

Finance Project Framework— 8 Elements of Sustainability

1. Vision: Having a clear-cut objective that articulates how an agency's programs will improve the lives of children and families is one of the most important and basic steps involved in achieving sustainability.

2. Results Orientation: Demonstrating and marketing program success through measurable results is crucial for building support from key stakeholders.

3. Strategic Financing Orientation: Developing a strategic financing orientation enables program leaders to identify the resources they need to sustain their activities that result in positive outcomes and then create a diversified portfolio of funding sources.

4. Adaptability to Changing Conditions: Adjusting to changing social, economic, and political trends in the community enables agencies to take advantage of various opportunities that can help to achieve sustainability.

5. Broad Base of Community Support: Achieving a broad base of community support means determining who within the community loves an agency program, who needs it and who would care if it were gone. Often, when an agency is able to build a broad base of supporters who care about it and believe it is vital, fiscal and non-fiscal support will follow.

6. Key Champions: Rallying leaders from businesses, school districts, service clubs, faith-based institutions, government and other parts of the community who are committed to an agency's vision and are willing to use their power and prestige to generate support for that program will help to ensure long-term stability.

7. Strong Internal Systems: Building strong internal systems, such as fiscal management, accounting, information, personnel systems and governance structures, enables an initiative to work effectively and efficiently. Establishing these systems also allows initiatives to document their results and demonstrate their soundness to potential funders.

8. Sustainability Plan: Pulling it all together in a coordinated sustainability plan helps board members and program leaders clarify where they want their agency to go in the future and track their progress. A plan also helps policymakers and investors decide whether and how to support certain initiatives.