

Allen Smart and PhilanthropywoRx



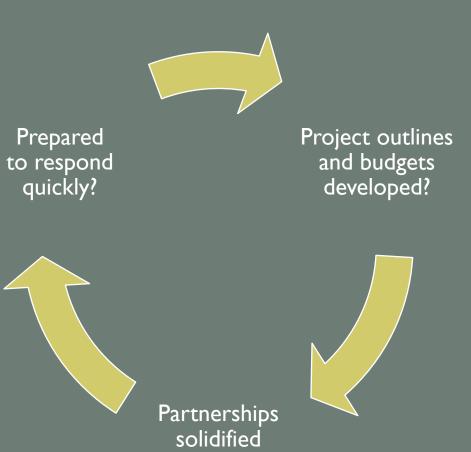
- More than 20 years of grantmaking in the rural south
- National advocate for better rural philanthropic practice
- Consultant to funders, funder groups, national and state-based non-profits on rural



- Resourcing
- Starting up relationships
- Funders thinking about rural and how to respond
- Hot topics in rural from a funder perspective
- Audience examples







Researching
The Philanthropic Environment

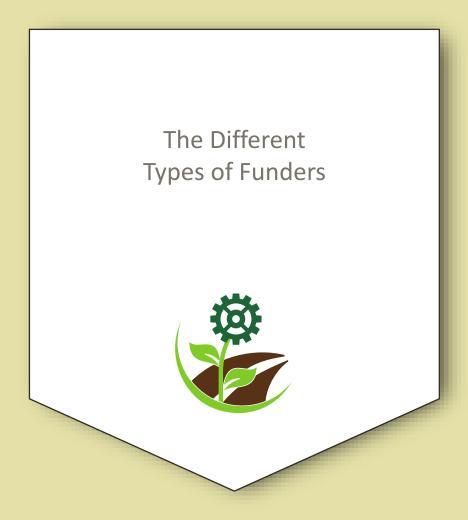




Peers and networks

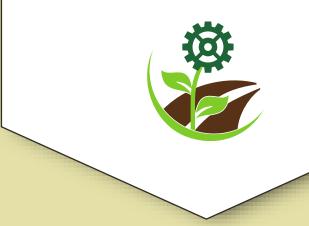


Grantseeking services and information sources



- Local family and corporate funders
- Health conversion foundations
- Local, state and governmental sources
- Individual donors





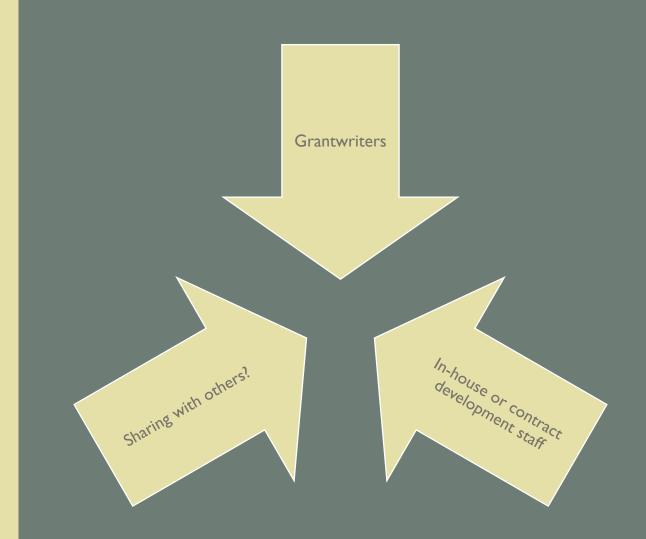


The ideal funding mix



Trajectory

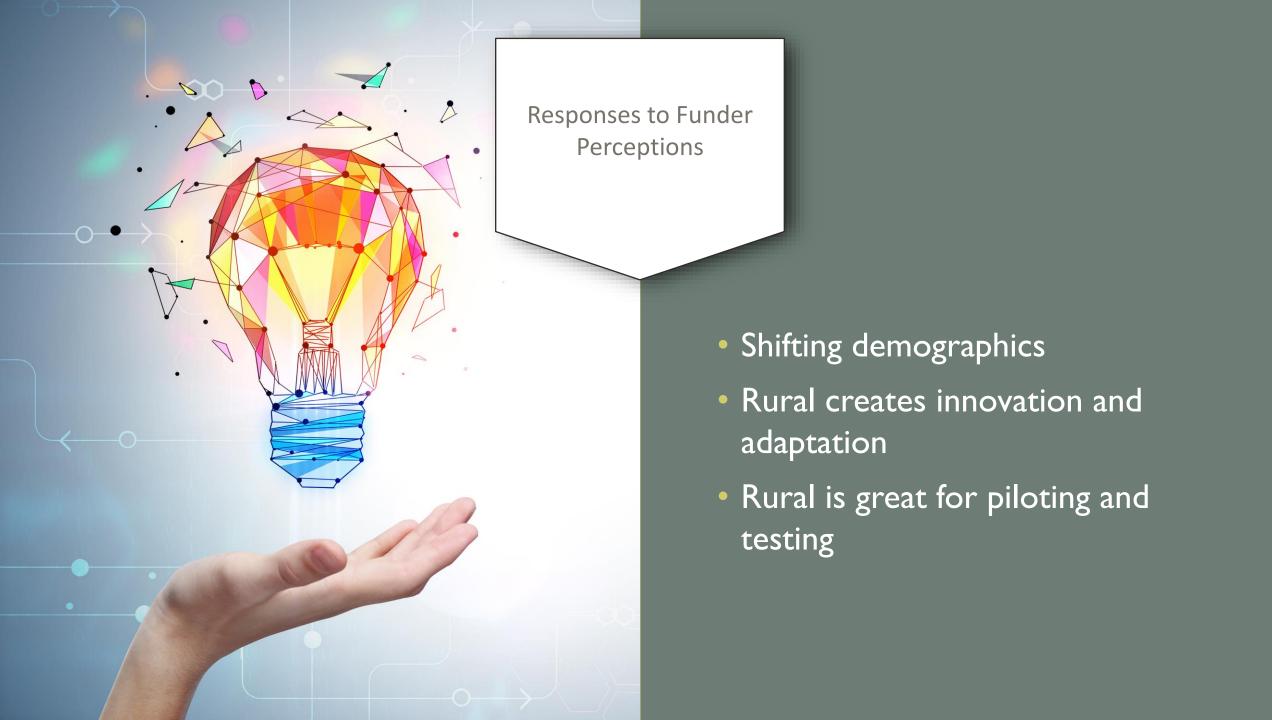
Resourcing Your Grant Seeking Efforts







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





- Rural Resource Hub (https://www.ruralhealthinfo.org)
- Daily Yonder (https://dailyyonder.com)
- Giving Compass (https://givingcompass.org)
- Office of Rural Health Policy (https://www.hrsa.gov/rural-health/index.html)





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

How Partnerships Can Leverage Relationships with Philanthropy

- For many funders, the more the merrier
- Your partners and friends
- Current grant and donor relationships



- Your Board members know more people than they think they do!
- Helping Board members reach out

The Difference Between Governmental and Private Philanthropy

 Funding from an application vs a relationship

## What NOT To Do

- Badger funder staff with "threats" to talk to their Board members
- Be a pest
- Pitch ideas to funders that have not demonstrated prior interest







