



Rooney Management Assistance Program

Strengthening Non-profits on
California's North Coast

Catalysts

✦ Internal

- ✦ Board interested in maximizing community benefit

✦ External

- ✦ The idea introduced by a job applicant

Target Audience

✦ Who: Existing non-profits and individuals and groups who want to start non-profits

✦ Where: Three counties comprising the northwestern corner of California (Humboldt, Del Norte & Trinity)

Resource Partners

✦ Rooney Fund- HAF
discretionary

✦ David and Lucille Packard
Foundation

✦ Local stakeholders—non-
profits and consultants

Long Range Plan

- ✦ Original Rooney funding was estimated to last approximately 5 years
- ✦ Funding from Packard Foundation allowed us to stretch Rooney funds
- ✦ Gradual absorption into core funding (administrative fees)

New Long Range Plan

✦ Strategic Alliances with similar programs/organizations

- ◆ California Management Assistance Partnership

✦ Compatible funding opportunities

✦ New programmatic offerings

- ◆ Cascadia

✦ Fee for Services

Outcomes

Improved well being of children, youth and families

Theory: If the non-profits had more funding, they could provide more services. Increased services would improve the well being of children, youth and families.

Theory of Change

- ✦ Improve their fundraising capability
 - ◆ Exposure to fundraising opportunities
 - ◆ Improve their grant writing
 - ◆ Strengthen Board capacity
- ✦ Improve internal management
 - ◆ Training
 - ◆ Networking: Northern CA Assoc. of Non-profits

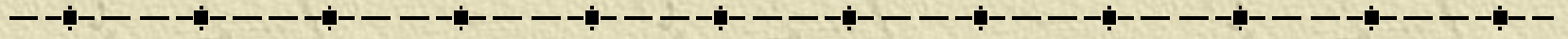
Unanticipated Outcome

Changed the relationship
between the Foundation and
non-profits from that of a
grantor-grantee to a partnership

Measured Outcomes

- ✦ Usage of the Library (sign-in sheets)
- ✦ Attendance at workshops and satisfaction with quality
- ✦ Usage and satisfaction survey to all non-profits (every 4 years)
- ✦ Anecdotal stories from non-profits
- ✦ Periodic feedback from advisory group

Measuring we are not doing— but should



- ✦ Grants generated from leads derived from library research
- ✦ Number and size of collaborative grant (serving more than one organization)
- ✦ Amount of money derived from out of the area funders
- ✦ # of Foundations funding in our region for the first time

Core Services offered

✦ **Resources Library**

✦ **Technical Assistance Grants**

✦ **Workshops**

✦ **Technical Assistance (one-on-one)**

✦ **Information and Referral**

Additional Services Offered

✦ **Networking Opportunities**

✦ **Newsletter**

✦ **Convening for collaborative problem solving**

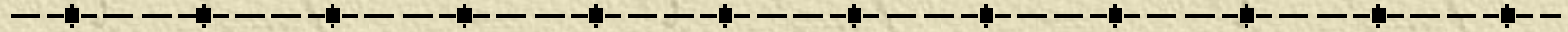
✦ **Meeting space**

✦ **Leadership Training (Cascadia)**

HAF Community Center

- ✦ Resource library
- ✦ 25 person training room
- ✦ 50+ person meeting room
- ✦ Catering kitchen
- ✦ Audio visual equipment
- ✦ Programmatic staff

Services we dream of



- ✦ Full time librarian
- ✦ Non-profit job bank and resume clearinghouse
- ✦ Facilitated roundtables (CEOs,CFOs)
- ✦ Expanded Cascadia Leadership training
- ✦ Library expansion to include service delivery best practices