

Harford County

Department of Housing and Community Services

June 12, 2025

2:00 - 3:30 P.M.

Diversification of Income Streams: In this interactive session, we'll explore foundational tenets of financial sustainability, rooted in the diversification of income streams. Specifically, we'll look at ways to communicate foundational sustainability through grant writing through narratives and budgets.

AGENDA

- **Welcome and Grounding**
- **Context**
- **Diversity of Funding: Approach and Implementation**
- **Communicating to Funders**
- **Organization Assessment**
- **Q&A**
- **Next Steps and Reflection**

Session Agreements

- Enter the conversation with curiosity, inquiry, openness, honesty, and patience.
- Speak from your own experience.
- Naming ideological differences is welcomed as a means of clarifying choices.
- Be aware of your positionality and act with intention.
- Hold one another accountable with care.
- Give grace.
- Balance speaking and listening.
- Permission to contribute in rough draft.

Context

- An ever-changing landscape
- The need for non-profits
 - Why funding has always (and continues to be) a challenge
- NFPs increase or maintain while direct funding decreases
- The cycle of needed work to “catch up” to the demands of public service
- The “pool” and “large” organizations
 - Leading to competition over collaboration

So how do we survive?

Diversity of Funding: Approach and Implementation

- Diversification = multiple eggs in multiple baskets
- Expanding our understanding and practice of sustainability beyond “traditional” means
- Collaboration over competition
- Prioritizing community needs

Diversity of Funding: Approach and Implementation

- Possible Streams!
- More traditionally:
 - Public funds
 - Private funds
 - Corporate funds
 - Donor funds
 - Earned income for services/goods
- Potential exploration:
 - Community funds (+ buy-in and resource development)
 - Shared resources (space, labor, materials)
 - High-income creative opportunities
 - Tiered pricing

Communicating to Funders

- Overall sustainability
- Project funding and general operating funding
- The Balance
 - “We are sustainable AND we need this funding to be sustainable.”
- List in kind where we can.
- The communication
 - Past, current, future
 - Narrative summation + real numbers

ORGANIZATION ASSESSMENT

Where are we?

From the lens of financial sustainability:

- 3 bullet points that describe the now
- 3 bullet points that could describe a future vision
 - Big/Small
 - Broad/Specific

QUESTIONS



Reflection and Next Steps

Virtual: Tuesday, June 24, 12-1:30PM

201 extension - **Scope of Work: Timeline Development**

In this interactive session, we'll take a deep dive in the grant questions about project, program, and/or organizational timelines: How to approach them, what to include, and how to best communicate their impact.

In Person: Thursday, June 26, 2-4:30PM

Building upon the 101 and 201 sessions, the 301 sessions focus on workshopping grant writing skills in real time. By collaborating with others in the space to address specific grant application questions, participants will learn from one another through the practical and effective integration of applying the accumulated grant writing skills.