

Strategies for Sustainability



New York
21st Century Community Learning Centers
SOARING BEYOND EXPECTATIONS



CHANGE
IMPACT



Change Up
Learning

About Darise

- Senior Director, Program Narratives
- 18 years teaching and nonprofit experience
- Self care -> naps
- Bronx born and raised
- Former Press & Sun-Bulletin intern





CHANGE IMPACT

helps social impact
nonprofits and schools
to achieve **results** +
advance **equity**.

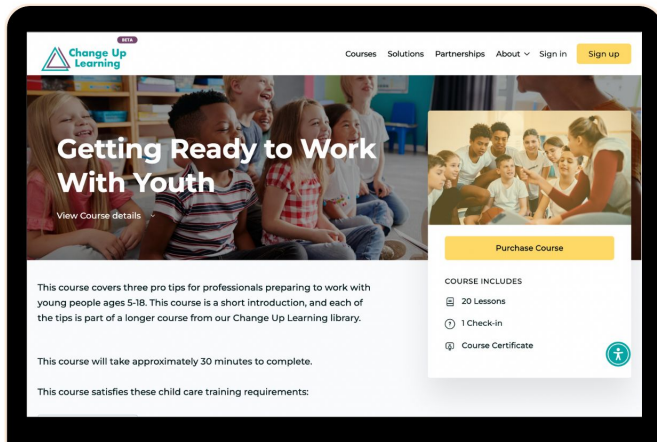


M/WBE-
Certified





Change Impact powers Change Up Learning, an online PD platform for youth development professionals



- ✓ Self-paced learning
- ✓ Live workshops + coaching
- ✓ Administrator dashboard that automates training data + certificates

www.changeuplearning.com



Session Goals

- Discuss trends and tips for grant writing
- Explore strategies to unlock collaborative partnership potential
- Review data + storytelling resources
- Share strategies for building program champions



Agenda

- Welcome and warm up
- Grant writing trends and tips
- Collaborative partnerships
- Gathering data, sharing impact
- Building program champions
- Closing and evaluation



Session Norms

- Be **present** and engaged 📺
- Be **respectful** of yourself, others, and the space ✌️
- Feel encouraged to **speak** “in draft” (*skip the sorry*) 🗣️
- Assume best intentions while **centering impact** - lean into **grace and growth** 🌱
- Come as you are and take what you need ✨
- What else? ➕

Warm Up!

Who/what is your favorite **dynamic duo**?



Grant Writing Trends & Tips



**Me trying to explain to funders
how our missions are aligned**





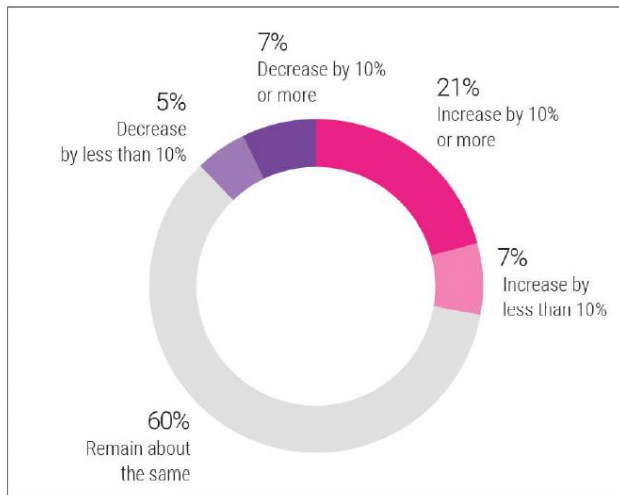
Trends in Education Philanthropy

- [Grantmakers for Education's 2025 report](#) benchmarks big picture, philanthropic practice, and education giving trends
- 47% of responding funders anticipate their giving priorities/strategies will be impacted by federal policies
- “Outlook for education funding appears stable”



Anticipated Education Grants Budgets

Change in Anticipated Education Grants Budgets in the Next Fiscal Year



- 60% - remain about the same
- 7% - increase by less than 10%
- 21% - increase by 10% or more
- 7% - decrease by 10% or more
- 5% - decrease by less than 10%



Future Priorities

*“Our 2025 benchmarking survey found that funders are **increasingly directing resources toward early learning, literacy and holistic approaches that address the full needs of students and families.** At the same time, they are **prioritizing policy advocacy and pursuing strategies to shape public opinion.**”*



Questions to Ask Before Seeking Funding

- Have we identified the student population for whom the program/service is for? (i.e., use data to determine needs)
- Have we surveyed staff/participants/families to identify what resources/programming would be most beneficial?
- Do we have successful programs that are facing a funding cliff? How might we prioritize those projects?
- How does this align with our mission?



When writing, keep in mind...

- Utilize asset-based language
- Cite your sources
- Collaborate with your colleagues
- Read your writing out loud
- Be kind to yourself

TOP 10 Tips!

1. Ask ALL the questions during the open Q&A process.
2. Read the RFP, submission instructions, scoring process, and form requirements (again and again).
3. Invest time in onboarding your grant writing consultant properly.
4. Have a written project plan (and stick to it!).
5. Don't be afraid to repeat yourself if the RFP calls for it.
6. Read everything again. Yes, AGAIN!
7. Develop your budget first/in parallel with the program plan.
8. Secure all required signatures at least one week prior to submission.
9. Submit at least two days before the proposal is due.
10. Write, breathe, repeat.



Public Funding Search Tools

Set up alerts from:

Federal: Grants.gov

State: NYS Contract Reporter



Private Funding Search Tools

- Afterschool Alliance [database](#)
- Network for Youth Success newsletter (members)
- Community Foundation [search tool](#)
- Foundation Center Online [free search](#)



RACI Framework – Establish Your Team

Responsible: Does the work to complete the task

Accountable: Delegates the work and provides final review

Consulted: Provide input based on expertise/role

Informed: Kept in the loop

	Person A	Person B	Person C	Person D	
Task 1	R				<u>R</u> esponsible
Task 2		A			<u>A</u> ccountable
Task 3			C		<u>C</u> onsulted
Task 4				I	<u>I</u> nformed

List the players on your team and feel free to get creative

Group Discussion

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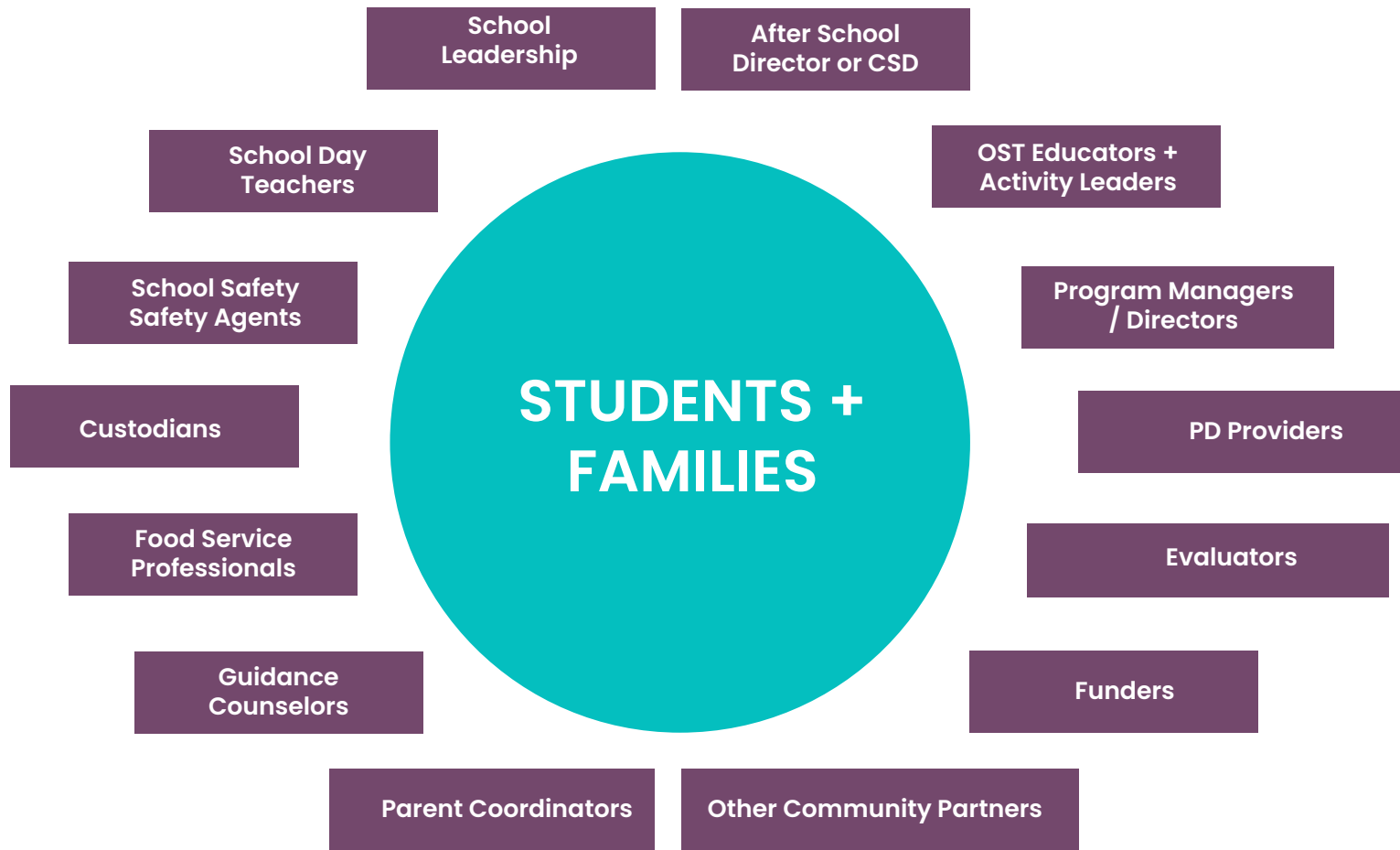
What emerging trends are you noticing with grant applications or reports?



TEAM UP

Collaborative Partnerships







The Benefits of Collaboration

**Collaboration +
Cooperation**



**Deeper work
More innovation
Higher quality**

**What would your program partners say about how
you collaborate with them?**



8 Collaboration Strategies

1. Collaborate instead of compete
2. Collective problem-solving and advocacy
3. Create strategic alliances
4. Leverage complementary strengths
5. Have an invitation mindset
6. Share media opportunities
7. Schedule regular meetings
8. Cultivate thought leadership



[Source: 15 Ways to Improve Business Partnerships and Collaborations](#)



Collaboration Brainstorm

1. What area(s) of our program could use a boost in resources, publicity, advocacy, recruitment, etc?
2. Which partners or organizations in our ecosystem are doing the work well? What might I learn from them?
3. What are 1-2 things that my organization has in common with potential partners that we are not yet talking about?
4. What might a strategic lunch or coffee chat look like with this partner(s)?

Riddle me this!

.....

**I'm invisible but essential, and
without me, teams often
crumble. What am I?**



TEAM UP

Sharing Stories with Impact





2 Minute Brainstorm

What types of data do you have?

How do you use data to tell your story?



What counts as data?

Information collected from:

- Surveys
- Focus groups
- Polls
- Written assessments
- Documented observations
- Informal communication
- Complaints/suggestions
- Work portfolios
- ...

Information collected about:

- Program satisfaction
- SEL
- Academic growth
- Pro-school behavior
- Future aspirations
- Feelings of safety + inclusion
- Physical wellness
- ...



Know Your Outcomes!

There are dozens of potential outcomes for youth programs.

The data you collect drives the story you tell.



tinyurl.com/PASEOutcomes



Community Level Outcomes

*Desired changes in the target population as a result of program activities

Examples: changes in knowledge, attitudes, behavior, health status, acceptance rate, incidence, attendance, etc.

Resources: [American Academy of Pediatrics](#), [Citizens' Committee for Children](#), [US Census QuickFacts](#), [NYSED School Report Card](#)



Compelling Language

- 65% of program participants face food insecurity.

-or-

- Two out of three youth in our program rely on us for a nutritious meal.

Building Program Champions





Starting with Relational Trust

- **Respect** - Listening and truly valuing the opinions of others during conversations and social interactions.
- **Courtesy** - Recognizing the needs of others in the community and going beyond what is expected to lift someone else up.
- **Competence** - Individuals living up to and following through with designated responsibilities and acknowledging the interdependence that exists within a team or relationship.
- **Integrity** - Consistency between what a person says and does.



Refining Your Program Message

- Why does your program exist?
- Who does your program help?
- How do you deliver programs and services?
- What's your special sauce?

Reflection: How are you helping partners within your ecosystem absorb your message?



Model Behavior: The Elevator Pitch

- Frame the pitch as a story vs. a list of details
- Bring your mission to life by giving an example of your work in action
- Let your passion come through; aim for connection
- Practice with different audiences





Broadcast Your Journey

- Schedule regular communication
 - Newsletters
 - Website's news, media, or blog page
 - Social media
 - Seasonal celebrations
 - Shoutouts
 - Walking tours
 - Forward/invite partners to calls to action
- Sharing wins and setbacks paints an honest and robust picture of your needs and efforts!





Lights On Afterschool!

We've got something to celebrate! Join us for Lights On Afterschool 2025

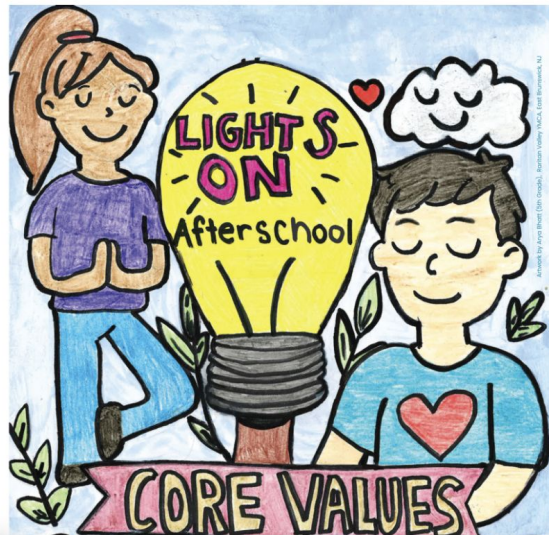
By CHARLOTTE STEINECKE *Posted: Aug 14, 2025*

Federal afterschool and summer funding for this year was restored, thanks to 100,000 people who raised their voices. **Let's celebrate!**

Lights On Afterschool, the annual rally for afterschool programs, is back for its 26th year! Every year on the third Thursday in October, more than 8,000 afterschool programs nationwide host celebrations and open their doors to their communities to showcase what they do every day to keep kids safe and engaged in learning.

There are lots of ways to participate and show your support for afterschool programs:

- If you're a fan of afterschool, [thank Congress for helping to release the funds](#) and ask them to save the date for *Lights On Afterschool*.
- Programs should [register their events](#) today to get signed up for great giveaways across the next ten weeks.



[Source:](#)
[Afterschool](#)
[Alliance](#)

Turn & Talk

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- **Take 2 minutes to consider an impact story that could boost collaboration.**
- **Take 2 minutes to swap ideas with a partner!**



Team Up

Closing and Evaluation





Follow up!

Keep an eye out for these slides and a friendly reminder to try out what you learned!



Looking Ahead

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What would you like to try?

**With whom do you want to
share these ideas?**



**TAKE
ACTION**

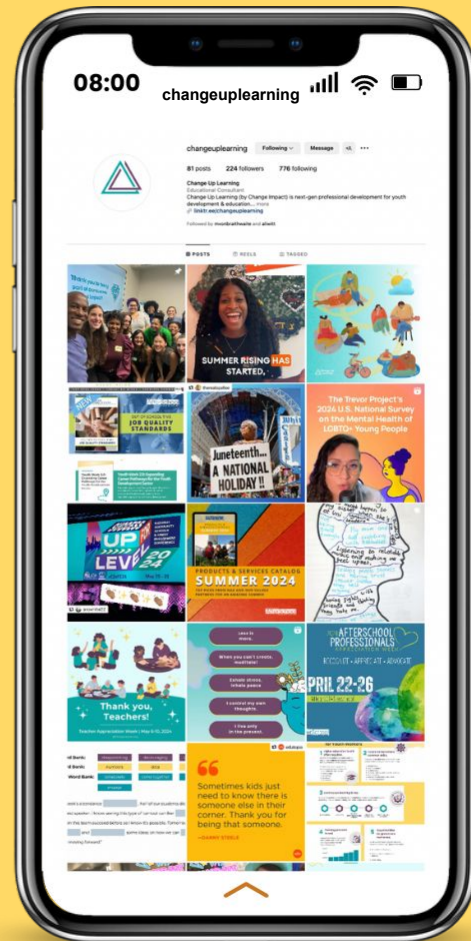
Looking for even more
**fun facts, videos, inspirational
quotes and good vibes?**

**Follow us on the
'Gram!**



@changeuplearning

Scan me!



Thank you!

Please take a moment to complete the survey.

Open your smartphone's camera
app and aim at the code!

