Culture Builds Communities

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Models of Success: An Introduction to Raising Funds for Cultural Facilities

Presented by Don Chalmers

SparrowHawk Consulting

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About Don Chalmers

- Established Sparrowhawk Consulting in 1984 to serve non-profits and Tribes

- Extensive experience working with Tribes and Tribal communities

- Adjunct Faculty, The Evergreen State College

- don@sparrowhawkco.com (360) 280-0511

Specializing in helping Native Communities

Identify and secure funding for Cultural facilities.

House of Knowledge, Port Gamble S'Klallam Tribe

During the webinar we will cover:

- An overview of the fundraising process, including conducting a funding feasibility study, establishing goals, organizing a team, identifying sources, and drafting a **Case for Support** highlighted through case studies.
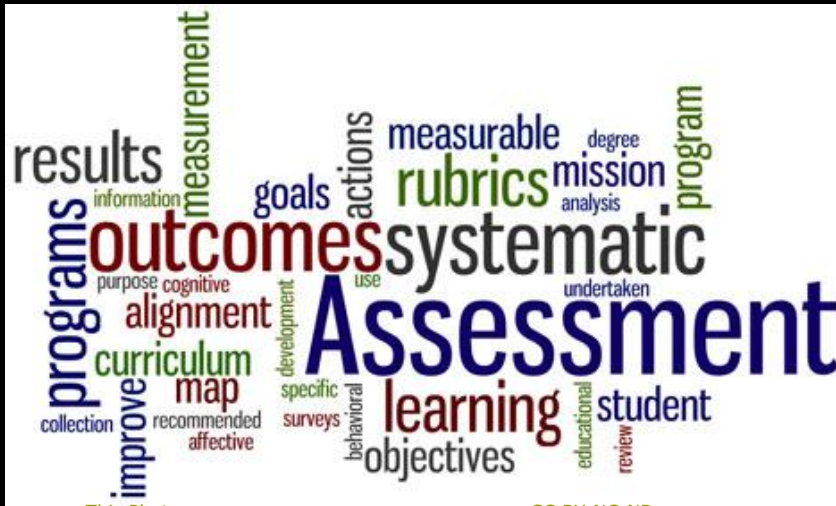
This webinar

- Shares how Native communities have successfully raised funds from a variety of sources.

- Provides examples of Tribes and effective non-profits which have benefited community development through museums and libraries.

Assess Your Community

- Develop a Community Assessment Plan
  - Include Data
  - Include Surveys, Interviews and Focus Groups
  - Community Gatherings

6 Community Assessment Steps:

- **Step 1:** Define the Scope
- **Step 2:** Decide to Go Solo or Collaborate
- **Step 3:** Collect Data
- **Step 4:** Determine Key Findings
- **Step 5:** Set Priorities and Create an Action Plan
- **Step 6:** Share Your Findings

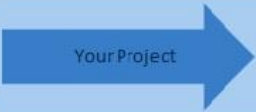A Guide to Community Assessment is included.

A Useful Guide:

STRENGTHENING NONPROFITS:
A Capacity Builder's Resource Library

Conducting a Community Assessment
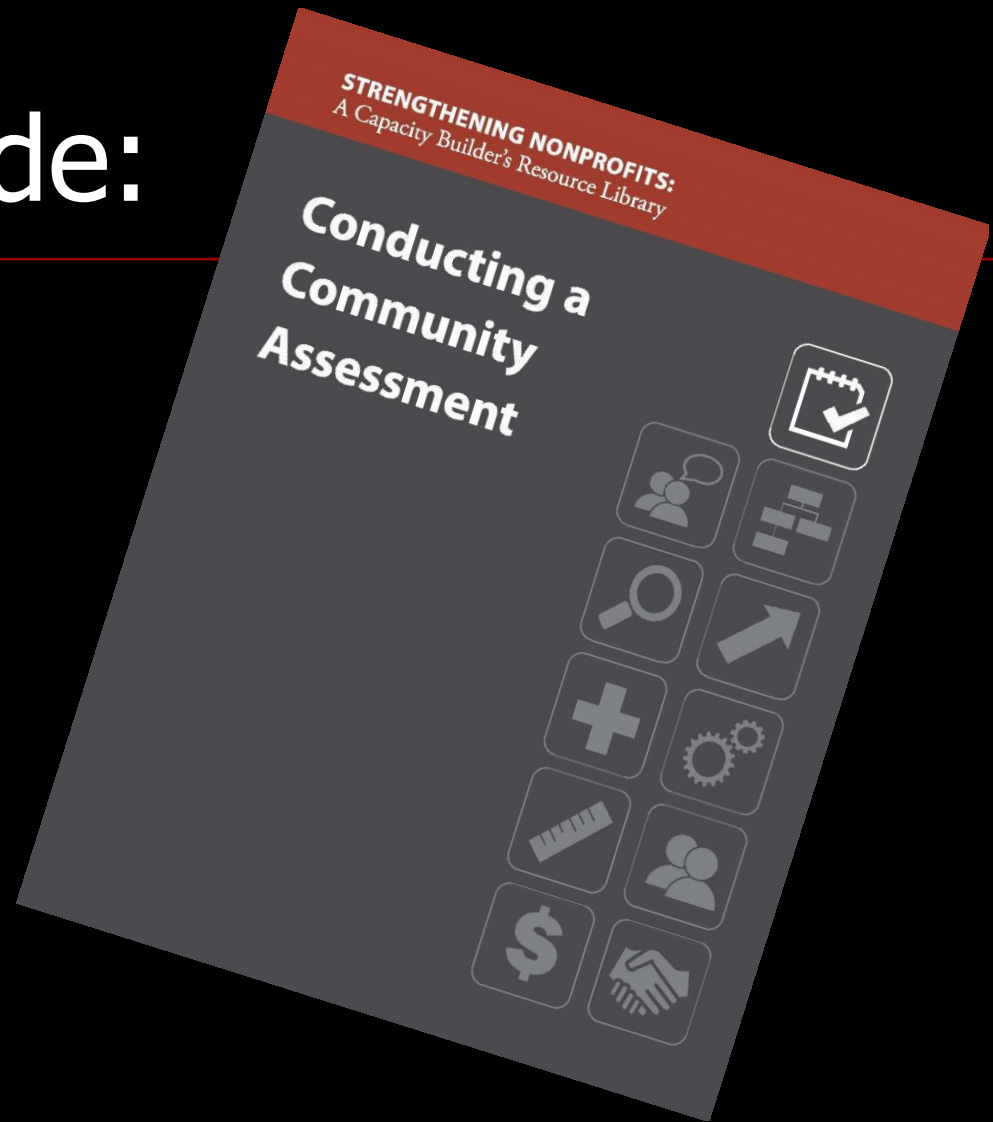
Articulate Your Program/Project Collaboratively

Component:	Year 1	Comments and Ongoing Costs
a brief description of the initiative		
a target timeline for implementation of each component of the initiative	Component A: Component B: Component C: Component D:	
the departments to be involved in the initiative		
the outcomes anticipated from the initiative		
a rough estimate of first year and ongoing costs of the initiative		
those responsible for overseeing completion of the initiative		

Culture Builds Communities-Models of Success: An Introduction to Raising Funds for Cultural Facilities

Research Funding Sources & Only Apply to Good Matches

- **Spend Time Researching Sources Before Applying**

- **Use Our Finding the Right Funders Tool**

- **Always Eliminate Any Funders That Don't Meet All the Screens**

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Find the Right Funder Tool

	1 Money	2 Time	3 Subject Matter	4 Type of Support	5 Public/Private	6 Geography	7 Eligibility	8 Contacts	
Your Project →									**Possible Funder Source!!**
Basic Questions to Ask: Don't Skip Over Any Screen!	How Much is Needed for the Project?	When Do You Need the Resources? / For How Long Do You Need the Resources?	What is the Focus of the Project?	How Will the Resources Be Used?	Does the Funder Accept Applications from Tax-Supported Organizations or Agencies?	Where Can the Funder's Resources be Used?	Is the Applicant Eligible to Apply for this Funder's Resources?	Does the Applicant have a Relationship with People Associated with the Funder?	
Hints	What is the largest grant made? Average Grant? Will you leverage this funder's grant with those of other funders?	Do you need funding soon? Recognize the time each funder needs to consider your request: e.g., Gates Foundation 5-7 months. Does this funder fund multi-year projects?	Be careful how you characterize the subject matter: different audiences respond differently to the same concept depending on how it's presented.	What kind of support are you seeking? General Operating Support, Building Funds, Scholarships, etc. Make sure this funders provides that kind of support.	Some funders will not fund organizations that are primarily funded with taxes like public colleges & universities, counties, etc.	Be cautious about interpreting ambiguous language ("giving primarily in Seattle & King County") as inclusive.	Does the funder have specific eligibility requirements? E.g., you must be a non-profit, a Tribe, a College or University, etc. Recognize the power of partnerships in this screen.	Know a donor, a trustee, a staff member or a funder consultant? Avoid end runs by going directly to Trustees without informing staff.	Be sure you do all you can to make a good match with all these screens. In a research study by Northwest funders 60% of grants submitted were outside the stated guidelines of the prospective grantor. Sources to use: grant maker publications including grant application guidelines, brochures, annual reports and website. Don't forget the funder's most recent IRS Form 990PF.

Funding Feasibility Studies

- Determine if funding is available & other key information

- Interview foundations, corporations, individuals, others

- Often required by funders, but many are not willing to fund these studies

- Use results to determine whether to go forward or do additional work 1st

Feasibility Studies (Cont'd)

- Need a representative sample

- A Test Case Statement is key

- Confidential! Usually contracted

- Time consuming for the contractor, but can be conducted in 6 weeks

Resource

- Sample Executive Summary (see handouts)

Tribal non-profit success stories

Tribal non-profit success stories

- **Port Gamble S'Klallam Tribe and Foundation**

  Initially created to augment fundraising for capital campaign, it has become a important source of program and capital funding for the Tribe.
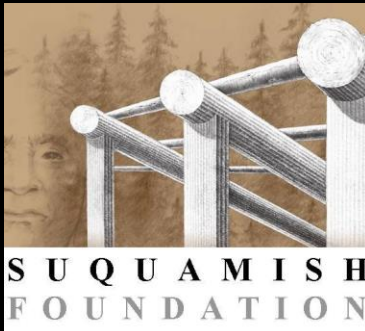
- **Suquamish Tribe and Foundation**

  This foundation has completed an $19 million capital campaign and was named one of Potlatch Fund's Philanthropists of the Year in 2007.

Squaxin Island Museum Library Research Center

https://squaxinislandmuseum.org/

Facts and Figures

- $3.1 Million
- A fully-conditioned 13,000 square foot eco-museum near Shelton Washington.
- Designed by Walter Schacht, FAIA

- Part of a complex of buildings including the Administration Center, Veterans Memorial and Elders Center

House of Sacred Belongings

Port Gamble S'Klallam House of Knowledge Project

- Elder Mary John's Dream
- $5 million in capital projects

The House of Knowledge Project

- Adds to the Port Gamble Reservation:
  - Their first longhouse in over 100 years
  - A new Career and Education Center
  - A new Elders Center
  - A new Little Boston Library

Facts and Figures

$5 Million Campaign

Buildings built in order: Longhouse, Career and Education Center, Elders Center and Library

Designed by Ray Johnston Architects in collaboration with James Cutler

Keys to Success

- Drawn from the Vision and Dreams of the Elders
- Broad-based, Dedicated Campaign Committee

- Strong Support from Council and Tribal Administration
- Innovative Special Events
- Regular Volunteer Updates

Keys to Success

- Strong support from Tribal Executive Staff and Tribal Chairman
- The Port Gamble S'Klallam Foundation
- Strong Local Community support
- Regular Communication

- Resurgence among the Youth
- Use of local reservation resources
- Collaboration with other Native People
- Active Campaign Committee & 100 Volunteers

Keys (Cont'd)

- Innovative Special Events

- Regular Volunteer Updates

The Port Gamble S'Klallam Foundation
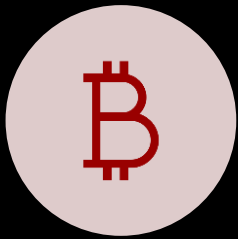
CONVERTED FROM THE KLALLAM DEVELOPMENT FUND (DORMANT)

INITIALLY STAFFED BY TRIBAL EMPLOYEES

QUID PRO QUO AGREEMENT FOR ACCOUNTING AND OTHER SERVICES

HTTPS://WWW.SKLALLAMFOUNDATION.ORG/

Having the Port Gamble S'Klallam Foundation offered several advantages

Some State of Washington funds (nearly $200,000) were not available to the Tribe

Many private foundations preferred to contribute to the Foundation-Murdock Trust, e.g.

Local residents made substantial personal gifts to the Foundation

HOK donations empowered the Foundation to seek support for other projects

Special Events Added nearly $100,000

The Longhouse From Start to Finish
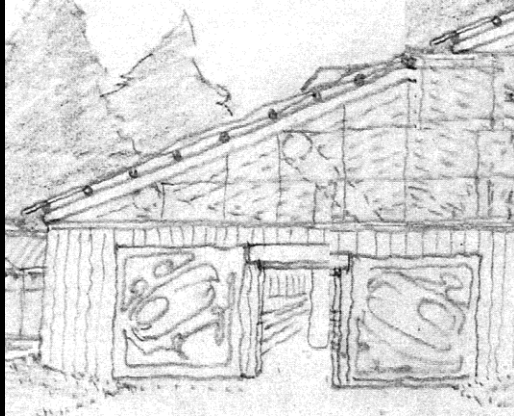
Port Gamble S'Klallam Longhouse Dedication

Longhouse Interior
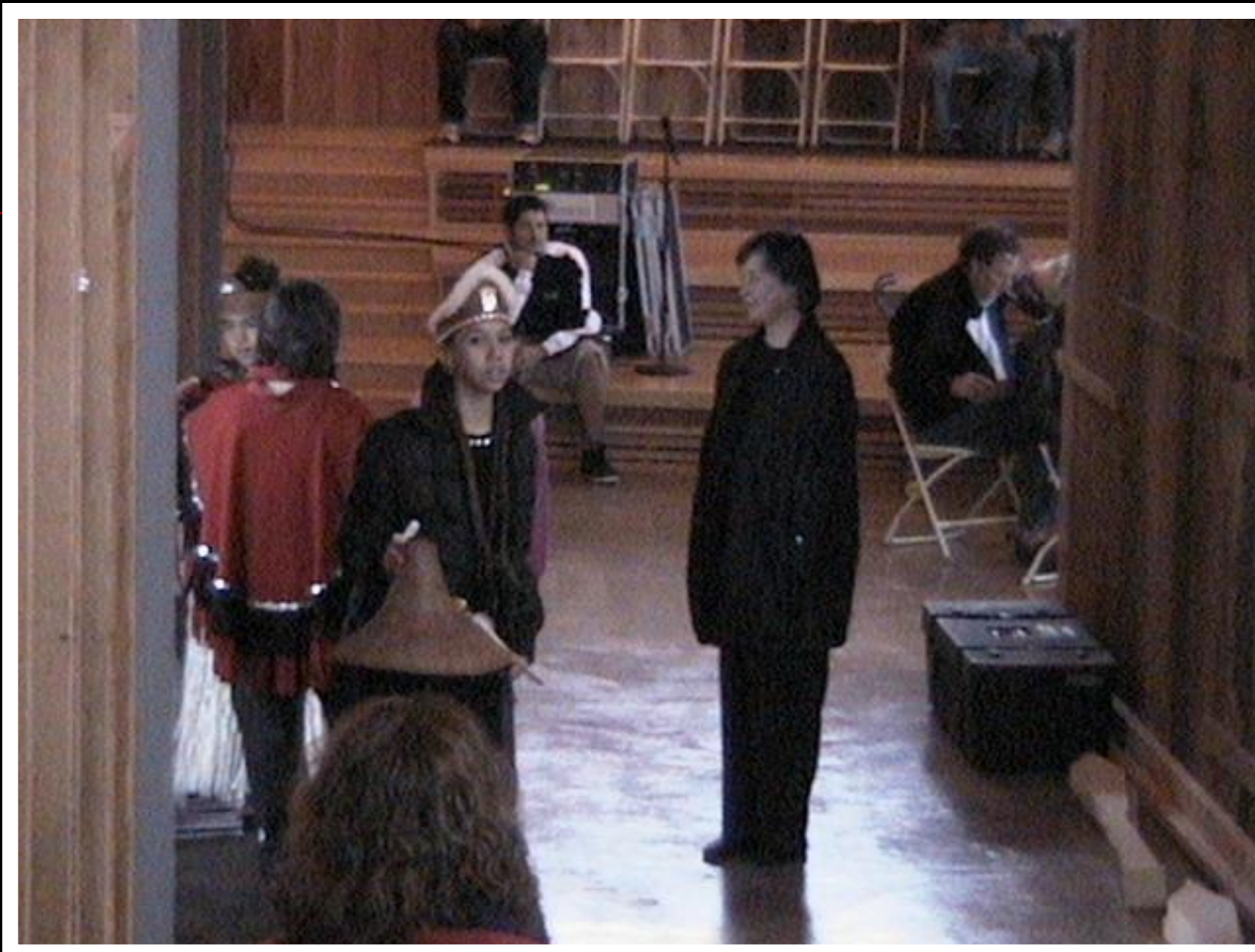
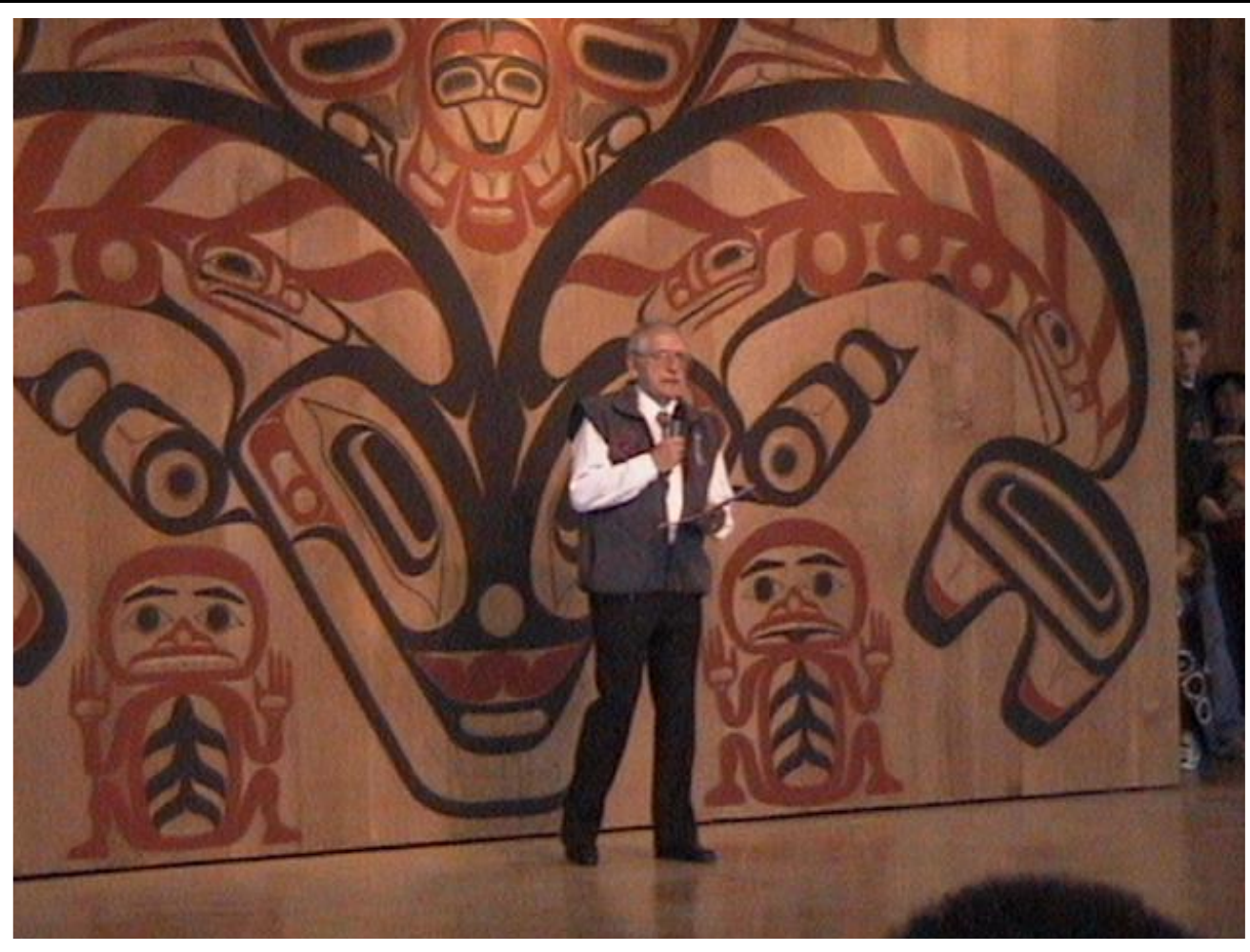Laurie Mattson, Project Coordinator
Greets Guests

The West Entrance
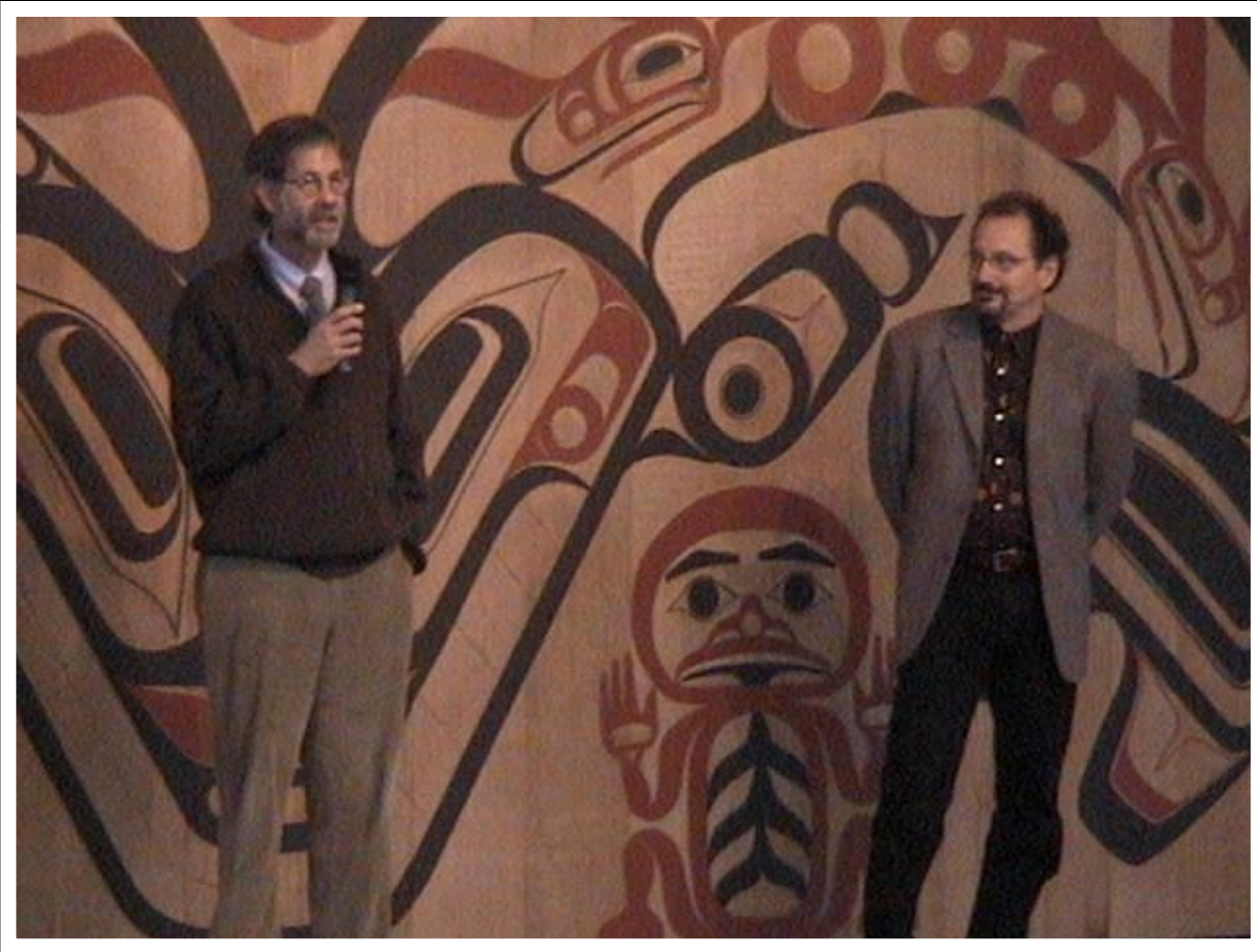
The West Entrance with Totems

The East Entrance with Totems

Chairman Ron Charles Greets Visitors

Two of the Project Architects

Elders Who Named the House of
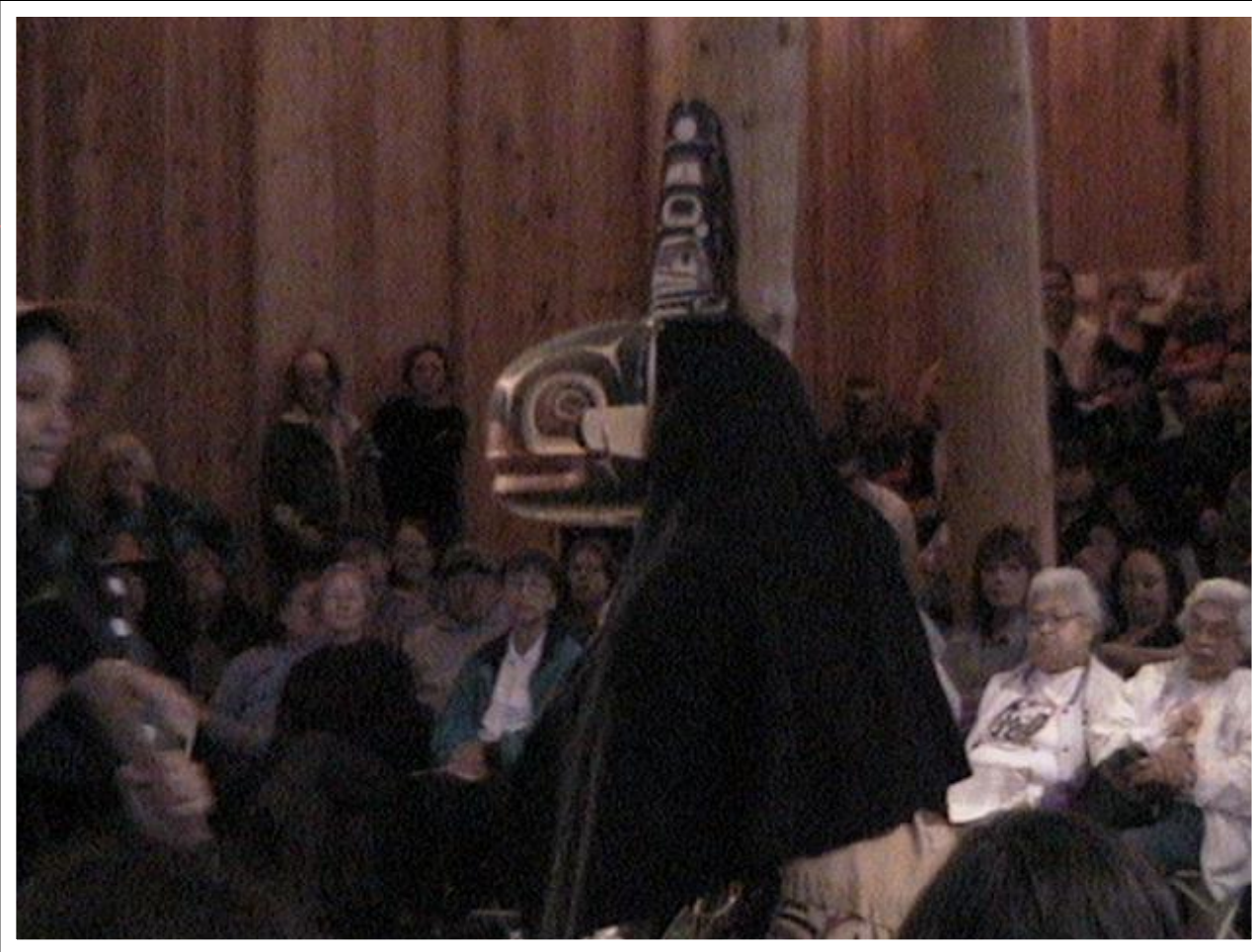Knowledge

A Young Dancer with Salmon Mask

The Carvers

An Honoring Dance

David Boxley

The Little Boston Harbor Library

Native American Collection
The Little Boston Branch has more than 700 books in its collection about Native American history, art, and tradition. On display is a copy of the original treaty between the S'Klallam Tribe and the U.S. Government. In addition, gracing the walls are a number of signed prints by a member of the S'Klallam Tribe.

Award Winning Library

The Little Boston Branch received the Excellence in Small &/or Rural Public Library Service Award from the Public Library Association & EBSCO Information Services on for its outstanding service to the community.
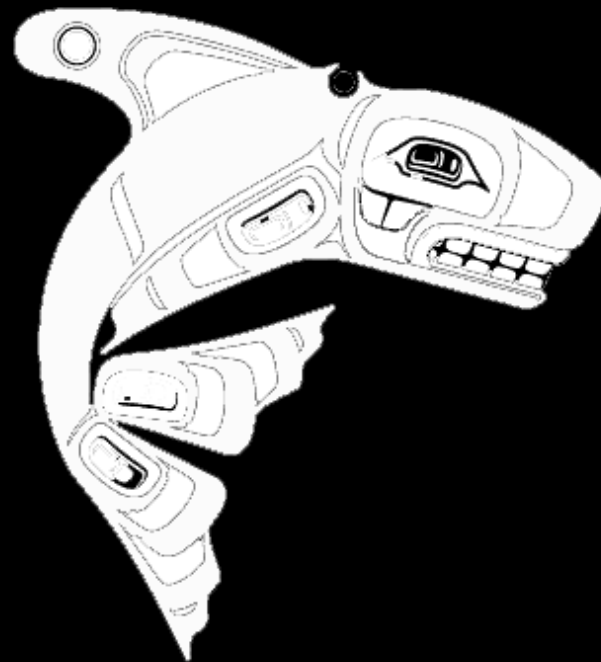
Suquamish Tribe:

- Early Learning Center
- House of Awakened Culture
- Museum
- www.suquamishmuseum.org

Suquamish Early Learning Center

Facts and Figures

- $19 million campaign over 5.5 years
- $7 million raised from non-tribal sources
- Learning Center, $4.8 million

- Longhouse, 12,000 square feet, $8 million
- Museum, 9000 square feet, $6.5 million
- Longhouse and Museum- Mithun Architects

Keys to Success

- Strong Support from the Tribal Chairman and Council
- Broad and strong support from the community
- The Suquamish Foundation

- Tour of Funders in advance of the campaign
- Strong Seattle support
- Signature Special Events

Longhouse

Museum

MISH MUSEUM - MAIN GALLERY SPACE

What Are the Commonalities?

VISION OF THE ELDERS AND THEIR SUPPORT

CAPACITY BUILDING FOR THE SPONSORING ORGANIZATION FIRST!

CLEAR ARTICULATION OF THE PROJECT

CAREFUL AND THOUGHTFUL FUNDER RESEARCH

COLLABORATIVE, COMPETITIVE APPLICATIONS

MULTIPLICITY OF FUNDING SOURCES

Commonalities (Cont'd)

INNOVATIVE SPECIAL EVENTS

BROAD AND STRONG COMMUNITY SUPPORT

EMPOWERING TRIBAL MEMBERS AND OTHERS

Funding for programs and projects

Private and public grants

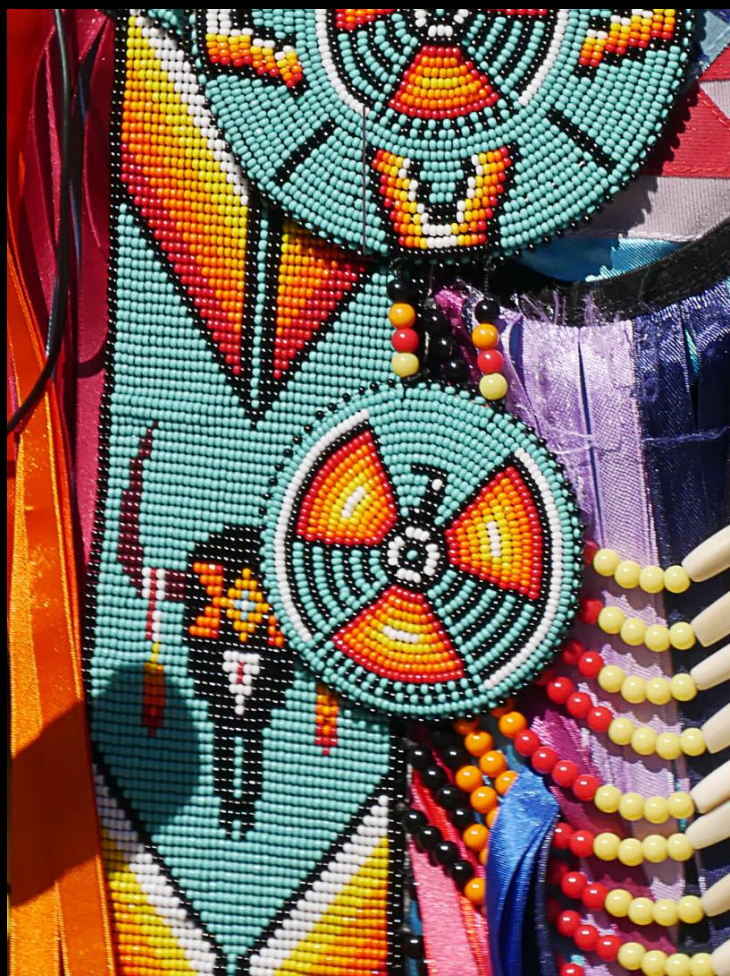Government, grants, contracts and earmarks

Individual giving

Annual funds

Special events

Earned income

Culture Builds Communities

Thank you for watching this tutorial. If you have questions, please email president@atalm.org.

To view helpful resources, visit www.atalm.org