

Presenters Guide

Module 7

This training is directed towards law enforcement and service providers who may interact with young people who have experienced trafficking. The presenter will use the presentation and notes as tools to present information about sustainability and funding your growth. The goal of this training is to increase the knowledge needed to create capacity to assist young human trafficking victims. Strategies utilized within this training are listening and viewing the presentation, questions and answers generated throughout the training, conversations and reflections regarding salient points within the training.

Text that is *Italicized* is directly from the slide itself.

Text that is **Highlighted** is tips for the presenter.

Slide One (Title Slide): The NMOAG has created three categories of training modules to help law enforcement and service providers develop skills and practices needed when working with young people who have experienced trafficking. We have worked through the first two series of these trainings that were focused on “What You Need to Know” and “Do it Well”, essentially the basics of human trafficking and some of the most important best practices when working with a human trafficking victim. We are now on the third and final series that is titled “Keep Doing It”, which has 3 training modules. We’ve created this series to help everyone to continue supporting victims of human trafficking and support those that are doing the work. Today’s training is the second of this series and has a goal to help participants identify factors that lead to sustainability and evaluate different funding

streams and financial strategies. Let's get started today's training is titled, "Sustainability and Funding Your Growth".

Slide Two (DOJ Disclaimer Slide): *This Training was created with the support of grant #2020-NZ-NX-0001, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this content are those of the contributors and do not necessarily represent the official position or policies of the U.S. Department of Justice.*

Slide Three (Learning Objective Slide): Review Learning Objectives.

Objective 1: Identify Factors that Lead to Sustainability.

Objective 2: Evaluate Different Funding Streams and Strategies.

Slide Four (What is Sustainability Slide):

Link for definition:

<https://ncsacw.acf.hhs.gov/files/sustainability-toolkit-508.pdf>

As part of the REACH pathway app, we are so glad that you have chosen to serve minor victims of trafficking. As support to you, the NMOAG is committed to ensuring that all Pathway Partners are equipped with tools and resources.

Read Definition of Sustainability: Sustainability refers to receiving ongoing resource support, moving toward scale, or institutionalizing practices and policies proven to improve outcomes.

A sustainability plan is a roadmap for moving beyond an isolated pilot project into long-term continuation, expansion, or institutionalization. Now in today's session, we are not going to develop a sustainability plan with you, but we do want to provide a framework and resources that you can utilize.

When considering adding additional resources or programming to any agency it is important to have a "Why". Here is our "Why":

- The state of New Mexico is screening for human trafficking indicators at an ever increasing level.
- The Children Youth and Families Department screens for indicators in youth shelters and in a variety of ways throughout the Juvenile Justice Program.
- Albuquerque has added components to help identify and provide referrals through their Coordinated Entry program for homeless services.
- At our office, we take tips for investigation through our Human Trafficking Investigative Unit, as well as tips that come through our Internet Crimes Against Children Unit.
- Albuquerque agencies New Mexico Dream Center and First Nations Community HealthSource currently screen.
- Santa Fe service provider, The Life Link, screens for indicators.

If our goal is true systems change, then we need to incorporate 3 Key elements statewide:

1. Relationships: strong and effective collaboration among child welfare, SUD treatment, courts, law enforcement and you, our service providers;
2. Resources: community, human, and financial;
3. Results: successful outcomes for children, parents, and family members;

We are building elements 1 and 2 through our collaborative meetings and trainings, so that we can realize element 3.

Slide Five (Health Resource Guide Slide):

Link: [Resource Guide for Building Sustainable Programs \(Revised 2019\)](#)

For this presentation we are going to be utilizing a free resource that all of you can easily reference, "The Resource Guide for Building Sustainable Programs". The U.S. Department of Health and Human Services, Office of Population Affairs (OPA) provides a collection of resources to help with planning to achieve sustainable impact. This guide provides direction for creating a sustainability plan specifically for programs and services aimed at improving adolescent health. Since we want to Improve Outcomes for Child and Youth Human Trafficking Victims, this seemed like a great resource for us to utilize. Additionally, this toolkit has a simple model to follow, great activities to help with development and you can access it for 0 dollars!

We are going to quickly highlight the 8 Factors that create a Framework for Sustainability:

- Strategize: Create an Action Strategy
- Assess: the Environment

- Lead: Identify, Engage, and Develop Leaders
- Evolve: Remain Flexible and Evolve
- Communicate: Communicate with Stakeholders
- Integrate: Integrate Program Services into Local Infrastructures
- Partner: Build Strategic Partnerships and Mobilize the Community
- Diversify: Secure Diverse Financial Opportunities

Slide Six (Factor 1: The Roots Slide):

As we begin to build a framework for sustainability, we are using images from the resource guide as a reference, that way when you are looking through these notes and/or the resource guide you'll have a simple reference point.

Factor 1 is the “roots” of this tree, so we are going to spend a few extra minutes here. To create an action strategy, you must have, well, a strategy which is Factor 1!

(To the audience) I want to check in with you all; What do you think are some questions that you should ask yourself and your team to create a strategy?

Sample Questions to help start interaction - if needed.

- Where are we right now?
- Where do we want to be?
- What are the goals?
- What are the steps to the goals
- What do we have internally?
- What do we need?
- What does success look like?

As you think about these questions that we've talked about, they can become the basis to start developing your strategy. In the resource guide that we are referencing, here a few action steps to achieve a feasible strategy to sustainability:

- Create a shared vision with partners and community leaders
 - P.S. That's what we are all doing right now!
- Create a definition of sustainability for your program
- Using that definition, develop a sustainability plan
- Determine your measures of success and reflect that in your sustainability plan

Now, keep in mind that in the toolkit that we are utilizing today, these points are much more fleshed out than what we can do today.

Slide Seven (Factor 2: Assess Slide):

(Using a pointer, point to assess section on the image)

Let's take just a minute to talk about what it means to assess sustainability. The first consideration is to think about both the internal and external environments in which programs or services operate.

(To the audience) Anybody have some insight on Internal assessments? Why should we look at our agencies and programs?

When we take some time to use a critical eye as we look at our own agencies, this can help your team understand the strengths and weaknesses. Assess your organization's staffing, management, and infrastructure.

Let's jump to External assessments. This type of consideration is looking at the impact of your community-level factors that are outside of your organization.

Here are some things to consider that are external to your agency:

What are the local demographics?

Are there existing child/youth/adolescent programs and/or activities?

Do you know what the financial environment for current and future funding may be?

Please keep in mind that utilizing environmental assessments can occur at any time.

Which means that it doesn't matter if you are at startup or in full implementation.

You want to use the information gathered to decide what should be sustained

Slide Eight (Factor 3: Lead Slide):

For this slide, where we talk about LEAD, it is about identifying, engaging and developing leaders. You will want to identify members of your own leadership team from within the organization, but also recruit and develop external champions. These external champions often help provide leadership to assist your organization move toward its sustainability goals. Additionally, strong external leaders can help your agency champion the program/services that you are bringing to the community and help develop a larger network of supporters, all of which are critical to sustainability.

One of the mistakes that we've seen is relying on a single identified leader rather than building a leadership team. The benefit of a team approach helps agencies work through things like: agency leadership or staffing transition, identifying alternative or new funding streams, and maintaining the important relationships with vital external partners.

A few tips about creating a successful leadership team:

- Keep organizational and senior leaders, who are not on the team, updated on the goals, progress, needs, etc.
- Promote leadership development
- Utilize shared leadership opportunities

(If you have time with the group, have them brainstorm how to go about each of these points)

Slide Nine (Factor 4: Evolve Slide):

Factor number 4 is: Remain Flexible and Evolve. Remember, achieving and maintaining sustainability is a continuous process. All of us need to value the ability to be flexible as we are continually learning and growing to ensure effectiveness in our programs and services. We also need to be ready to evolve with a changing social services climate. Honestly, everyone here today is embracing this because the change in climate that is happening in our state is the need for service providers for young victims of trafficking. We want to match the services offered to our identified community needs and priorities for these young trafficking victims.

Slide Ten (Factor 5: Communicate Slide):

Let's talk communication! I pulled this quote from the resource guide directly because it is so great; "A deliberate, tailored, and well-planned communication approach that leverages community assets and partnerships is critical to successful program implementation".

So many people in our state still don't know what the trafficking of children and youth looks like. If we make strategic communications, marketing, and outreach a part of our strategic and sustainability plans then we are able to leverage unique resources that are out of the scope of our programming.

Planning an effective communication should include: articulating the problem we are addressing statewide and your program's or service's mission, goals, and successes packaged in a way that resonates with the audience.

This is another way to utilize your external champions from your leadership team! Equipping them to be able to share your message opens doors that can lead to funding, additional resources, and other collaborators.

Slide Eleven (Factor 6: Integrate and Partner combined into this Slide):

We are going to talk about the next 2 factors that help bring about sustainability together, because they are like puzzle pieces that fit together. The two components are Integrate and Partner. Here is a video from our own TEDxABQ that talks about collaboration: [The power of collaboration: Dr. Shelle VanEtten de Sánchez at TED...](#)

As you start with the concept of integration, you can begin to think about how to make the activities, services, and programs essential parts of your community and, perhaps regular activities of a partner organization. When an org builds strategic partnerships, that org is then giving the larger community an opportunity to learn about its program,

understand the program's value, view it as indispensable to the community, and step up to support it when it is at risk. This is why integration and partnership is so valuable. Since we are talking about this specifically relating to services for young victims of human trafficking, our communities in support of these programs are filling in a vital gap!

Let's take a minute and talk about the different types of partnerships that we could potentially integrate programming with. Anybody brave enough to call out some ideas? *(Here are types to help guide the conversation, or start off to help people engage)*

- Respected individual community leaders
- Neighborhood associations
- Faith-based organizations and their leaders
- Public and/or private school systems
- Community-based providers offering adolescent health services
- Community-based social service, public health, and education providers serving the same population through different programs and services
- Policymakers
- Business and community leaders
- Youth or parent-run advocacy groups
- Other advocacy organizations

Ok folks we are down to our last component in building sustainability! After this next concept, we are going to share some local and federal funding opportunities with you!

Slide Twelve (Factor 8: Diversify Slide):

This final component is to SECURE DIVERSE FINANCIAL OPPORTUNITIES. As I am sure we all know - securing a variety of funding streams is absolutely essential to maintaining long-term sustainability. That is so much easier said than done, right? There are some "seeds to success" cited in the resource guide, and I want to just read these out to you all. If you have been involved in any of these activities, pop up your hand.

- Review the program budget to identify core activities and services
- Identify and pursue alternative funding opportunities
- Create a sustainability planning budgetary line item
- Determine what program components could become fee-for-service
- Build fundraising and grant-writing capacity

Before we go onto some funding opportunities or sources. I want to just remind you all that these sustainability concepts are fully fleshed out in the free Resource Guide for

Building Sustainable Programs. We are running through these concepts to help spark ideas and point out areas that need strengthening. The guide does a deep dive into each of the concepts for sustainability and has activities for each one. This could really be a great resource for your team to utilize for agency growth.

Slide-Thirteen (Federal funding opportunities Slide):

On this slide, we have cited two federal funding agencies that offer a variety of human trafficking related grants.

Within the Office for Victims of Crime - you can find these current financial resource options here: <https://ovc.ojp.gov/program/human-trafficking/grants-funding> (click on the link and then highlight the different opportunities - being sure to mention dates)

Another federal funding opportunity is through the Office on Trafficking in Persons. Here is what they have going on right now: <https://www.acf.hhs.gov/otip/grants> (click on the link and then highlight the different opportunities - being sure to mention dates)

This next funding agency incorporates human trafficking funding within services to Runaway and Homeless Youth: <https://www.acf.hhs.gov/fysb/runaway-homeless-youth> (click on the link and then highlight the different opportunities - being sure to mention dates)

Utilizing Grants.gov to search for federal opportunities is the easiest way to find federal funding opportunities. This site also provides a learning center to help users apply for grant opportunities.

Slide Fourteen (Local funding opportunities Slide):

Let's see what may be available locally to support your work. The first state agency you need to know about for funding support is the Crime Victims Reparation Commission: <https://www.cvrc.state.nm.us/> (click on the link and navigate to the "For Victims" menu option) CVRC provides emergency funds to support victims - every service provider and law enforcement agency needs to know about this state funded resource! A few tips here, (navigate to the "Training" menu and open the drop down, then hover over "New Mexico Academy for Victim Assistance) this is where you can get information about accessing and utilizing funds to support a victim that you are working with. Though these tools are useful for self education, I would really recommend that you


(hover over “Request a Training” and click to open.) The CVRC team is a fantastic group of people who can help you and your staff understand this system.

Another option is for you to research your local community, and what they may be able to offer for your program. Here are two examples of how this has happened for two different nonprofit organizations.

- 1) The Chavez County Children’s Advocacy Center in Roswell provides a variety of services for children, youth and families in their community. As they learned about human trafficking they began to plan a way to assist the youth experiencing homelessness in their community and decided that opening a drop-in center for young people would be a great next step. They located a space that was way to expensive for them, so their director went to the mayor of Roswell and presented the plan. Funding soon followed!
<https://nmcacs.org/directory/chaves-county-childrens-advocacy-center/>
- 2) In Albuquerque, New Mexico Dream Center has been providing outreach to youth experiencing homelessness because of their extreme vulnerability to trafficking situations. They began attending coalition meetings to address homelessness. Through those meetings, they were able to connect with funding specifically for homeless trafficking survivors.

Slide Fifteen (Let’s work together Slide):

We’ve made it! You are an important part of New Mexico being able to better care for our children and youth - we all need each other. (Click on video link:

 Funny Motivational Speaker | Teamwork - Engagement | Jon Petz)

Thanks for being here today. Let’s keep in touch.

Slide Eighteen (Reference Slide):