



# Welcome to the NRFC Webinar Keeping the Doors Open: Sustainability Tips for Fatherhood Programs

12:30 – 2:00 p.m. EDT | September 20, 2017

All **audio** from today's session will be broadcast through the computer. Make sure your computer volume and Adobe Connect audio () are turned **on**.

# National Responsible Fatherhood Clearinghouse



- National resource to support fathers and families.
- Funded by U.S. Department of Health and Human Services, Administration for Children and Families, Office of Family Assistance.
- Resources are available for fatherhood practitioners, dads, researchers, and policy makers.

# National Responsible Fatherhood Clearinghouse

Visit us: [www.fatherhood.gov](http://www.fatherhood.gov)

[www.fatherhood.gov/toolkit](http://www.fatherhood.gov/toolkit) for *Responsible Fatherhood Toolkit*.

[www.fatherhood.gov/webinars](http://www.fatherhood.gov/webinars) for archives of all our webinars.

Contact: [info@fatherhood.gov](mailto:info@fatherhood.gov)

Encourage fathers or practitioners to contact our Helpline toll-free at:  
**1-877-4DAD411 (877-432-3411)**

Engage with us via social media:

Facebook - /Fatherhoodgov

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John Allen, Contracting Officer's Representative (COR) for NRFC

- [john.allen@acf.hhs.gov](mailto:john.allen@acf.hhs.gov)

Kenneth Braswell, NRFC Project Director

- [kenneth.braswell@gmail.com](mailto:kenneth.braswell@gmail.com)

Patrick Patterson, NRFC Project Manager

- [patrick.patterson@icf.com](mailto:patrick.patterson@icf.com)





# Today's Webinar Will Provide

- Overview of the NRFC and its resources related to sustainability for fatherhood programs.
- Information and tips from:
  - **Michelle Foster** - President and CEO  
Greater Kanawha Valley Foundation, Charleston, WV.
  - **Andrew Freeberg** - Director of Community Programs  
The FATHER Project, Goodwill-Easter Seals Minnesota, Minneapolis, MN.
  - **Kathy Lambert** - Co-Founder and CEO  
Connections to Success, St. Charles, MO.
- List of helpful resources available for download during the webinar.
- “Question and Answer” session with the presenters at the end of the webinar.



# Questions for the Presenters

Working with Young Fathers: Tips from the Field (Lobby) - Adobe Connect

Meeting Layouts Pods Audio

Chat (Everyone)

Working With Young Fathers Tips from the Field.pptx

Draw Stop Sharing

Welcome to the NRFC Webinar  
Working With Young Fathers: Tips from the Field  
12:30 – 2:00 p.m. EDT | March 22, 2017

All **audio** from today's session will be broadcast through the computer. Make sure your computer volume and Adobe Connect audio ( ) are turned **on**.

Everyone NRFC Webinars Sync

Web Links

- Fatherhood.gov
- Young Fathers of Santa Fe
- NRFC - Facebook
- Young Fathers of Central Florida
- NRFC - Twitter
- Young Fathers of Metro Atlanta
- NRFC - Past Webinars

Browse To <https://twitter.com/fatherhoodgov>

Downloadable Resources

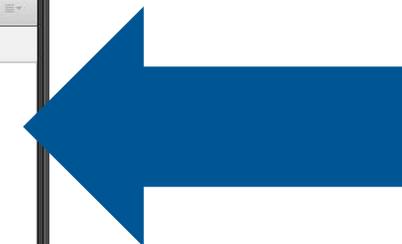
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Show All Questions Assign To

Please enter any questions in the Q&A box at the bottom-right of your screen.





# Keeping the Doors Open: Sustainability Tips for Fatherhood Programs

**Michelle Foster, Ph.D.**

President and CEO  
The Greater Kanawha Valley Foundation

September 20, 2017



# Definition of Sustainability

Sustainability is the ability to maintain an initiative and its benefits over time.



**ENVIRONMENTAL  
SUPPORT**



**FUNDING  
STABILITY**



**COMMUNICATIONS**



**STRATEGIC  
PLANNING**



**PARTNERSHIPS**



**PROGRAM  
ADAPTATION**



**PROGRAM  
EVALUATION**



**ORGANIZATIONAL  
CAPACITY**



## STRATEGIC PLANNING

Using processes that guide your program's direction, goals, and strategies



## PARTNERSHIPS

Cultivating connections between your program and its stakeholders



## **ORGANIZATIONAL CAPACITY**

Having the internal support and resources needed to effectively manage your program



# PROGRAM EVALUATION

Assessing your program to inform planning and document results



## **PROGRAM ADAPTATION**

Taking actions that adapt your program to ensure its ongoing effectiveness



# COMMUNICATIONS

Strategic communication with stakeholders and the public about your program



## ENVIRONMENTAL SUPPORT

Having a supportive internal and external climate for your program



## FUNDING STABILITY

Establishing a consistent financial base for your program



# Contact Information

**Michelle Foster, Ph.D.**

President and CEO

Greater Kanawha Valley Foundation

[mfoster@tgkvf.org](mailto:mfoster@tgkvf.org)



# Keeping the Doors Open: Sustainability Tips for Fatherhood Programs



**Kathy Lambert**  
CEO, Co-Founder  
Connections to Success

September 20, 2017



## VISION

Be the leader in empowering individuals in their transformation to economic independence

## MISSION

We inspire individuals to realize their dreams and achieve economic independence by providing hope, resources and a plan.



# Our History

- 1998: Dress for Success
- 1999: Wheels for Success
- 2001: Pathways to Success Model
- 2003: Expanded to Kansas City, MO
- 2011: Responsible Fatherhood
  - Kansas City, MO.
- 2013: Replication - Work For Success
- 2015: Healthy Marriage/Relationship
  - St. Louis, MO.
- 2016: Data-Driven Strategic Plan
- 2017: Digital Platform, Program to Scale







# Our Participants

- Low-income, non-custodial dads who need:
  - Economic Stability - Employment
  - Responsible Parenting Skills
  - Healthy Relationship Skills
- Putting one dad to work for one year:
  - Creates \$1,500 in new federal income tax
  - Creates \$500 in new state income tax
  - Saves \$3,060 in incarceration costs
  - Pays \$4,700 in child support\*

\* ROI Study by Saint Wall Street - [www.saintwallstreet.com](http://www.saintwallstreet.com)



# The Path to Sustainability

- Capacity Building
  - Core Capacity Assessment Tool (CCAT)
  - Data Driven
  - Return on Investment (ROI)
- Replication of Model
- Strategic Partnerships



# Capacity Building: Core Capacity Assessment Tool (CCAT)\*

- Comprehensive assessment of an organization's strengths and areas that need improvement.
- Used to create and implement a capacity building plan that highlights selected top priorities for improving an organization's effectiveness.

\*TCC Group - [www.tccCCAT.com](http://www.tccCCAT.com)



# Capacity Building: Gathering and Using Data

“Organizations that collect and use high-quality data from program evaluation and gather stakeholder input for planning and strategy implementation efforts are significantly more sustainable than those that do not.”

- Steve McLaughlin

Data Driven Nonprofits <http://www.datadrivennonprofits.com/>



# Data Driven: Culture of Data

- Data are an asset, not a requirement.
- Resources are allocated to data collection and analysis.
- Data are available for everyone to use.
- Data analysis is used to produce insights.
- Insights inform decisions and change within the organization.
- Data are used to communicate rationale behind decisions.
- Data are used to tell a story.



# Capacity Building: Return on Investment (ROI)

- Connections to Success  
Return on Investment
- Benefits exceed costs of  
services by 315%\*

\*ROI Study by Saint Wall Street -  
[www.saintwallstreet.com](http://www.saintwallstreet.com)





# Replication of Model

- Scaling Impact Exponentially to Grow the Organization.
- Partnering with “Like-Minded” Organizations to offer Training and Technical Assistance.
- Current Status – Kansas and Other Opportunities (e.g., California, Arkansas, New Jersey).



# Strategic Partnerships

- Two-Generation Approach and Partnerships
  - Southern Illinois University Edwardsville (SIUE) East St. Louis Center ([siue.edu/eslc](http://siue.edu/eslc)) provides Head Start and other services.
- Capacity Building Partnerships
  - Local Foundations



# Additional Resources

- TCC Group - [www.tccCCAT.com](http://www.tccCCAT.com)
- Saint Wall Street - [www.saintwallstreet.com](http://www.saintwallstreet.com) (ROI)
- Ascend at the Aspen Institute
  - Two Generation approach - [www.ascend.aspeninstitute.org](http://www.ascend.aspeninstitute.org)



“Never doubt that a small group of thoughtful committed citizens can change the world: Indeed it’s the only thing that ever has.”

- Margaret Head



# Contact Information

Kathy Lambert

CEO, Co-Founder

Connections to Success

[klambert@connectionstosuccess.org](mailto:klambert@connectionstosuccess.org)





# Keeping the Doors Open: Sustainability Tips for Fatherhood Programs

**Andrew Freeberg**

Director of Community Programs  
Goodwill-Easter Seals Minnesota

September 20, 2017



# FATHER Project

Helping low-income, non-custodial fathers achieve economic stability and build parenting skills to positively impact their children, families, and communities





# FATHER Project History

Keeping the doors open for 18 years (and counting)

- Partners for Fragile Families: Ford Foundation, Office of Child Support Enforcement, Department of Labor (1999 - 2003)
- Downsized (2003)
- Merger with Goodwill-Easter Seals MN (2004)
- Responsible Fatherhood: Office of Family Assistance (OFA) (2006 - 2011)
- Pathways to Responsible Fatherhood: OFA, Mathematica (2011 - 2015)
- Downsized (2015)
- City of Minneapolis Public Health (2016 to present)
- Minnesota State Appropriation (2017 to present)



# Keeping the Fatherhood Doors Open: Some Basics

- Quality Programming!
- Engage relevant, quality partners
- Achieve high impact outcomes in parenting and workforce development services
- Fatherhood awareness and program exposure
- Utilize different tools



# Keeping the Fatherhood Doors Open

## Utilize tools to:

- Continuously improve
- Align with trends
- State your case
- Tell your story
- Diversify funding



# Continuous Improvement: Logic Models & Evaluation

## FATHER Project Activities & Impact



Case Management Services	<u>Improved parenting attitudes and knowledge</u> 	<u>Increase time spent with children</u>	<u>Improved well-being of children and Families</u>
Parenting classes	<u>Improved parenting skills</u>	<u>Increase quality of parenting involvement with children</u>	<u>Strong, stable, and healthy men, supporting their families and strengthening their communities for the long term</u>
Job Placement and Employment Services	<u>Increased commitment to fatherhood</u>	<u>Increase earnings and career advancement</u>	
Child Support Services	<u>Increased contact with children</u>	<u>Increase length of job retention</u>	<u>Increased community involvement, leadership, and volunteerism</u>
Education Services	<u>Improved job search skills</u>	<u>Increase in paternity establishments and child support payments</u> 	
Family Law Services	<u>Increased earnings: Job placement, Retention, and Advancement</u>		

If you click on the text description of each outcome in the chart that is above, you can watch a video of a FATHER Project participant describing the impact of the program in that impact area. If you click on the chart images () , you can see graphs of preliminary qualitative measures of this outcome. You may also download this more extensive logic model for the program.



# Align with Trends: Workforce Development Example

## GOAL:

Help dads get training, secure jobs, and build career pathways.

- Labor market need
- Business and community partnerships
- Training and education pathways
- Industry recognized credentials
- Placement and advancement services
- Student supports





# State your Case: FATHER Project ROI & Case Statement

- Wilder Research: Return on Investment Study
- Saint Wall Street: Program Return on Investment
  - Participant Impact Story
  - Raise awareness and create urgency
  - Describe services (brief)
  - Highlight successes
  - Describe impact
  - Provide cost/benefit analysis



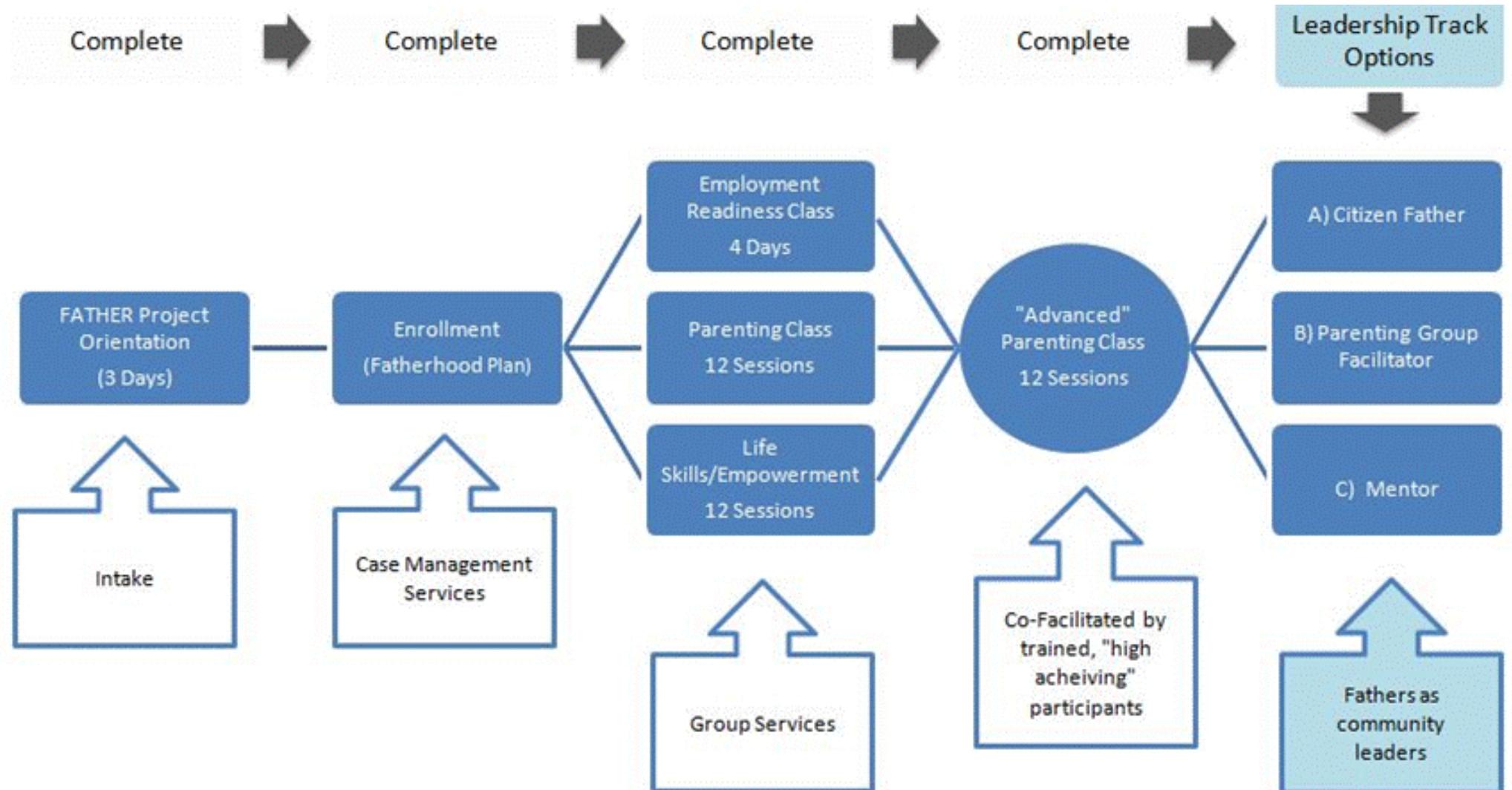
# Tell Your Story: Videos, Social Media, & Presentations

- Check out our YouTube channel to see the impact of our services and programs!





# Tell Your Story: Develop Leaders and Engage Alumni





# Diversify Your Funding: Legislative Strategy and Action

**FATHER Project received State Appropriation in Minnesota by:**

- Raising Awareness
- Building Key Relationships (e.g., Jobs Committee)
- Testifying (Leadership, Key Staff, Partners)
- Taking Bipartisan approach
- Developing Concise materials
- Using Social Media for Legislative Action



# Diversify Funding: Other FATHER Project Funding Sources

- City of Minneapolis
- Public Health Department
- Home Visiting
- County Funds
- Individual Donors



# Contact Information

**Andrew Freeberg, Ph.D.**

Director of Community Programs

Goodwill-Easter Seals Minnesota

[afreeberg@goodwilleasterseals.org](mailto:afreeberg@goodwilleasterseals.org)

# Q & A



Please enter any questions in the Q&A box at the bottom-right of your screen.



# Contact Us

- NRFC: [info@fatherhood.gov](mailto:info@fatherhood.gov)
  - Comments, questions, suggestions for future webinar topics, information or resources that you recommend.
- Today's presenters:
  - Michelle Foster: [mfoster@tgkvf.org](mailto:mfoster@tgkvf.org)
  - Andrew Freeberg: [afreeberg@gesmn.org](mailto:afreeberg@gesmn.org)
  - Kathy Lambert: [klambert@connectionstosuccess.org](mailto:klambert@connectionstosuccess.org)