

Healthy Beginnings at Home Replication

Webinar 3: Fiscal Planning

June 9, 2021



GoToWebinar Reminders

- Everyone is muted
- Webinar is being recorded. Recording and slides will be posted to <http://www.poppeassociates.com/hbah>
- Questions can be entered throughout the webinar in the Q&A or Chat boxes
- Questions will be answered during the webinar or at the end during Q&A



HBAH Replication Webinars

1. HBAH Overview: May 25
2. Client Pathway: June 8
- 3. Fiscal Planning: June 9**
4. Housing: June 21
5. Research and Evaluation: June 23



Agenda

1. Introduction

- *Barb Poppe, Barbara Poppe and Associates*

2. Cost Estimates

- *Barb Poppe, Barbara Poppe and Associates*

3. Blending and Braiding of Funding

- *Barb Poppe, Barbara Poppe and Associates*

4. Philanthropy Outreach

- *Priyam Khan, CelebrateOne*

5. CareSource Foundation and HBAH

- *Rachel Goodspeed, CareSource Foundation*

6. Questions + Answers



Healthy Beginnings at Home

What is Healthy Beginnings at Home?

HBAH is a community initiative striving to **reduce infant mortality** through an **affordable housing intervention**.

The program seeks to strengthen the evidence regarding the impact of increasing housing stability in addressing infant mortality, reducing adverse birth outcomes, and improving health outcomes for women and their infants, with a strong focus on reducing racial disparities.



Cost Estimates

Barb Poppe



Cost Estimates

		Number of Members Served			
		150	125	100	75
Rental Assistance	\$13,710/member 20% subsidized	\$ 1,645,200.00	\$ 1,371,000.00	\$ 1,096,800.00	\$ 822,600.00
CHMA Admin Fee	\$54/unit/month	\$ 170,100.00	\$ 141,750.00	\$ 113,400.00	\$ 85,050.00
Utility Assistance	\$130/member/month	\$ 292,500.00	\$ 243,750.00	\$ 195,000.00	\$ 146,250.00
Housing Supports Case Management	\$175,000/50 members	\$ 525,000.00	\$ 437,500.00	\$ 350,000.00	\$ 262,500.00
Participant Supports	\$2,500/member	\$ 375,000.00	\$ 312,500.00	\$ 250,000.00	\$ 187,500.00
Program Management	\$75,000/year	\$ 187,500.00	\$ 187,500.00	\$ 187,500.00	\$ 187,500.00
Indirect/Operational Overhead	\$10,000/year	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
DIRECT SERVICES TOTAL		\$ 3,220,300.00	\$ 2,719,000.00	\$ 2,217,700.00	\$ 1,716,400.00



Blending and Braiding of Funding

Barb Poppe



Blending & Braiding Considerations

- Comprehensive costs
- Eligible costs per funder – identify gaps before implementation
- Timing (grant period)
- Cash flow needs
- Contracts with partners
 - Housing assistance
 - HSS provider
 - Evaluation/research
 - Consultants
- Financial reporting processes – monitoring and budget adjustments



Potential Sources

- Housing assistance
 - PHA – HCV, public housing units, special purpose vouchers
 - City/County – general revenue, CDBG, HOME, ESG
 - ARPA
 - EHV
 - HOME TBRA
 - MCO supports – limited items
 - Utility company - arrearages
 - Private sources - especially housing assistance that may be ineligible for public sources, e.g., security deposits, landlord incentives, move-in costs, application and identification fees, credit checks



Potential Sources

- HSS and crisis assistance fund
 - City/County – general revenue, ESG, CDBG
 - MCO contract
 - ADAMH contract
 - ODM grant
 - Competitively awarded services grants
 - Private sources



Potential Sources

- Evaluation/research
 - City/County – general revenue
 - MCO support
 - Private sources - including participant incentives
- Consultants
 - City/County – general revenue
 - Private sources



Tips

- Lead organization should be overall fiscal agent
- Lead organization must have solid fundraising plan and capacity
- Create comprehensive budget (sources and uses) based on cost estimates early in planning process
- Establish financial tracking system before launch, including individual household usage of rent, utility, and other financial assistance
- Plan for quarterly budget review and adjustments
- Expect to have to do mid-project fundraising
- Use RFI to select the HSS provider (one provider is recommended to reduce variation and increase model fidelity)
- Develop clear funding agreements
 - Anticipate research and evaluation requirements in the funding agreements



Philanthropy Outreach

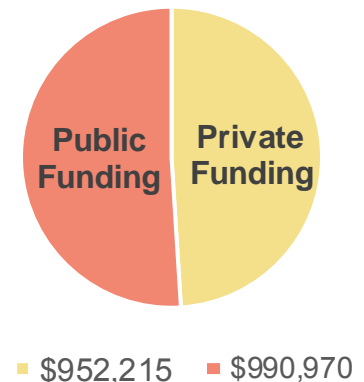
Priyam Khan



A Public-Private Partnership

- CelebrateOne raised \$952,215 in private funding over a 3-year period to support the HBAH research project.
- Total of 20 gifts, ranging in size from \$250 to \$250,000.
- Sources represented a wide range of stakeholders and interests, including but not limited to: housing developers, corporate partners, managed care plans, and private family foundations.

HBAH Revenue Sources



CareSource Foundation & Healthy Beginnings at Home

Rachel Goodspeed

Foundation Relations Manager, CareSource Foundation





Our Mission

To invest in initiatives and organizations that make a lasting difference in our members' lives and communities by improving their health and well-being.



Health Equity

Everyone has a fair and just opportunity to be as healthy as possible.

Robert Wood Johnson Foundation

Health Literacy

The degree to which individuals have the ability to find, understand, and use information and services to inform health-related decisions and actions for themselves and others.

Healthy People 2030



CareSource[®]

Bridging the Gap to Better Care

**To improve health equity,
health outcomes and health
literacy in communities
where CareSource
members reside.**

**Priority #1: Support Health
Education and Promote Healthy
Habits**

**Priority #2: Improve Maternal,
Infant and Child Health**

***Providing personal care
they deserve.***





Building Healthy Communities

To create a vibrant community in which people want to live, work and play; to attract and retain top talent; to drive economic growth; and to help residents lead healthy lives.

Priority #1: Neighborhood and Downtown Redevelopment

Priority #2: 21st Century Workforce Development

Finding hope with a helping hand.

Foundation Grants



Signature Grants

Branded, programs with key partners and established criteria that strategically align with key focus areas and impact measures. Proactive collaborations.

Large size and scope.
\$100,000 and above over multiple years.

Foundation Board Approves.



Community Grants

Market-based responsive grants, strategically aligned with focus areas and local needs. Less rigor on application and reporting requirements.

Smaller size and scope.
Limited up to \$10,000 for one year.

Foundation CEO Approves.



Capacity Building

Grants to market-based organizations for strategic needs such as board education, DEI training, strategic planning, and evaluation.

Size varies.
Limited up to \$10,000 per three years.

Foundation CEO Approves.





Questions?

Questions + Answers

<http://www.poppeassociates.com/hbah>

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