

## Possible Funding Opportunities for Advocacy Services

### Advocacy Only Chapters

*Report developed by the Subcommittee on Funding for Advocacy-Only Chapters of The Arc. Approved by the Advocacy Capacity Committee.*

The Arc of PA Advocacy Capacity Committee's Sub-Committee on Funding for Advocacy Services would like to submit the following options that advocacy-only chapters have in obtaining additional funding for the provision of advocacy services.

1. **United Way:** Several chapters of The Arc in Pennsylvania receive funding for advocacy through the United Way as a member agency. Member agencies tend to get a similar amount of money each year depending on availability. It can be extremely difficult to become a member agency of local United Ways but it is relatively easy to become a donor option agency. As a donor option agency, a donor designates their donation specifically to The Arc, and The Arc receives a significant portion of the donor's donation with a small percentage being removed by United Way to cover administrative and overhead costs. Once you become a donor option program, it is important to advertise to your members and other supporters about the opportunity to designate your agency. The process to obtain a donor option number is fairly easy and without much risk. Your United Way numbers can be posted on any literature and websites that are available to supporters.
2. **The Knights of Columbus:** In Pennsylvania, the Knights of Columbus participate in an annual *Measure Up Campaign* that generates funds for The Arc of Pennsylvania and local chapters of The Arc where the local Knights of Columbus Councils are located. This is a funding stream that is very easily nurtured and there are chapters of The Arc in Pennsylvania that receive over \$15,000 a year through this *Measure Up* funding. Some of the activities local chapters can do in order to maximize the funding for this program are as follows:
  - a) Thank the local Knight Councils for their support after the campaign by writing letters, publicly communicating the generosity of the council, or sending information about ways the money was used to benefit the people that The Arc supports.
  - b) Early in the calendar year, do outreach to all Knight Councils in their area to request doing a presentation at a Knights meeting on the importance of the *Measure Up Campaign* and how the funding supports local Arc programming for people with intellectual and developmental disabilities and their families.
  - c) Offer to help the Knight Council with their *Measure Up* campaign activities.
  - d) When plaques (sent to chapters from The Arc of PA) are awarded to local Knight Councils for reaching a targeted fundraising goal by the

local chapter of The Arc, the chapter should ask to attend a Knight Council meeting to present the awards to members and personally tell them how they benefit the membership of the chapter.

- e) Invite local Knight Councils to annual awards dinners and other activities of The Arc.
- f) If your chapter of The Arc has members, board member, or members of its executive staff who are members of the Knights of Columbus, asks them to do outreach to the local Knight Councils to get their support. If you do not have such individuals who are already Knights, considering encouraging eligible individuals to join the Knights of Columbus.

Several chapters of The Arc have been able to get local Knight Councils to do fundraisers for them separate from and in addition to the *Measure Up Campaign*. However, it is easier to nurture an existing relationship and grow an existing fundraising campaign with decades of history than to attempt to develop new a funding campaign.

3. **Annual Campaigns:** It is highly recommended that all chapters of The Arc conduct an annual campaign. Annual campaigns do not need to be complicated. At a minimum, it involves writing a good donor letter, enclosing an informative brochure, developing a mailing list of possible donors, and sending a thank you letter to those who send a donation. Letters should be targeted to those individuals that you provide advocacy services for, your membership, businesses that you do business with, and Board of Directors. Personalizing requests for donations tends to be more successful than generic requests. Board members and other ongoing supporters could write individual requests – even hand-written letter - for funding to their own personal contacts with a story of how The Arc has positively benefitted them personally. Such personal requests are more successful. Annual appeals not only raise money but tend to assist in developing an increased knowledge of The Arc in the community. One local chapter of The Arc generates over \$100,000 by personalizing their annual campaign requests. (Every board member – no exceptions – should make an annual gift to the non-profit on whose board they serve. The amount of the gift is not as important as the act of giving of gift – board member giving symbolizes that the board member values the organization and mission enough to ask someone else to part with their hard-earned money.)
4. **Legislative “Earmarks”:** Several non-profit corporations/charities have been successful in getting “Earmarks” from their elected officials at the Federal, State and County levels of government. Some chapters of The Arc have been effective in this regard. For example, one chapter of The Arc receives a \$40,000 “Earmark” annually from their county. One might think that during bad economic times there is less likelihood of receiving “Earmarks” – this has not yet proven the case.. A number of local chapters of The Arc have received over several hundred thousand dollars as a result of so-called stimulus money coming down from the

Federal government. However, you cannot just ask for an “earmark.” You need to have or develop a personal relationship with the elected official and they need to fully understand and believe in your chapter’s mission. With the changing political landscape, “earmarks” may become a thing of the past due to their unpopularity with the voters, but until then it may be prudent to pursue such a funding stream with the elected officials in your chapter’s region.

5. **Personal Donations:** Personal requests to individuals of significant means can generate substantial funding for a local Arc. It is important that, before you approach a large potential donor, you have an understanding of the level of funding they will be able to give. With approximately three percent of the population being individuals with intellectual disabilities and one percent of the population being individuals on the Autism spectrum, it is likely that there are individuals in your local community with significant assets who have a relative or a child with a developmental disability. Like all people, they will want to donate their money to worthy causes that have a personal connection to themselves. When asking for the donation, be prepared to say how the money will be used to further your mission. Provide examples and personal stories. There are several chapters of The Arc that have received donations of over \$100,000 when making requests to individuals of means who have a relative with a developmental disability.
6. **Fundraising Events:** Many chapters of The Arcs have events that they do annually to raise money. Some events include golf outings, cash bash, ticket raffles, black tie dinners and product sales. These events can raise a great deal of money but can also involve a great deal of work. It may be beneficial to enlist a group of volunteers to coordinate these events. These events not only raise money but tend to assist in developing an increased knowledge of The Arc in the community. If you rely on volunteers, be sure you have a plan for them to follow and that they are committed to following through.
7. **Guardianship:** There are several chapters of The Arc that have received funding from county government for the provision of guardianship services. Individuals who have a trust or other financial assets can be charged for the provision of guardianship. Many chapters in Pennsylvania have assumed limited guardianship for individuals because of crisis that occurred in the individual’s life. Few chapters have been successful in getting governmental funding for the provision of this service. Typically, county government is ill-equipped to handle guardianship needs of persons with developmental disabilities and counties are reluctant to fund such services because of the lack of mandate to do so. Local Offices of Developmental Programs (aka MH/MR Offices) are placed in situations on a regular basis where guardianship services are needed for persons with developmental disabilities. If one is interested in doing this, it is important to have discussions with the County Office of Aging and the County Office of Developmental Programs.

8. **Supports Coordination Services:** Under present regulations, individuals have a choice of providers of community services including case management services. Any chapter of The Arc that provides advocacy services dedicates a considerable amount of time advocating for case managers to do their job and at times performing what are in effect case management functions. If a chapter becomes a qualified provider of case management services, families can choose your chapter as a case manager and it can receive funding of approximately \$60 per hour to provide case management services. Case management services do include advocating for persons with disability.
9. **Representative payee:** Many chapters of The Arc have become Rep payee for persons with developmental disabilities. Some counties have been willing to provide additional funding to providers for the provision of Rep payee services. Presently, an individual agency can charge an individual on Social Security \$37 per month to provide Rep payee services. The State has had continual problems with providers being Rep payee because of problems with mismanagement of client funds as well as issues of theft. This is particularly problematic for Personal Care Homes. As a result, some chapters of The Arc have stepped up and have assumed Rep payee responsibility for persons with intellectual disabilities. Some of these chapters have found it profitable and others have found it to be cost prohibitive.
10. **IM4Q:** Several chapters of The Arc generate funding through the Independent Monitoring For Quality program, which is a program that monitors services that individuals are receiving in the community by going directly to the person being served and asking them how they like their services. IM4Q reimburses \$535 per year per person to conduct these annual evaluations. IM4Q monitoring has been seen to be profitable.
11. **Support Broker:** A service that is underutilized is called support brokerage. This is where a person works on behalf of an individual with an intellectual disability in order to find, arrange, and negotiate payment for, supports and services in the community. This is a great service for people who want to control their lives and self-direct their services. An individual can be a supports broker, or a chapter of The Arc could hold itself out as an entity providing supports brokerage services. Support brokerage is the ultimate service for organizations, such as The Arc, that believe in everyday lives, community inclusion, and person-controlled services.
12. **Grants:** There are many family and corporate foundations set up throughout Pennsylvania. Pennsylvania has funded opportunities through the PDDC- Pennsylvania Developmental Disabilities Council for yearly and multi-year grant funding .Local libraries and universities have database services regarding these foundations and research can easily be done to determine what type of programs specific foundations typically support. Funding from these foundations is generally awarded at the discretion of one or two individuals who monitor these foundations. If you can get to the individual that determines how these funds are spent, there is usually a simple application process and an award process that

requires little scrutiny by the foundation after the funds are received. Generally, funding from these small foundations is given because of personal contacts and relationships with the trust officers of the foundation. One out of ten families has a member with intellectual disabilities. When you talk about the number of individuals who have developmental disabilities the number of families affected grows significantly. If you can research and develop personal contacts with these small foundations you can generate a continuous level of funding over several years. It is not uncommon for these foundations to give from \$15,000 to \$40,000 per year to a particular charity that has developed a personal relationship with a trustee over several years. Personal contact is what counts in accessing this funding stream.

The aforementioned list contains methodologies used by chapters of The Arc to support advocacy services and/or advance their mission of inclusion. Not all of the options mentioned above will be appropriate for any one chapter. As you are attempting to generate additional funding for the provision of advocacy services, hopefully this list of options will assist with strategic planning for improving the funding of advocacy services.

Advocacy-only chapters of The Arc should always be looking for ways to work more effectively (through cooperative endeavors and mergers) with other organizations of similar beliefs. There clearly is effectiveness that one achieves through obtaining a certain size of the non-profit. If an advocacy only organization is unable to reach an optimal funding level, the agency may be placed in a continuous funding crisis.