

CERTIFIED SUSTAINABLE

Certified Sustainable: An Initiative of First 5 Sacramento

Summary

Certified Sustainable is a yearlong initiative to engage all current First 5 Sacramento grantees in developing meaningful and achievable plans to maintain current service levels, even as First 5 funds are reduced.

History

In 2015, the First 5 Sacramento Commission expanded beyond grantmaking to support policy, advocacy, and sustainability. The Commission developed a Policy Platform, created a Sustainability Committee, and integrated sustainability planning into its strategic direction. As the Commission's Sustainability Committee worked to develop the Commission's first ever Systems Sustainability Plan, the Committee came to recognize that each funded agency must be deeply engaged in sustainability planning in order to sustain programs, services and outcomes impacting children 0 – 5 and their families.

Initiative Launch and Leadership

In early 2018, First 5 Sacramento contracted with Storywalkers Consulting and the Impact Foundry. The Commission needed a consultant experienced at facilitating nonprofit learning and overcoming barriers to collaboration, as well as a nonprofit resource center to provide extensive training and capacity building for its grantees. The team envisioned a process by which agencies would develop plans to ensure long-term program sustainability, culminating with First 5, Impact Foundry and Storywalkers publicly certifying that all plans are deemed complete and achievable. With a solid vision in place, the team named this initiative **Certified Sustainable** and convened an all grantee meeting in May 2018 to introduce and launch the effort.

Purpose of the Initiative

- Provide targeted and useful training and capacity building to grantees
- Generate awareness, discussion, innovation and planning toward sustainability
- Broaden and mobilize the sustainability team within each organization
- Create meaningful and living sustainability plans

Six Domains

Certified Sustainable encourages agencies to be innovative, to challenge longstanding mindsets and to consider an array of sustainability strategies. The Certified Sustainable Team developed a set of Six Domains that collectively contribute to overall agency health, solvency and success. Each agency must select at least two domains upon which to build their more extended sustainability plans:

- 1) Revenue Structure
- 2) Operational Framework
- 3) Engagement of Partners, Board and Volunteers
- 4) The Nonprofit Brand
- 5) Measuring Impact and Accountability
- 6) Culture, Decision-Making and Change Management

Sustainability Plans

Agencies receive an array of training and coaching to ensure that, within a nine-month period, they can fully utilize a detailed sustainability plan template to complete an agency-specific Sustainability Plan. To ensure progress, each agency participates in an assortment of meetings, including all grantee meetings, meetings among agencies providing similar programming, and individual site visits. First 5 Sacramento provides feedback on draft plans that are due three months prior to certification. Final sustainability plans are due in April 2019.

Certification

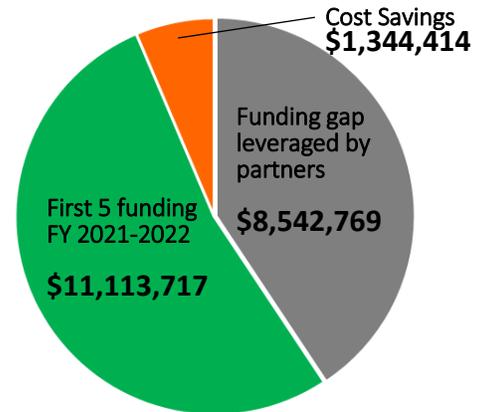
In June 2019, First 5 Sacramento will host a Certification Event to elevate and celebrate the work of our agency partners. In addition to the participating agencies, First 5 will invite local media, elected officials, business leaders and local philanthropic organizations to attend the event. The Certified Sustainable Team will showcase and celebrate the most innovative, groundbreaking and promising elements of each agency's plans and confer the Certified Sustainable designation. This event is an opportunity to educate and engage decision-makers in government, business and philanthropy on behalf of the Commission's grantees- all of which provide critical services to Sacramento's most vulnerable children and their families.



An Initiative of First 5 Sacramento

24 Agencies: 211 Sacramento ♦ Birth and Beyond Family Support Collaborative: Child

Abuse Prevention Council of Sacramento; Folsom Cordova Community Partnership; La Familia Counseling Center; Mutual Assistance Network; River Oak Center for Children; Sacramento Children’s Home; WellSpace Health ♦ Center for Oral Health ♦ Child Action, Inc. ♦ Community Resource Project, Inc. ♦ Crocker Art Museum ♦ Elk Grove USD ♦ Folsom Cordova USD ♦ Galt Joint Union Elementary SD ♦ Her Health First ♦ Natomas USD ♦ River Delta USD ♦ Robla School District ♦ Sacramento City USD ♦ Sacramento County office of Education ♦ Sacramento County WIC ♦ San Juan USD ♦ Twin Rivers USD

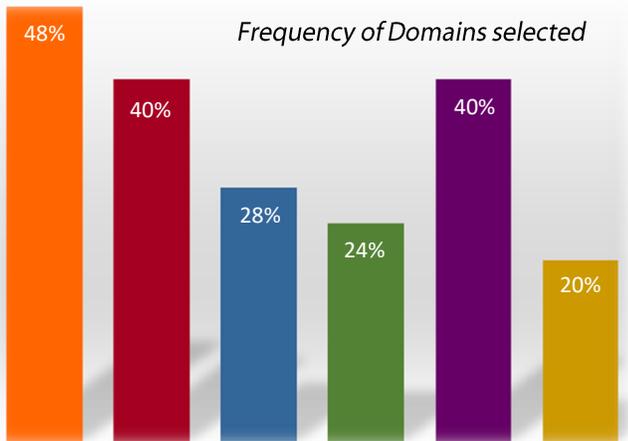


- First 5 funding decreased by 30%
- Leveraged funding
- Cost Savings/Operational Efficiencies

20 Sustainability Plans Representing 23 Funded programs

& Leveraging over **\$6 million*** by focusing on building capacity in **6 Domains** – Revenue Structure, Operational Framework,

Engagement of Partners, Board and Volunteers, The Nonprofit Brand, Measuring Impact and Accountability, & Culture, Decision-Making and Change Management



90 Agency staff participated in

Capacity Building workshops and events sponsored by Impact Foundry worth nearly **\$10,000** and received **150 hours** of technical assistance and

one-on-one coaching from Storywalkers Consulting.

Agencies Report:

“Now senior management are addressing sustainability on an agency wide basis, while program leaders develop program specific plans.” ~Community Resource Project, Inc.

We recognize that funding structures are changing quickly and we need to change with them. At the same time, we need to make sure that our Family Resource Centers remain known and trusted by the community.” ~Sacramento Children’s Home

“To address health equity, we are mobilizing community stakeholders as partners in both sustainability and strategic planning.” ~Her Health First

“We are using this process to identify how to strengthen the public’s perception of us as a hub for access to a broad range of services.” ~211 Sacramento



* Projected based on goals