

# Sustainability Framework<sup>©</sup>

The Sustainability Framework identifies the components that contribute to organizational and programmatic sustainability.



## Are You Positioned for Sustainability?

Organizations with the highest potential for sustainability keep their focus on:

<b>Strategic Vision</b>	<ul style="list-style-type: none"><li>• Organization has a clearly defined vision for what it hopes to achieve</li><li>• All those associated with the organization share the vision</li><li>• All activities are aligned with the vision</li></ul>
<b>Collaboration</b>	<ul style="list-style-type: none"><li>• Stakeholders are included in program planning and implementation</li><li>• Partners play an integral role and have a shared interest in the outcomes</li></ul>
<b>Leadership</b>	<ul style="list-style-type: none"><li>• Inspires others to create and achieve a shared vision</li><li>• Understands the relationship between short-term activities and their impact on long-term success</li><li>• Exerts influence in leveraging support and resources</li></ul>
<b>Relevance and Practicality</b>	<ul style="list-style-type: none"><li>• Approach based on clear assessment and understanding of the need</li><li>• Approach is tailored to the environment (cultural, political, economic)</li></ul>
<b>Evaluation &amp; ROI</b>	<ul style="list-style-type: none"><li>• Evaluation generates data necessary to monitor and manage program implementation and measure program impact</li><li>• Organization is able to demonstrate social, economic, and health benefits to the community it serves</li></ul>
<b>Communication</b>	<ul style="list-style-type: none"><li>• Organization defines perceptions, translates successes, and creates awareness through effective communication</li><li>• Information is exchanged among partners and stakeholders through structured and informal channels</li></ul>
<b>Efficiency &amp; Effectiveness</b>	<ul style="list-style-type: none"><li>• Organizational operations maximize the ability of those being served to participate and to produce intended results</li><li>• Program approach is based on the success and challenges of similar initiatives</li><li>• Organization draws from, and contributes to, existing community resources</li></ul>
<b>Capacity</b>	<ul style="list-style-type: none"><li>• Program adequately staffed by personnel with necessary skills and knowledge</li><li>• Organizational experience with projects of similar programmatic focus or scope</li></ul>

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Sustainability means that programs and services continue because they are valued and draw support and resources.



## Do You Have Funding Diversification?

Organizations with the highest potential for sustainability have funding strategies that include:

<b>Indirect Funding</b>	<ul style="list-style-type: none"> <li>• In-kind contributions</li> <li>• Volunteerism</li> <li>• Institutionalization</li> </ul>
<b>Earned Income</b>	<ul style="list-style-type: none"> <li>• Fees charged to individuals for services provided</li> <li>• Reimbursement from second-party payers such as Medicaid, Medicare, SCHIP and private insurance</li> <li>• Product sales</li> <li>• Consulting fees</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• Lunches and dinners</li> <li>• Sporting, such as golf tournaments, fun runs</li> </ul>
<b>Contributions/ Sponsorships</b>	<ul style="list-style-type: none"> <li>• Businesses</li> <li>• Social and civic clubs</li> <li>• Faith-based organizations</li> <li>• Individuals</li> </ul>
<b>Grants</b>	<ul style="list-style-type: none"> <li>• Government</li> <li>• Private foundations</li> </ul>
<b>Government Budgets</b>	<ul style="list-style-type: none"> <li>• Inclusion as line item in local, state or federal budget</li> </ul>

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| Strategy. | Capacity. | Sustainability.