

Developing and Implementing a
Rural Philanthropic Strategy for you
and your Partners

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Allen Smart
and
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- More than 20 years of grantmaking in the rural south
- National advocate for better rural philanthropic practice
- Consultant to funders, funder groups, national and state-based non-profits on rural



CHANGES IN HEALTH FUNDING LANDSCAPE

- ▶ Movement from healthcare to health
- ▶ Focus on social determinants of health
- ▶ Health of community is NO longer owned by providers and public health
- ▶ Emergence of healthcare conversion/legacy foundations

The Different Types of Funders

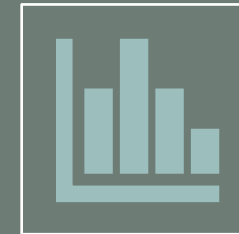


- Local family and corporate funders
- Health conversion foundations
- Local, state and governmental sources
- Local banks
- Corporate funders with local presence
- Individual donors

Researching The Philanthropic Environment

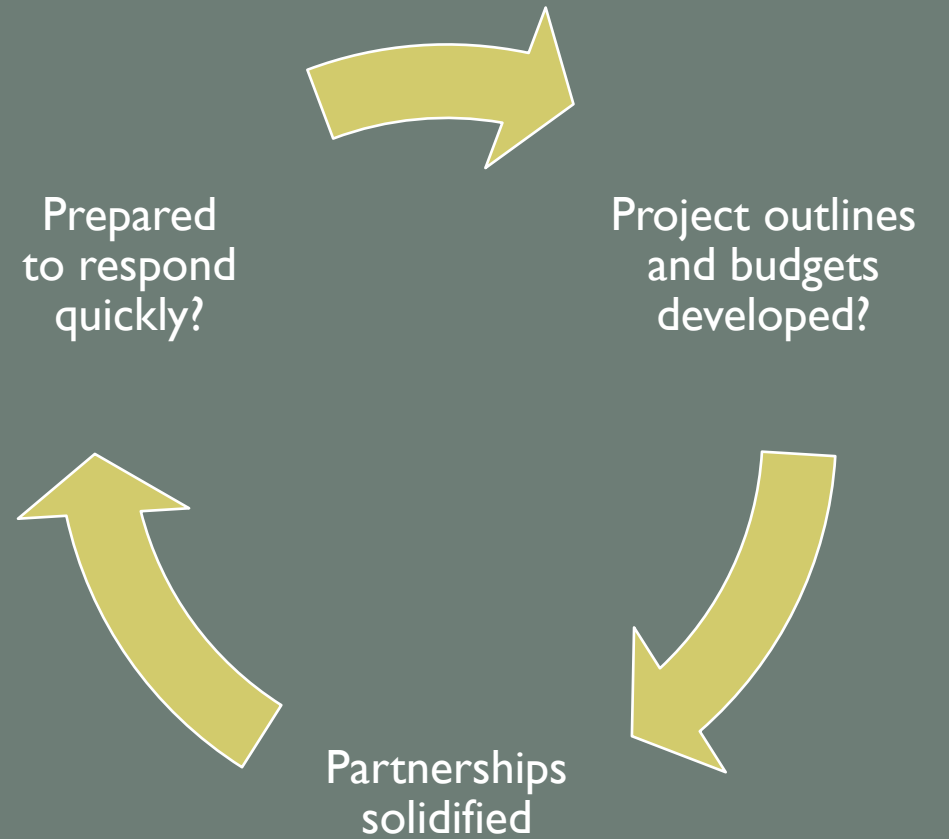


Peers and networks



Grantseeking services
and information sources

Are You Ready for
Grant Seeking?



Resourcing Your Grant Seeking Efforts



Grantwriters

Sharing with others?

In-house or contract
development staff

The Difference Between Relational and Transactional Approaches



What is Different About Rural Grant Seeking?



The Difference Between
Governmental and Private
Philanthropy



- Funding from an application vs a relationship

How to Begin
to Develop Relationships?



- Invites
- Comment on Funders Work
- Meet Them Where They Are



Funders Perceptions About Rural America

- It is demographically homeogenous
- Innovation is not happening
- Scale cannot be achieved



Responses to Funder Perceptions

- Shifting demographics
- Rural creates innovation and adaptation
- Rural is great for piloting and testing

RURAL ANCHOR INSTITUTIONS



- Libraries
- Ag extension
- Locally owned non-chain media
- Office of county manager
- School district

RURAL ANCHOR INSTITUTIONS



- Community colleges
- State offices of rural development, rural health, rural transportation
- Federal and state regional offices — HUD, USDA, DHHS
- Statewide community foundations
- Denominational and non-denominational church groups



Hot Topics For Rural
Interested
Fundors



Cross-Sectoral Work

A man with dark skin and short hair, wearing a blue button-down shirt and grey jeans, is driving a green tractor. He is looking directly at the camera with a slight smile. The tractor is moving through a large, open barn. In the background, several black and white cows are visible, some standing and some lying down. The barn has a high ceiling with wooden beams and large windows that let in bright sunlight, creating strong shadows on the ground. The overall scene depicts a rural, agricultural setting.

Rural Communities of Color

The background features a complex pattern of thin, blue, curved lines that appear to be fiber optic cables or data paths. These lines originate from the left side and fan out towards the right, creating a sense of depth and movement. A solid dark grey rectangle is positioned horizontally across the middle of the image, serving as a backdrop for the text.

Broadband

An aerial photograph of a suburban neighborhood. The image shows several houses with varying roof colors (grey, brown, red) nestled among dense green trees. Winding asphalt roads and driveways cut through the landscape. Some houses have swimming pools visible in their backyards. The overall scene is a typical suburban residential area.

Affordable Housing

A close-up photograph of a pregnant woman's midsection. She is wearing a vibrant, multi-colored floral dress with large red, orange, and blue flowers on a dark background. Her hands are gently resting on her pregnant belly, with fingers slightly interlaced. She is wearing a silver ring on her left ring finger. The background is softly blurred, showing hints of a kitchen or dining area with white dishes and green herbs. A semi-transparent dark grey rectangular box is centered over the image, containing the text "Maternal Mortality" in white.

Maternal Mortality

A wide-angle photograph of the United States Capitol building in Washington, D.C. The building's iconic white dome and neoclassical architecture are prominent against a bright blue sky with scattered white clouds. The foreground features a large, green lawn with a few people walking. A semi-transparent dark rectangular box is centered over the middle of the image, containing the text "Federal Funding Partnership" in white. An American flag is visible on a tall pole to the right of the building.

Federal Funding Partnership



Resources

- Inside Philanthropy
(<https://www.insidephilanthropy.com>)
- Giving Compass
(<https://www.givingcompass.org>)
- Grantmakers In Health
(<https://www.gih.org>)
- United Philanthropy Forum
(<https://www.unitedphilforum.org>)

Thank you and Good Luck!



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