

Sustainability Basics: Identifying Resources to Fill Gaps in Reentry Program Funding

A successful sustainability strategy will increase your program recognition, expand your program partners and champions, and help secure reliable and consistent funding. Achieving program sustainability is an ever-evolving process. It includes developing a strategy about how you will build and maintain program capacity through effective **communications**, **branding**, and efforts to secure **funding**. This tip sheet focuses on **identifying resources**. Please see the companion tip sheets on [communications](#) and [branding](#). You can also navigate the full [Reentry Program Sustainability Toolkit](#), including a tip sheet on [developing a funding strategy](#).

Getting Started

About

This tip sheet focuses on innovative approaches to securing resources beyond grant dollars to support reentry programs. Program services (peer support, parenting classes) and materials (clothing for interviews, hygiene kits) can all be funded through leveraging your program partnerships and thinking outside the box.

Identify Resource Gaps

Step 1

Create a list or table. Include the program objective, services to meet those objectives, the resources required, and the resource gap.

Sample Template

Program Objective	Service(s)	Resources Required	Resource Gap
Prepare participants for employment through the job readiness program.	Provide resume writing services to an additional 25 participants each year.	Collaborate with a local agency that already provides resume writing support to community members. Currently, participants receive approximately 2 hours of this service.	50 additional professional service hours each year.
Support participants by removing transportation barriers.	Provide participants with bus passes.	Approximately 60 participant appointments each month.	Approximately 120 bus passes needed each month.

Explore Partnerships

Step 2

Think about your existing partnerships and how each may be valuable in supporting unmet program needs. Is there a community organization that can help with an in-kind donation? Is there a corporate partner that may be willing to fund this type of service or donate the item? Add another column to the table you created in step 1 to track your ideas.



Conduct Outreach

Step 3

Brainstorm with program staff about who is best positioned to reach out to a partner with the request. If your program has volunteers or local champions, are any already connected with this partner or business? Is there a recurring multi-agency meeting that staff attend where they could make the request for support? Add another column to the table you created in step 1 to track your ideas and outreach.

Bonus Tip: Maximize Partnerships for the Long Term

Is there a partner you identified in Step 2 that you have not connected with in a while? Is there someone new with whom you would like to continue to grow your relationship? Who are your core partners that you frequently interact with? Make three lists and then think of ways to nourish each partnership.



Show appreciation for big supporters through thank-you notes, and invite new folks or those you have not seen in a while for a cup of coffee.



Look to the Future

Step 4

The grant funding that pays for job training is about to end or you have a program component starting soon that requires new space or equipment. Create an ongoing list that charts needs and notes partners who could help. Be as specific as possible when identifying partners. Include a point person and their contact information.

Sample List

Financial, Material, Time, Labor, Special Skills	Potential Partner
Clothing for interviews/work	Local clothing closet, church, or retailer
Printing costs	Office supply store
Bus passes or phone minutes	Community foundation
Designing flyers/brochures	College/university students

Access Government Resources

Step 5

Some services can be paid for by government subsidies or reimbursements. Some examples include:



AmeriCorps or AmeriCorps VISTA programs for hiring short-term program staff



SAMHSA for behavioral health services



Department of Labor for employment programs



HUD for housing