Table of Contents

DD POLICY AND MEDICAID ......................................................... 2
FUNDRAISING ............................................................................. 60
COMMUNITY ORGANIZING ...................................................... 105
NOTES SECTION ......................................................................... 123

Not Included in Booklet (Provided On-Site):
Advocacy in Social Media
Managing a Self-Advocacy Organization
Staying in Charge in Your Self-Advocacy Group
# PACIFIC LEADERSHIP ACADEMY SCHEDULE

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-Aug</td>
<td>17-Aug</td>
<td>18-Aug</td>
<td>19-Aug</td>
<td>20-Aug</td>
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## AIRPORT ARRIVALS & CHECK-INS

- **LUNCH (12:00 Noon - 1:00 PM)**
- **15 minute break**
- **STATE PLAN GROUP SESSION # 1**
  - (3:00 PM - 4:30 PM)
- **ORIENTATION & EVENING ACTIVITY (6:30 PM - 8:30 PM)**
- **DINNER (5:30 PM to 6:30 PM)**

## DD POLICY AND MEDICAID
- **(10:20 AM - 11:50 PM)**
- **MARY LEE FAY**

## COMMUNITY ORGANIZING
- **(10:20 AM - 11:50 AM)**
- **ALLEGRA STOUT**

## MANAGING A SELF ADVOCACY ORGANIZATION
- **(10:20 AM - 11:50 AM)**
- **ARI NE’EMAN**

## GROUP MEETING REPORT OUT
- **(9:00 AM - 11:30 AM)**

## CLOSING REMARKS
- **(11:30 AM - 11:45 AM)**

## FUNDRAISING
- **(1:15 PM - 2:45 PM)**
- **KEVIN WEBB**

## DIRECT ACTION
- **(1:15 PM - 2:45 PM)**
- **BRUCE DARLING**

## STAYING IN CHARGE IN YOUR SELF-ADVOCACY GROUP
- **(1:15 PM - 2:45 PM)**
- **RUTI REGAN & TRENA WADE**

## ADVOCACY IN SOCIAL MEDIA
- **(3:00 PM - 4:30 PM)**
- **KRIS GUIN**

## STATE PLAN GROUP SESSION # 2
- **(4:30 PM - 6:00 PM)**

## DEPARTURES

*All training sessions held in McKenna Hall, Room # 118*
POLICY, GOALS AND ISSUES IN STATE I/DD SYSTEMS

ASAN – Pacific Leadership Academy Training
August 17, 2015

Mary Lee Fay
National Association of State Directors of Developmental Disabilities Services
agenda

• Impact of Advocacy - History
• Where do we want to go
• Impact of Medicaid and new Rules
• Other challenges to supports
• Advocacy - Today
Know the History

The asylum model 1800s
The Impact of Public Policy

The asylum model 1800s
Cecil George Paine achieved the first recorded cure with penicillin of gonococcal infection in infants 1930.

The Right to Education 1976 1972 in Pennsylvania
Medicaid Home & Community Services 1981
Civil Rights of Institutionalized Persons Act 1980
ADA 1990
Olmstead Decision 1999

Cecil George Paine achieved the first recorded cure with penicillin of gonococcal infection in infants 1930.
People with Disabilities Make Change

- Americans with Disabilities Act
- Olmstead Litigation
Self-Advocates and Families Must Engage, Lead, & Drive Change
Movements Shaping DD Supports

1950s Mom------------Parent-----Family Movement
1970s Self-Advocacy and Independent Living Movements (Not about me, without me)
2000s Siblings Movement

1960s Medicaid and Medicare Established
1980s Medicaid Waiver (Community Supports)
2010s Affordable Care Act

1970s Rehab Act: 504 Plans
1975s Education for All Children
1990s IDEA and ADA

1990 and 2000’s
Olmstead
Community and Society
What we know about current realities for pressures for change?

- Expectations, Values, Culture
- Demand for Services
- Policies and Budget
- Evidence Based Practices
- Community
- Family
- Social and Medical Services
- Person with Disability
- Language and Words

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Supports should enhance real lives

COMMUNITY

FAMILY

PERSON
Real People, Real Lives with Integrated Supports

COMMUNITY

FAMILY

PERSON
How do we get there

Trajectory toward a good life

Trajectory towards things you don't want
What is a trajectory?

Friends, family, job, fun things to do, independence, your own place, happiness

Vision of What I Don't Want

What is a trajectory?

Friends, family, job, fun things to do, independence, your own place, happiness

Vision of What I Don't Want
Katie’s Good Life Trajectory

VISION FOR GOOD LIFE
- Help other people with disabilities
- My own place
- Get married
- Get my journalism degree

Vision of What I Don’t Want
- To be labelled
- To be unhappy

ASAN Leadership
Moved in my own place
Started college at State Fair
Trajectory toward a good life
Special ed classes
Trajectory towards things you don’t want

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Exercise

• What is a good life trajectory
We all use Supports

[Diagram showing different types of supports: Technology Based, Personal Strengths & Assets, Relationship Based, Community Based, Eligibility Specific, Integrated Supports]

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18
i-pad/smart phone apps, remote monitoring, cognitive accessibility, adaptive equipment

PERSONAL STRENGTHS & ASSETS
person or family resources, abilities, strengths, characteristics

RELATIONSHIP BASED
person or family resources, abilities, strengths, characteristics

INTEGRATED SUPPORTS

COMMUNITY-BASED
person or family resources, abilities, strengths, characteristics

SHS services, Special Ed, Medicaid, section 8, Food Stamps, Vocational Rehab (VR)

ELIGIBILITY-SPECIFIC
Relationships

Who do you have in your life to help you?

• Family
• Friends
• Close personal relationships (like your neighbor, boss, pastor coworkers, etc)
Personal Strengths & Assets

What do you have that will help you?

• Personality traits
• Skills or training that you have
• Belongings that own or things you have access to
Technology
How can technology help you be more independent?
• Smartphones
• Assistive technology
• Internet and computers

Technology
i-pad/smart phone apps, remote monitoring, cognitive accessibility, adaptive equipment
Community-Based

Businesses, places, and things anyone can access where you live:
• School
• Library
• Park
• Police station
• Hospital
• Church
• Grocery Store

Library, church, Community collage
Coffee shops
Eligibility Specific

Things you have to have a diagnosis, certain income, or other qualification (like age, gender, or race) for:
- Food stamps
- Housing Voucher
- DD Services
- Medicaid
- Medicare

SHS services, Special Ed, Medicaid, section 8, Food Stamps, Vocational Rehab (VR)
exercise

- Pick 2 areas that are not eligibility services that support you to get up in the morning
ELIGIBILITY SERVICES
MEDICAID FUND SERVICES
Without Medicaid, There Would Be No Services

**Total Public IDD Spending**

**Figure 12**

FEDERAL-STATE MEDICAID IS THE MAJORITY OF TOTAL IDD SPENDING IN FY 2008

Total IDD Spending: $53.40 Billion

Federal-State Medicaid: 78.0%

Other State Funds: 14.6%

Other Federal Funds (OSHAD, Title XIX/DDI): 1.1%

Non-Medicaid Spending: 5.3%

Total: $53.40 Billion

Billions of 2006 Dollars

Fiscal Year
Medicaid Long Term Supports and Service (LTSS) Spending

$140 billion in FFY 2012 – institutional and community

- Home and community-based services (HCBS) - 49.5% or almost $75,000,000,000.
  - 70 % for people with developmental disabilities
  - 39 % for older people or people with physical disabilities
  - 35 % for people with serious mental illness or serious emotional disturbance.

Steve Eiken:Truven Health Analytics
## Who Are We Serving?

- 36% Co-occurring DD/MI
- 11% Autism (4% in WY to 19% in NJ)
- 15% Cerebral Palsy
- 31% Seizures/neurological conditions
- 5% TBI
- Behavioral disorders
- Communication disorders

2009-10 NCI Consumer Survey
89% of People I/DD are Supported by Family
CMS RULES FOR HOME AND COMMUNITY BASED SERVICES

An Overview
The "big deal" items.....

- HCB Settings Character
  - What is NOT community
  - What is likely not community
  - What is community

- Person-centered planning
Before we define HCB Settings character..

- Settings that are NOT Home and Community-based:
  - Nursing facility
  - Institution for mental diseases (IMD)
  - Intermediate care facility for individuals with intellectual disabilities (ICF/IID)
  - Hospital
Settings that we do not think would be Home And Community-based

- Settings in a hospital, nursing home or institution

- Settings on grounds of, or next to, a hospital, nursing home or institution
  (even if it is a house, if it on the campus of an institution it is NOT in the community. Or a separate hallway in a nursing home)

- Settings with that keep the people away from the community – they "isolate" the person
But…..

- States may ask the Federal Government for permission to use these settings IF they can show that people REALLY are living in the community (they leave and go to work, friends and family come over to see them, they go shopping in town….)

- This is called “Heightened Scrutiny”
SO – What does “settings” mean in the Rule

• States have to show that where people LIVE and WORK and spend their DAY are in the community

• Ensures the individual receives services in the community to the same degree of access as individuals not receiving Medicaid home and community-based services
MORE from the Rules

- The person CHOOSES where they live and work and spend the day

- The setting options are written down in a person-centered service plan and are based on the individual’s needs and preferences.
The Rule ALSO Says people…

A person has the right of privacy, dignity, respect

• They have independence in making life choices

• Facilitates individual choice regarding services and supports, and who provides them

• Be aware this is not just residential…the rule applies to ALL settings including day programs…
There MUST be Person-centered planning

- The person-centered planning process is driven by the individual
- Includes people chosen by the individual
- Provides necessary information and support to the individual to ensure that the individual directs the process to the maximum extent possible
- Is timely and occurs at times/locations of convenience to the individual
- Reflects cultural considerations/uses plain language
- Includes strategies for solving disagreement
- Offers choices to the individual regarding services and supports the individual receives and from whom
Person-centered planning

says what is important to the person and what is important for the person

“What do people know and like about me”

• May include what control the person wants to have
  Hiring staff, deciding about the budget

• Opportunities to seek employment and work in the community
Person-centered planning

- Written plan reflects –
  - Setting is chosen by the individual and is integrated in, and supports full access to the greater community
  - Opportunities to seek employment and work in competitive integrated settings
  - Opportunity to engage in community life, control personal resources, and receive services in the community to the same degree of access as individuals not receiving Medicaid HCBS
CHALLENGES
Baby-Boom Generation

National Institute on Aging

Elderly

Oldest Old

Source: US Bureau of the Census.
Every day 10,000 Baby Boomers qualify for Social Security
Shortages of Care Givers as America Ages

A labor shortage is worsening in one of the nation’s fastest-growing occupations—taking care of the elderly and disabled—just as baby boomers head into old age.

Wall Street Journal
April 15, 2013

Larson, Edelstein, 2006
Pressures on Funding

Medicare and Medicaid Expected to Rise Rapidly, Other Programs (Except Social Security) to Shrink

Spending and Revenues as a Share of GDP

Source: CBO projections based on CBO data.

Center on Budget and Policy Priorities (CBPP)
We are Confronted with Reality

Growth in public funding will slow. Medicare and Medicaid expected to grow rapidly, other programs (except Social Security) to shrink. Spending and revenues as a share of GDP.

Workforce will not keep pace with demand.

The Waiting List

<table>
<thead>
<tr>
<th>People Waiting For Services</th>
<th>Residential Capacity</th>
<th>Growth Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>76,677</td>
<td>460,597</td>
<td>16.6%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Population Division, Interim State Population Projections, 2005

Females aged 25-44 Individuals 65 and older

Source: Department of Health and Human Services.
WE CAN’T AFFORD TO EXPAND SERVICES THAT REQUIRE 24 HOUR CARE
Remember this!
Focusing on Relationship Based Living Options

- Living with siblings
- Living with other relatives
- Living with Friends
- Living with a partner
- Supported Living – supports provided in the person’s own home
- Shared Living – the person matched to live with another
Focusing on Employment

- Get out of poverty
- More independence
- Make Friends
- Make a contribution to the community
- Positive image and valued role within the family and community
- Opportunities for learning and expanding relationships
Advocacy and Employment

• How to make changes in Employment Outcomes
Employment and Day Supports
IDD Agencies

ICI National Survey of State IDD Agencies 2012
### Growth in non-work

<table>
<thead>
<tr>
<th>Category</th>
<th>2002-2003</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Int. Jobs</td>
<td>18.0%</td>
<td>19.0%</td>
</tr>
<tr>
<td>Facility Based Work</td>
<td>36.0%</td>
<td>25.2%</td>
</tr>
<tr>
<td>Non-Work</td>
<td>33.0%</td>
<td>43.0%</td>
</tr>
</tbody>
</table>

2010-2011 CRP Survey
People Want to Work

- 85,560 working
- 85% No paid job
- 15% Paid job
- 54% Does not want job
- 46% Wants job
- 72% No job goal in the plan
- 28% Job goal

NCI Data Brief 2012
2008-2009 NCI Data
What will you do to change Employment Outcomes

**WHAT WE WANT**
People are working and living in community

**WHAT WE DON'T WANT**
living a service life

Social Networks
Support from family and friends
Developing skills
Dreaming Big
empowering youth with disabilities to lead productive lives

Kevin R. Webb, Sr. Director
Mitsubishi Electric America Foundation

FUNDRAISING FOR SELF-ADVOCACY ORGANIZATIONS
ASAN Pacific Leadership Academy – August 17, 2015
Fundraising for Self-Advocacy Organizations

About
- Mitsubishi Electric Corporation
- Mitsubishi Electric America Foundation (MEAF)

Types of Funding

Why do you need to fundraise?

Tips and Recommendations to get Funding

Questions & Answers
ABOUT

*Mitsubishi Electric*

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MISSION
Empower young people with disabilities to lead productive lives.

National Grant Programs

Employee Volunteer Programs

empowering youth with disabilities to lead productive lives
About MEAF

MISSION
Empower young people with disabilities to lead productive lives.

National Grant Programs
Grants to develop youth leadership & employment skills

$9.4 million granted
Thousands served

Employee Volunteer Programs
Engage employees in volunteer projects to help empower youth

$4.7 million donated
60,000 hours given

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National Grant Programs

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TYPES OF FUNDING

For Self-Advocacy Organizations

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Question:
What is funding?

Answer:
Funding is how your organization pays for what it does!
Question: What types of funding are there for self-advocacy organizations?
### Types of Funding

<table>
<thead>
<tr>
<th>Membership Dues</th>
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<tbody>
<tr>
<td>Donations</td>
</tr>
<tr>
<td>• Individual Donations</td>
</tr>
<tr>
<td>• Corporate Donations</td>
</tr>
<tr>
<td>• Fundraisers (Gala Tickets)</td>
</tr>
<tr>
<td>• In-Kind Donations</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Grants</th>
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<tbody>
<tr>
<td>• Government Grants</td>
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<tr>
<td>• Private Foundation Grants</td>
</tr>
<tr>
<td>• Corporate Grants</td>
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<tr>
<th>“Fee for Service” or Program Income</th>
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<tbody>
<tr>
<td>• Government Contracts</td>
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<tr>
<td>• Government Sub-contracts</td>
</tr>
<tr>
<td>• Training Contracts</td>
</tr>
<tr>
<td>• Speaking Fees</td>
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<tr>
<td>• Book Sales</td>
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</table>

ASAN receives funding from all these sources.
WHY DO YOU NEED TO FUNDRAISE?

For Self-Advocacy Organizations

empowering youth with disabilities to lead productive lives
Allies in Self-Advocacy 2012 Findings

- Self-advocacy groups have less experience fundraising

- Most Common Funding Source
  - State DD Councils

- Other Sources include:
  - AIDD
  - Centers for Independent Living (CILs)
  - Arc Chapters
  - Indirect Support via UCEDDs and P&As

- Few states report that self-advocacy groups have a paid executive director
Question:
Why do you need to fundraise?

Answer:
To support your organization’s mission
Question:
What is a mission statement for an organization?

Answer:
It is a statement about what an organization exists to do.
Company Example

**Question:**
What is the Mitsubishi Electric Corporation’s mission?

**Answer:**
To make *Changes for the Better* by manufacturing high-quality, energy efficient electric products

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Question:

What is the Mitsubishi Electric Corporation’s mission?

Answer:
To make *Changes for the Better* by manufacturing high-quality, energy efficient electric products

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Company Example

Question: How does Mitsubishi Electric “fund” this mission?

Answer: By selling high-quality, energy efficient electric products (and getting people to invest)
Nonprofit Example

Question:
What is ASAN’s mission?

Answer:
To empower autistic people across the world to take control of their own lives… and ensure our voices are heard…

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Nonprofit Example

Question:
How does ASAN “fund” this mission?

Answer:
By doing educational, cultural and advocacy-related projects and activities to empower autistic people.
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Results
Mission
Projects
Funding

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Question:
What is your organization’s mission?

Question:
What are some examples of activities or projects you do to support that mission?

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Activities or Projects

Some activities/projects are pure mission
- Talking to Legislators and State Officials about Policy
- Sending out Action Alerts
- Free Webinars

Some activities/projects are pure fundraising
- Writing Grants
- Selling tickets to an Annual Gala or fundraising event
- Asking for donations from Individuals or Corporations
Activities or Projects

Many activities/projects are both mission & fundraising

- Conferences with paid registration
- Providing services paid for by a Regional Center or Medicaid
- Selling Disability Trainings to companies, nonprofits or government agencies
- Selling Publications About Self-Advocacy
- Consulting with companies, nonprofits or government agencies
TIPS & RECOMMENDATIONS TO GET DIFFERENT TYPES OF FUNDING

For Self-Advocacy Organizations
## Types of Funding

- **Membership Dues**
- **Donations**
  - Individual Donations
  - Corporate Donations
  - Fundraisers (Gala Tickets)
  - In-Kind Donations
- **Grants**
  - Government Grants
  - Private Foundation Grants
  - Corporate Foundation Grants
- **“Fee for Service” or Program Income**
  - Government Contracts
  - Government Sub-contracts
  - Training Contracts
  - Speaking Fees
  - Book Sales

---

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Membership Dues

- **Usually “unrestricted” funds**
  - Can support general operations & “pure mission” activities

- **Start-up capital**
  - Shows members are “invested” in the organization
  - Important for getting other donations/grants
Donations

- May be “restricted” or “unrestricted” funds
  - Can support general operations & “pure mission” activities
  - May support a specific project, program or event

- Sources
  - Board members and wealthy Individuals
  - Corporations
    - Different pots of money: sponsorship, marketing, travel, training
  - Fundraisers
    - Event ticket sales, campaigns
  - Don’t forget “in-kind” support
    - may be more valuable than money!

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Donations

How to get donations?
- General fundraising brochures/letters/emails
- Selling tickets to an event
- Targeting Individuals/companies that might like my mission
- Relationships = Personal Ask!

Question:
Which fundraising method do you think is most effective?
Example Fundraising Email

Dear friends,

The last year has been a time of an incredible growth for the Autism community and the neurodiversity movement. Thanks to you, ASAN and our allies have had an impact on the public conversation on autism in an unprecedented way.

With your support, we’ve designed our programming in higher education and employment, with initiatives like our Autism Campus Inclusion Summer Leadership Academy preparing the next generation of autistic leaders. Thanks to you, our services are leading the way on critical issues, like healthcare transition, organ transplant discrimination, and implementation of the Affordable Care Act.

And yet, despite this progress, our community is under attack.

This past week, the Sydney Morning Herald reported that one in twenty parents seeking genetic screening of their embryos at a top Sydney IVF clinic were doing so in hopes of reducing the likelihood of having an autistic child. For years, self-advocates have warned of the resurgence of eugenic de-valuing the lives of autistic people and others with disabilities. Today, we have entered a world in which that risk has become reality.

Workers with disabilities can still legally be paid only pennies an hour. Disability shouldn’t have to mean subpar working conditions and a lifetime of socially-sanctioned poverty—but for hundreds of thousands of workers with disabilities all across the country, it still does. In 2013, Massachusetts and Oregon announced their intent to end this practice in response to pressure from advocacy groups and the Justice Department—but the sheltered workshop industry and their lobbyists are still hard at work trying to stymie and roll back our progress.

In 2014, we will be working to combat these and other threats. By advocating for the inclusion, civil rights, self-determination, and full participation of autistic people and fighting back against those who devalue our lives, we can make a difference. But we can’t do it without your help. Help us create a world that is inclusive and supportive of autistic people by making a donation to support our work in the coming year.

If you can, consider making a monthly recurring donation of $25, $50, $100 or another amount that makes sense for your budget. Invest in self-advocate leadership and together, we can build a more inclusive world.

Thank you for your support and for your advocacy. As always, Nothing About Us, Without Us!

Warm regards,

Ali Forielan
Fundraising Email Tips

- Short, snappy subject line
- Brief e-mail, clear ask
- Build an E-mail List
- Build a Relationship with the People On Your E-mail List
- Send people lots of non-fundraising e-mails
- Let People Unsubscribe
- Say Thank You!

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Questions to Ask When Seeking Corporate Donations

- What kind of exposure and recognition can I offer them?
- Do I know someone at the Company that can champion my request?
- How much do they typically give?
- What will they want in return?
  - NOTE: Particularly important to pay attention to this with corporate donors that interact with disability services
- Does the company’s philosophy fit my organization’s mission? If not, am I okay with that?

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Examples of companies that support ASAN/Disability Issues

Freddie Mac

Walgreens

At the corner of happy & healthy

Anthem

BlueCross BlueShield

AMC Theatres

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Grants

- **Usually “restricted” funds**
  - To support a specific project or program
  - Some general operating grants…but hard to get!

- **Grant Sources**
  - Government Grants
  - Private Foundation Grants
  - Corporate Foundation Grants
Grants

How to get grants?

• Do your homework = KNOW THY FUNDER
  • Foundation Center
  • Chronicle of Philanthropy
• Targeting grant funders that might like my mission
• Relationships = Personal Ask!
Tips for seeking Grants

KNOW THY FUNDER

- What is the mission of the foundation?
- How much money is their typical grant?
- Are their geographic/program restrictions?
- Can I speak to someone from the Foundation before submitting a proposal about our idea?
- What kind of reporting requirements will the foundation want?
- What kind of recognition will the foundation want?

KNOW YOUR ORGANIZATION

- How can I show how others are invested in the organization/mission?
- How can I show our work is effective?
- Do I have the capacity to complete the work?
Examples of Foundations that support ASAN/Disability Issues

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“Fee for Service” or Program Income

Usually “unrestricted” funds
- To support a specific project or program
- But need to do something to make money

Program Income Sources
- Government Contracts
- Government Sub-contracts
- Training Contracts
- Speaking Fees
- Book Sales
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Paid Training or Speaking
Paid Speaking Tips

- **Only Charge What People Can Afford to Pay**
  - But charge enough to cover the expenses and make income

- **Don’t Forget Public Education is a Mission Activity**
  - This is just a way of paying for it

- **Manage Time Demands of People Asked to Speak Everywhere**

- **Gives the Organization Unrestricted Funds**

---

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Publications

Navigating College: A Handbook on Self Advocacy Written for Autistic Students from Autistic Adults

- Includes self-advocacy strategies
- Written by autistic adults

In stock but may require an extra 1-2 days to process.

Get $10 for each friend who joins Amazon Student.

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Publication Tips

- Explore Print on Demand Options
  - (i.e: Amazon Createspace, LightningSource)

- Get Your Stuff Up on Amazon, B&N.com

- Don’t Produce Books You Wouldn’t Want to Create Anyway

- Use it as a Way to Get Your Content to More People
  - And remember it takes time to create them

- Don’t Forget to Market Your Books Everywhere You Can!
  - Develop partnerships to sell your books.
Question:
What are your current funding sources?

Question:
What are some potential future sources of funding?
Question:
How can you match each part of your mission to a funding source?

Question:
What have you learned here today?

Answers:
Build relationships!
Know Thy Funder!
Start Small
• Start with your members
• Build your reputation
• Relationships are Key

Diversify Income
• Do not rely on one or two sources

Mission First
• Mission = Money
• Results = Money
• Do not chase money!
• Know thy Funder!

empowering youth with disabilities to lead productive lives
Know Thy Funder = MEAF

Stay Connected

- Website
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  - www.facebook.com/MEAFoundation
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  - mea.foundation@meus.mea.com

- Email
  - Kevin.Webb@meus.mea.com
Community Organizing

Pacific Alliance on Disability Self Advocacy
August 18, 2015

Allegra Stout
allegra.stout@gmail.com, 617-338-6665
Community Organizer,
Boston Center for Independent Living
Example:
Affordable Housing for People with Disabilities in Massachusetts
• Introduction
• What is community organizing?
• Why choose community organizing?
• Relationships
• Problems vs. Issues
  – Small Group Activity
• Power
  – Small Group Activity
• Bringing it all together
• Resources
• Evaluation
What is community organizing?

Community Organizing is the process of bringing people together to build collective power* to win improvements in people's lives and challenge the power structure.

*power = the ability to make what you want happen

Organizing is about people:
- Speaking for themselves and their communities
- Working together
- Building and using power
- Getting to the root of a problem
How is organizing different from other ways of creating change?

<table>
<thead>
<tr>
<th>Service:</th>
<th>Advocacy: Speaking on behalf of people</th>
<th>Organizing: Building collective power</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helping people access resources within the current system.</td>
<td></td>
<td></td>
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</table>

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Why choose community organizing?

– Win improvements in people’s lives
– Build power to win more over time
– Strengthen community
– Have fun!
Thinking Like an Organizer: Relationships

Why are relationships important for community organizing?
Building Relationships:
One-to-ones
Thinking Like an Organizer: Problems vs. Issues

**Problem:**
Individual/personal, specific

**Issue:**
Systemic, affects a group of people
### Problems vs. Issues

<table>
<thead>
<tr>
<th>Problem: Individual/personal, specific</th>
<th>Issue: Systemic, affects a group of people</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can’t afford the paratransit fares, so I have to quit my volunteer job.</td>
<td>Riding the paratransit costs twice as much as riding the subway.</td>
</tr>
<tr>
<td>My advocate from the local disability services organization doesn’t explain things in ways I can understand, so I’m not getting the help I need.</td>
<td>The local disability services organization doesn’t train their staff in cognitive accessibility or plain English, and they don’t have any self-advocates on their board.</td>
</tr>
<tr>
<td>I can’t move out of my parents’ house because all the apartments in my area are all too expensive.</td>
<td>The state government doesn’t provide enough money for subsidized housing for people with disabilities.</td>
</tr>
</tbody>
</table>
Practice!

In your group, come up with two more example situations. Explain how they can be seen as both problems and issues, and what types of solutions go with each way of looking at the situation.

Each group will share one example.
Thinking Like an Organizer:
Power

• Power = ability to make what you want happen
• Who wants power?
Power Analysis

• Remember, power = the ability to make what you want happen
• Who are the key decision makers? Who can say “yes” or “no” to what you want?
  • Who do they listen to?
  • What do they care about?
  • Where does their money come from?
  • How do they make decisions?
• What power does your group have?
Practice!

• In your group, pick one of the issues below.
• Answer the power analysis questions together. Use your imagination!

Issues:
1. Riding the paratransit costs twice as much as riding the subway.
2. The local disability services organization doesn’t train their staff in cognitive accessibility or plain English, and they don’t have any self-advocates on their board.

Questions:
1. Who are the key decision makers? Who can say “yes” or “no” to what you want?
1. Who does they listen to?
2. What do they care about?
3. Where does their money come from?
4. How do they make decisions?
Putting It All Together (Review)

Community Organizing is the process of bringing people together to build collective power to win improvements in people's lives and challenge the power structure.

- Relationships
- Problems vs. Issues
- Power

Now you’re thinking like an organizer!
Resources

• PADSA Guide, “Making a Plan to Win: How to Run an Advocacy Campaign”
• New Organizing Institute: Organizer’s Toolbox (online trainings)
  • http://archive.neworganizing.com/toolbox/
• Disability Organizing 101 and Beyond
  • http://freeourpeople.net/disabilityorganizing101andbeyond/
Thank you!