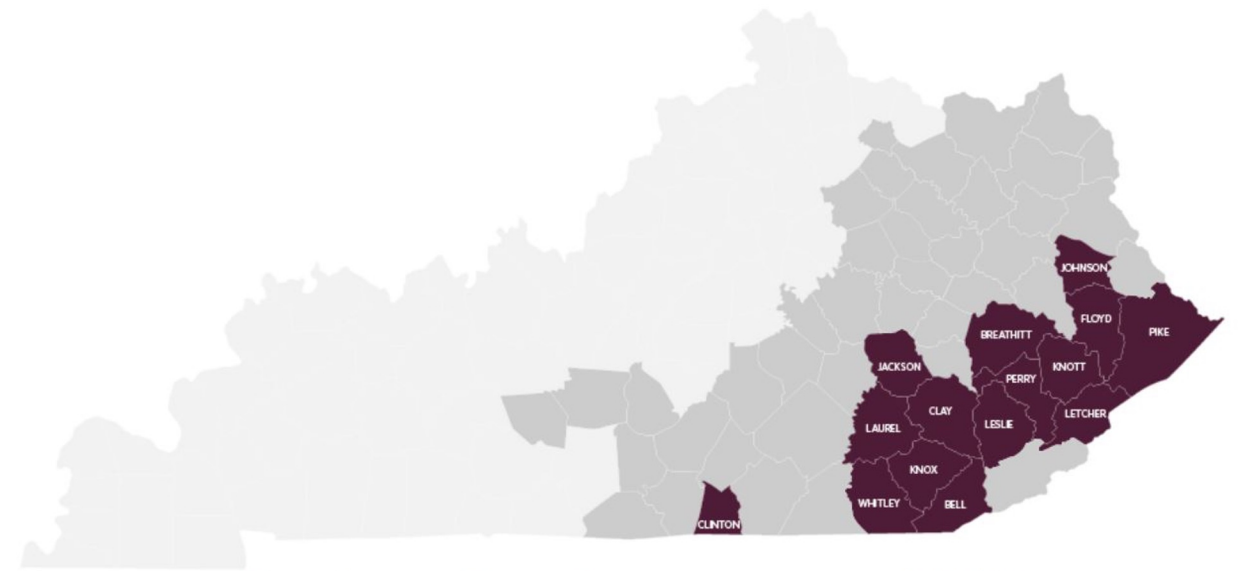
- *Residents engage in community* - New volunteers emerge, and existing volunteers are more engaged long-term.
- *Residents feel connection and belonging* - Residents identify with their town as a community, communicate across differences, and have an increased ability to trust other residents and/or their local government.
- *Residents honor local stories* - Heart & Soul recognizes and honors local history.

What are some ways you are involving the community in this work?



Utilizing an affiliate network to build community:

- Meeting communities where they are;
- Ensure communities remain in control;
- Offer tools and resources;
- Investing in people.



Explore Our Community Affiliates

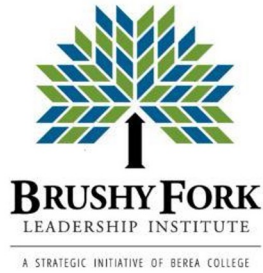
BREATHITT • CLINTON • FLOYD • JACKSON • JOHNSON • KNOTT • LESLIE • LETCHER • PERRY • PIKEVILLE • UPPER CUMBERLAND

Affiliate Community

Foundation Benefits:

- Nonprofit Status
- National Standards
- Local Control
- Investments
- Admin Services
- Financial Services
- Training and Technical Services
- Donor Development
- Multiple Funds
- Marketing and Public Relations
- Website - Affiliate pages
- Peer Learning
- Partnerships and Initiatives





PEOPLE READY COMMUNITIES

Leadership Program



This program brings together community members for a six-month commitment to grow their leadership skills and collaboratively complete a hands-on project supporting community resilience, building a vibrant economy, and welcoming diversity.

BELL, PERRY, FLOYD & CLAY RESIDENTS CAN APPLY NOW!

YOU WILL:

- ✓ DEVELOP A COMMUNITY NARRATIVE FOR ECONOMIC GROWTH
- ✓ CREATE A PEOPLE READY COMMUNITY ACTION PLAN
- ✓ ENHANCE LEADERSHIP STRENGTHS & SKILLS



BEREA COLLEGE

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The People Ready Communities Leadership Program brings together community members and helps them prepare a community to be welcoming and inviting to a diverse workforce for economic development and prosperity in rural Appalachia. The program positions communities to respond to requests from remote workers, industries, small businesses, and others who have an interest in understanding why their community is a good place to locate their workforce.

How do we measure and evaluate our success?



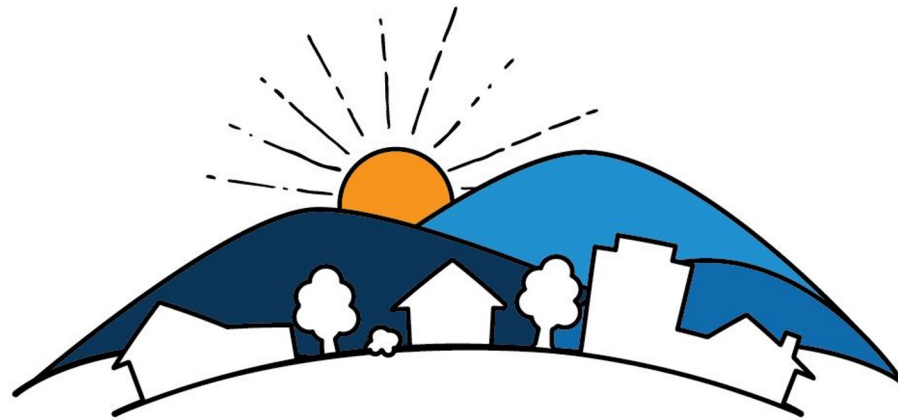
“Progress, not perfection”

Internal Measures

1. # BIPOC led orgs receiving support
1. # Deeply rural orgs receiving support
1. \$ Brought into the Region

External Measures

1. Did the org achieve their desired outcomes?
1. Did the org’s trust in DHT grow?
1. Have funding streams diversified?



APPALACHIA
FUNDERS NETWORK