



Developing Novel Training and Technical Assistance Programming for Community Violence Intervention Organizations: An Equity - Centered Design Approach

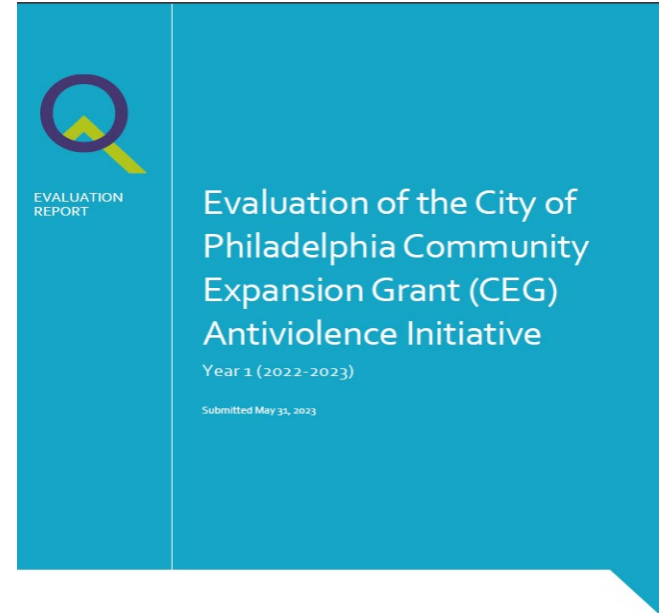
Presented by: Siani Butler, MBA & Isabella Ntigbu

Background - The Why

- CEG Evaluation Report Findings
 - Lack of Capacity
 - Need for tailored support
 - Participant Feedback
- A Call-In from our community partners

“We were getting emails and asked about going to meetings a lot, and I think for people who didn’t have the capacity to do that, that was a big challenge,” said Solomon Jones with ManUpPHL

- *Caiola, S. (2023, June 30). WHYY.*



EQUAL
MEASURE

RESEARCH
FOR ACTION

EVIDENT
CHANGE

CITIES
UNITED

About - The What & How

- CDC-Funded Initiative
- **Partnership:** The Nonprofit Center at La Salle University & Penn Injury Science Center
- January 2024 - June 2024
- Equity-Centered Design
- No-cost technical support
- Include:
 - 10 hrs of free consulting
 - 4 highly interactive workshop
 - \$2,000 Participation Stipend



Our Partners - The Who

- Men Who Care of Germantown
- EMIR Healing Center
- Tioga United
- Belfield Recreation Center Advisory Counsel
- New Options and More Opportunities
- Mercy Neighborhood Ministries, Inc.
- PAR-Recycle Works
- Endangered Kind
- Chew and Chelten Community Development Corporation
- Know Your Worth Girls Inc
- Juvenile Justice Center of Philadelphia



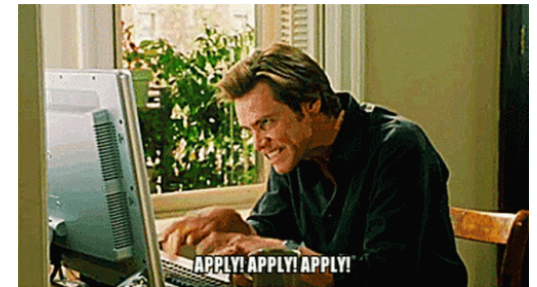
Eligibility Criteria + Application Process

Criteria:

- Based in or serving NW Philly
 - Zip codes: 19118, 19127, 19128, 19129, 19138, 19144, 19150
- Anti-violence programming
- 501c3 or Fiscal Sponsorship
- Needs Alignment

Process:

- **Open Date:** Oct. 12, 2023
- **Deadline:** Nov. 6, 2023
- **Req'd docs:**
 - Proof of 501c3/Fiscal Sponsorship
- **Submission Platform:** online via
Airtable



Selection Methodology

Screening + Selection:

- Initial screening
- Initial contact
 - 1:1 calls to assess fit and alignment
- Immediate selection notification
- Document submission
 - Finalists invited to submit required documentation

Onboarding:

- Welcome packet
 - Welcome letter
 - FAQs
 - Program timeline
 - Essential forms
 - And more
- Intake interview with consultant

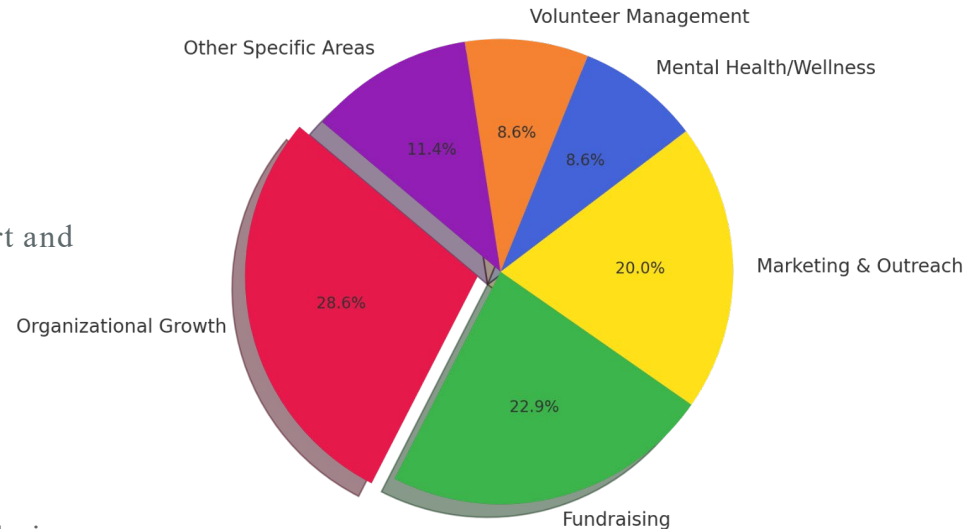
Summary of Organizational Needs

Key Challenges Identified:

- Organizational Growth: Expansion and sustainability.
- Finance: Securing and diversifying funds.
- Marketing & Outreach: Community engagement improvement.
- Mental Health & Volunteer Management: Staff support and volunteer utilization.

Insights:

- Majority face growth and fundraising challenges.
- Specific needs in mental health support, volunteer management, and strategic areas (1 Org each for legislative engagement, staff expansion, strategic planning, partnership development).



What We Hope to Achieve (Early)

Shared Aims between PISC + NPC at LaSalle:

- Establish a partnership and collaboration between PISC and the Nonprofit Center at La Salle University to **develop and advance NPC's potential** as a sustainable **community -serving injury and violence prevention program** .
- Co-design a **stakeholder -informed** technical assistance program for **local, minority -serving community organizations** to more effectively implement **violence prevention programming** .
- Evaluate **feasibility, acceptability, appropriateness, sustainability, and effectiveness** of the pilot program. Results will be used to adapt content and serve as a **replicable model for broader dissemination**

What We Hope to Achieve (Ongoing)

How Might We...

- **learn** from our community partners?
- stay grounded in **humility** ?
- **embrace challenges** to reach possible solutions?
- build the **foundation** for sustainable multi-year funded **community centered support** ?
- build a program that is **community-led, community-first** , for community benefit?
- improve the **lives and safety of Philadelphia** through this project?
- create a partnership that is **ongoing (family)** for mutual benefit + learning?

Overall :

We aim to provide **learning and support** for nonprofits in NW Philadelphia, strengthening organizations that work to **make our communities safer**.

Overview of Sessions

1

Co-Design Day

Date: Thurs., Jan 11
Time: 10am - 2pm

Designed for hands-on engagement and innovative thinking, this session invites you to explore and create – [learn more](#)

2

Diversifying Your Revenue

Date: Thurs., Feb 8
Time: 10am - 1pm

Explore revenue diversification through donor engagement, foundation partnerships, board fundraising, budget gap analysis, and more.

3

For Generations to Come

Date: Thurs., Mar 21
Time: TBD

Learn more about succession planning, as well as creating a clear mission and strategy that can be effectively communicated to funders/partners in order to strengthen connections

4

Evidence-Informed Community Violence Interventions + Data

Date: Thurs., Apr 11
Time: TBD

To be crafted collectively in our co-design session, these sessions will reflect our combined efforts and ideas. Stay tuned for more info.

5

Program & Impact Evaluation for Stronger Program Design and a Strong Impact Story

Date: Thurs., May 2
Time: TBD

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6

Presentation Day

Date: Thurs., May 23
Time: TBD

Organizations will share new strategies, key discoveries, and the impact of this program on their organizational development, highlighting progress and future visions.

7

Eval Session

Date: Thurs., Jun 6
Time: TBD

During this session, you're invited to share your honest feedback, to guide our learning and shape our future initiatives.





Michael O'Bryan is the founder and CEO of **humanature**, a business management consulting firm, and is a dedicated practitioner and researcher in the fields of **community development, organizational culture, and human well-being**. At Drexel University's Lindy Institute for Urban Innovation, he leads a design studio focused on **centering humanity in the future of work, economic development, and wealth building**. He is also a lecturer at The Weitzman School of Design at the University of Pennsylvania, sharing insights on **community engagement and design research**.

Co-Design Day: Objectives

- Understanding organizations' primary needs and desires for the program.
- Developing a rough plan with topics and outcomes for all four sessions
- Participants should:
 - Know the program's framework and objectives.
 - Understand the expectations and what they can gain from the program.
 - *Effectively manage expectations, communicate the constraints
 - Be able to apply the program's teachings and feel confident, motivated, and excited about continuing their work and participating in the program.
 - Feel a sense of trust amongst peers, collaborators, potential partners, and facilitators.
 - Feel safe and supported.
 - Have a clear plan to adhere to their goals.
 - Recognize and leverage their individual and organizational assets.
 - Effectively articulate their needs and aspirations while respecting their organization's deeper, less openly discussed aspects.
 - Be able to easily connect with facilitators and peers for support and future collaborations.
 - Communicate the overall design approach – that this is one prototype and we will learn from this, and expand it and potentially do more ongoing work perhaps all of us again together or with others...

Titles

Evaluating your program to measure implementation and impact

Strategies for data collection, tracking and reporting

Adapting and Tailoring Evidence-Informed Community Violence Interventions

Data visualization and effective communication strategies 101

Learning Outcomes

Attendees will put together a logic model or roadmap that identifies outcomes (what you want to achieve to have impact) for their program.

Attendees will craft a draft one-page summary of their program that can be used in a grant application.

Attendees will learn and practice how to utilize artificial intelligence to write a grant application.

Attendees will learn and practice how to develop research and evaluation questions.

Attendees will learn the nuts and bolts of research funding opportunities, community-academic partnerships and work to identify an upcoming opportunity.


Attendees will learn about the ecosystem of community violence interventions and where their programming fits in. As part of this, participants will understand what information and visuals are available from the City of Philadelphia to include in their grant proposals.

Attendees will learn and practice strategies to adapt and tailor evidence-based intervention to their programming.

Attendees will learn and practice strategies for visualizing data from their programming to demonstrate impact.

Attendees will practice and apply writing effective messaging around public health problems.

CO-DESIGN PROTOTYPES

 Number of votes received

<p>4</p> <p>Title: Fund a Mission</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Private vs. Public Contract Corporate sponsorships Charitable donations Fundraising Grantwriting <p>Length: 90 min</p> <p>Format: 5 days (M-F), Hybrid</p>	<p>7</p> <p>Title: For Generations to Come</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Leave with a rough succession plan for your organization, and clear steps on how to finish it with your board / colleagues <p>Length: 2 hr</p> <p>Format: In-person</p>	<p>3</p> <p>Title: Adapting and Tailoring Evidence-Informed Community Violence Interventions</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Learn and practice strategies to adapt and tailor evidence-based interventions to their programming **Ecosystem (abbreviated) <p>Length: 2 hr</p> <p>Format: In-person</p>	<p>3</p> <p>Title: Adapting and Tailoring Evidence-Informed Community Violence Interventions</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Understanding participants to better shape our work in prevention, intervention, and rehabilitation Learning about the ecosystem, where our program fits and funding available Learning the nuts & bolts of funding opportunities and partnerships <p>Length: 3 hr</p> <p>Format: In-person</p>
<p>8</p> <p>Title: Diversify your Revenue</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Leave with a rough plan for expanding to larger grants, individual donors, or other revenue streams Leave with a plan for board recruiting this year Leave with a resource you can use to help get your board focused for the year ahead. <p>Length: 2 hr</p> <p>Format: In-person</p>	<p>1</p> <p>Title: Diversify the Board: Balancing Social Work and Business</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Learn how your board can recruit the right people and become even more effective to support your mission Leave with a plan for board recruiting this year <p>Length: 2 hr</p> <p>Format: In-person, with hybrid follow-ups for capacity building / continuity</p>	<p>0</p> <p>Title: Win or Losses</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Define project plan Identify project goals Allocated resources for project Designated project timeline Team effectiveness <p>Length: 3 hr</p> <p>Format: In-person</p>	<p>8</p> <p>Title: Creating strategies for collecting data to evaluate our program to measure implementation and impact on different demographics</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> Draft one-page summary of their program that can be used in a grant application Learn and practice how to develop research and evaluation questions Practice and apply writing effective messaging around public health problems **Ecosystem (abbreviated) <p>Length: 2 hr</p> <p>Format: In-person</p>

#1

Title: Adapting & Tailoring Evidence
Informed Community Violence Interventions

Learning Outcomes:

- Understanding participants to better shape our work in prevention, intervention and rehabilitation
- Learning about the ecosystem, where our program fits and funding available
- Learning the nuts & bolts of funding opportunities and partnerships

Length: 2hr 3hr 4hr

Format: Online In-Person

#1

Title: WIN OR LOSSES

Learning Outcomes:

- Define Project Plan
- Identify Project Goals
- Allocated Resources for Project
- Designated Project Timeline
- Team Effectiveness

Length 2 HR 3 HR 4 HR

Format Online in-person

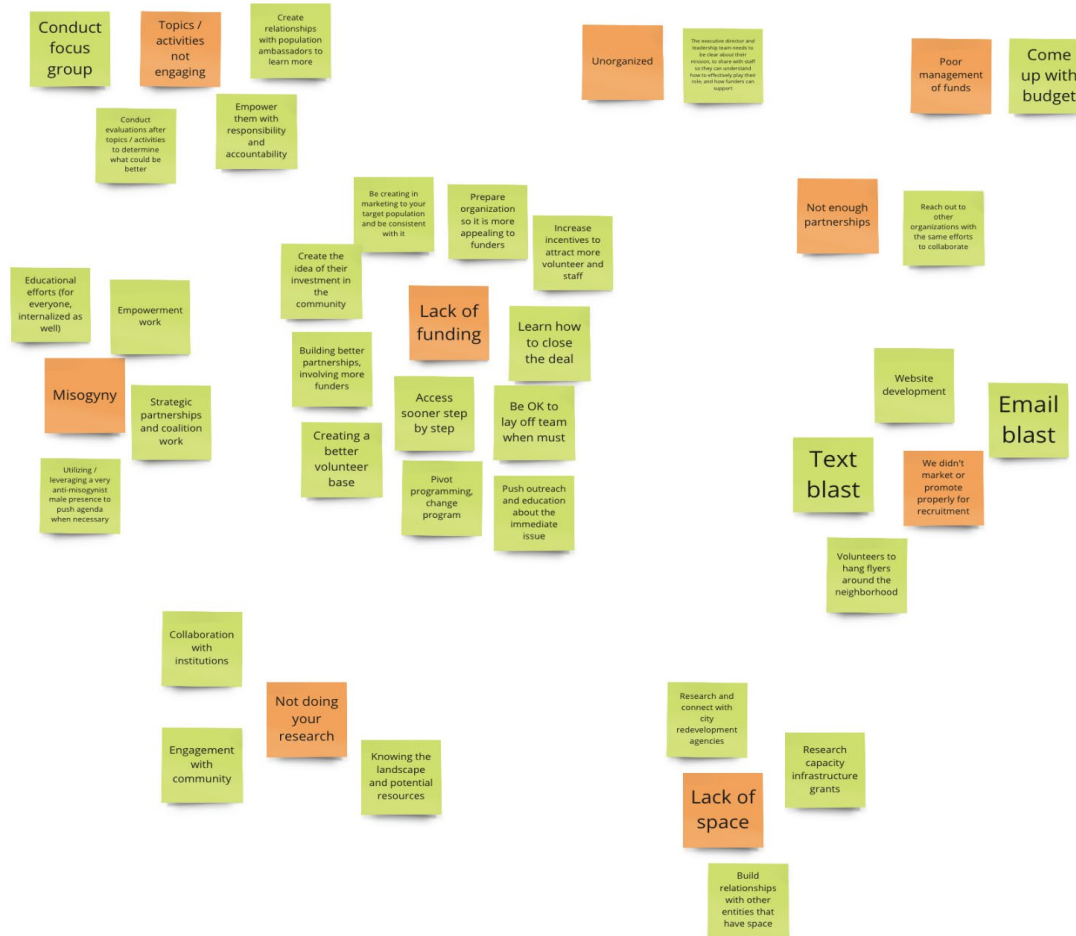
Road Blocks

Participants were asked to "imagine you're 1 year from now, and you failed; what was the reason?"



Solutions

Participants were asked to take a problem from the road block board that resonated with them and surround it with solutions



SOLUTIONS CLUSTERING - BY NPC TEAM - TO INFORM SESSION DESIGNS



Research

Partnerships

Strategy + Mission Clarity

Financial Mgmt

Funding

Programming

Community Engagement + volunteers

Marketing/Comms

Co-Design Day: More Photos



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Michael Matthews is a consultant/instructor for the NPC at LaSalle, and founder and principal member of Panache 5 consulting, specializing in development, training, and project management for **nonprofits and public health initiatives**. He previously was associate director of the Neighborhood League Institute in Cleveland, which develops **grassroots resident leadership that strengthens communities** by improving the quality of life for urban underserved residents. He was also director of MyCom, a youth development network, where he **managed an annual average budget of over 9 million dollars**.

Diversifying Your Revenue: Main Agenda

Select two sessions for today's workshop. Write your name on a sticky note and attach it to your preferred sessions on the wall-mounted large sticky notepad.

- **Using Community Events to Boost Fundraising** (Room 171)
 - Facilitated by Lori Moffa, The Nonprofit Center
 - Learn strategies to attract contributions of all sizes through community events, equipping your organization with tools and techniques for ongoing support.
- **Navigating the Foundation Directory** (Room 339)
 - Facilitated by Jamie Bowers, Free Library of Philadelphia
 - Learn to effectively use the foundation directory to identify funding partners that align with your mission, walk away with key search terms to find your next funder.
- **Activating Your Board for Fundraising** (Room 174)
 - Facilitated by Ro Washington, The Nonprofit Center
 - Develop a plan to engage your board with the tools and strategies needed for effective fundraising, enhancing their role in your organization's financial health.
- **AI-Assisted Grant Writing** (Room 179)
 - Facilitated by Siani Butler, The Nonprofit Center & Sara Solomon, Penn Injury Science Center
 - Explore how ChatGPT can be a powerful tool for grant writing, with practical prompts and strategies to optimize AI assistance. Leave this session with a new and improved organizational description.
- **Identifying Program Funding Gaps** (Room 348)
 - Facilitated by Michael Matthews, The Nonprofit Center
 - Pinpoint funding shortfalls in your programs and learn strategies to address these gaps, ensuring a well-rounded fundraising approach.
- **12:10 PM - 1:00 PM: Lunch and Networking**

Note: Participants will have the opportunity to attend two of the five breakout sessions. Each session is designed to provide tangible takeaways and strategies for diversifying and increasing revenue streams.



More Photos!

Session 2 (11:40-12:10)
 *put a post-it with your name on it next to the workshop you want to attend SECOND.

Navigating Foundation Directory	Small CHARLES SHANKS Harris	Room 339
Activating your Board for Fundraising	Dagmar Chad Lewis	Room 174
AI-assisted Grantwriting	See 2 Anita	Room 179
Program Budget Gap Analysis (AKA: What should I fundraise to next?)	Isaac Thea Miller Tommy Samuel	Room 318
Using Community Events to Boost Fundraising	Individuals Yolanda Lewis Anita Miller Thomas	Room 171



Feedback: Design Day

- “**Breakout sessions** were great. Good to have **hands-on** parts, orgs got to share specific issues with their boards.”
- “Breakout sessions are an effective way to break up a longer day and have it feel more doable.”
- “Group did a good job **building community** ...how participants greeted one another it genuinely felt like a learning community.”
- “Having the **main speaker show how the full day fits together** went well.”
- “The breakout sessions were bit **too short or fast.**”



Feedback: Diversifying Your Revenue

- Scale from 1-5 (1= least, 5=most):
 - All participants were **somewhat (4)** or **extremely (5)** satisfied with the workshop
 - **Majority** of participants were **slightly (2)** or **moderately(3)** knowledgeable around diversifying your revenue **PRIOR** to the workshop
 - All participants were **very (4)** or **extremely (5)** knowledgeable around diversifying your revenue **AFTER** to the workshop
 - All participants were **somewhat (4)** or **extremely (5)** satisfied with all components of the workshop (Arrival and Welcome, Main Session, Breakout Sessions, and Lunch + Networking)
 - **Favorite** parts of workshop: **Breakout sessions**, The Presentation, AI workshop
 - Point(s) of **improvement**: Breakout sessions should be **longer** (each was roughly ~30-45 mins) in order to have more time to ask questions and delve deeper into subject matter
 - Things **Learned**: **using AI**, identifying/diversifying fundraising opportunities, being more intentional about community events, utilizing resources/skills from networking

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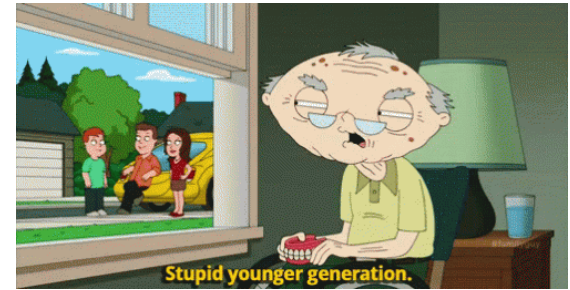
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Questions?

Thank You!

Let's Connect!

Siani Butler, The Nonprofit Center

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Isabella Ntigbu, Penn Injury Science Center

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