



Advocating for Emergency Aid Programs in  
Higher Educations Statewide Convening

---

## Best Practices: Sustainability

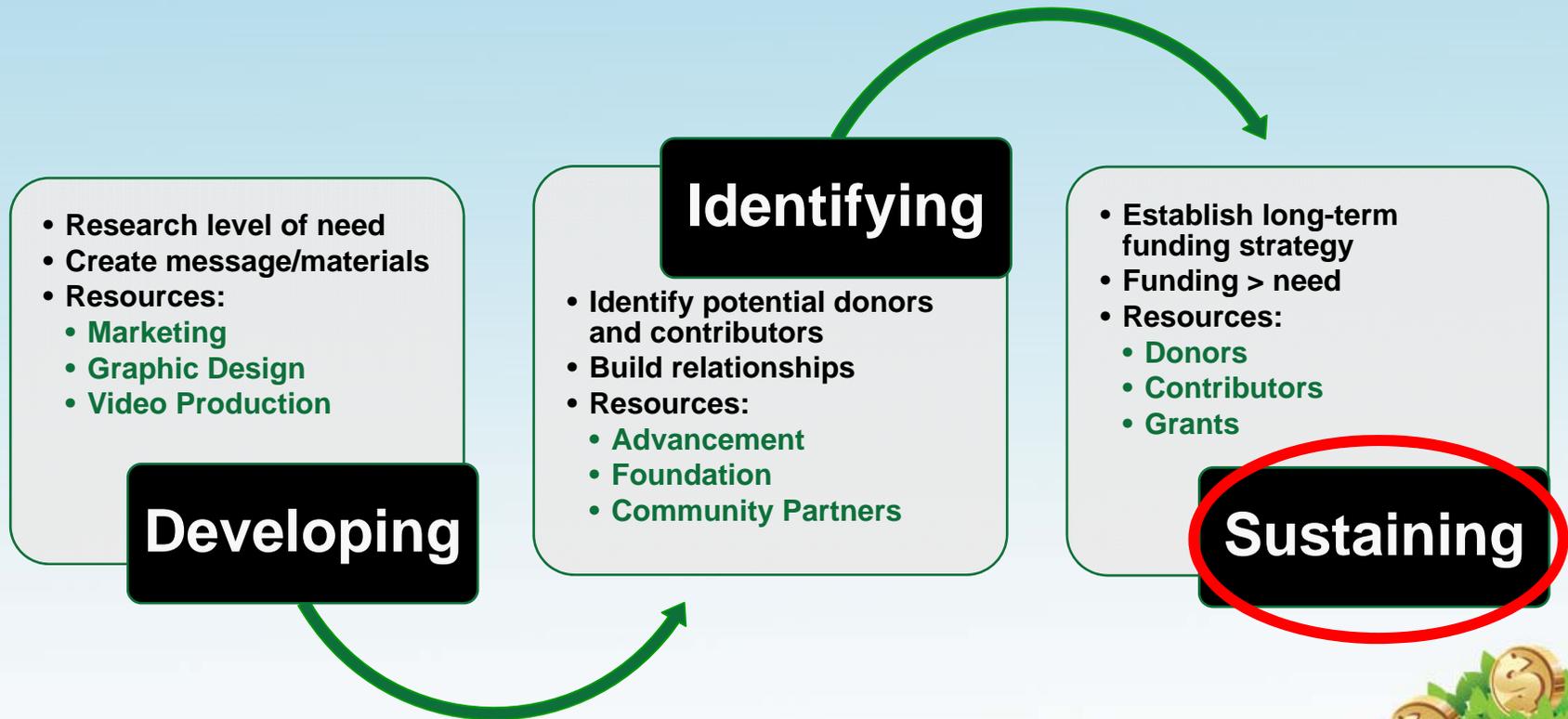


# Audience Poll

Why is securing sustained funding for an emergency aid program important?



# Funding Lifepath



# Environmental Scan



- Online survey distributed by EAN chair
- Distributed to EAN member organizations
- Community Colleges | Four Year Public Universities
- 80% response rate



# Budget Inclusion



## FINDINGS

- ✓ 40% did not have an institutional budget line item for emergency loan programs
- ✓ 60% had funding included

**Takeaway:** Institutional budget inclusion is not necessary for a successful program; however, there must be formal processes to receive, recognize, account, and distribute funds.



# Funding Source



## FINDINGS

- ✓ Donors
- ✓ Foundations
- ✓ Institution
- ✓ Grant
- ✓ Special Funding

*Takeaway: Funding support from many different types of sources allows for greater impact and will ultimately help lead to sustainability.*



# Endowment

## FINDINGS



***Takeaway:** An endowment creates an ongoing source of income. While not necessary for successfully instituting an emergency aid program, it can be one of the most reliable way to sustain a program.*

# Support



## FINDINGS

100%

*Institution has an individual or a department that is responsible for researching and soliciting funding for the program*



**Takeaway:** Raising money to support an emergency aid program is a process that never ends. The process requires a significant amount of effort, focus, strategy, and skill.

# Activities



## FINDINGS

Donor Solicitation	Staff/Faculty Campaigns
Online Giving	Gifts-In-Kind
Grants	Fundraisers
Institution Support	Family Campaign
Crowdsourcing	



*Takeaway: The only limitation to raising funds for an emergency aid program is imagination.*

# Best Practices



## FINDINGS

- Excellent relationships with donors
- Funding aligned with spending
- Leverage data to show need and impact
- Quantitative and qualitative data
- Limit funding based upon need
- Loan program allows replenishment
- Secure sustainable funding

*Takeaway: Adapt and apply best practices whenever possible.*



# Insights

## The funds go quickly!!!

*It is crucial for there to be open communication between donor(s) and institution to continue the partnership(s) that exist to help students in need.*

To sustain the program and receive donations, you must have buy in across the campus.

**Clearly there is an ongoing need for additional funds so we should better communicate that necessity to our funders.**

You need to keep the program front of mind of donors and continually share positive success stories of students.

**MARKETING AND COMMUNICATIONS OF PROGRAM ACROSS CAMPUS IS CRITICAL.**

***Students in crisis need immediate access to funds.***

***Takeaway: Reviewing lessons learned from other emergency aid programs increases the likelihood of repeating successes and avoiding roadblocks.***



# Maximizing Your Efforts

1. Everything and everyone is social
2. Investing in the basics
3. Disruptive donor platforms
4. Storytelling
5. From “fundraising” to “philanthropy”
6. Focusing on major gifts
7. Mobile is king

SOURCE: [gailperry.com/top-10-fundraising-trends-2017/](http://gailperry.com/top-10-fundraising-trends-2017/)



# Next Steps

**1 DEVELOP**

**2 *Identify***

**3 \$ustain**

*PATIENCE, PERSISTENCE AND PERSPIRATION MAKE AN UNBEATABLE  
COMBINATION FOR SUCCESS. - Napoleon Hill*



# Resources

[thecb.state.tx.us/reports/PDF/9968.PDF?CFID=80497659&CFTOKEN=38698870](http://thecb.state.tx.us/reports/PDF/9968.PDF?CFID=80497659&CFTOKEN=38698870)

[studentarc.org/about-emergency-aid/increasing-awareness](http://studentarc.org/about-emergency-aid/increasing-awareness)

[naspa.org/images/uploads/main/Emergency\\_Aid\\_Report.pdf](http://naspa.org/images/uploads/main/Emergency_Aid_Report.pdf)

[tbr.edu/sites/tbr.edu/files/media/2016/12/Emergency%20Aid\\_FINAL\\_0.pdf](http://tbr.edu/sites/tbr.edu/files/media/2016/12/Emergency%20Aid_FINAL_0.pdf)

[postsecondary.gatesfoundation.org/areas-of-focus/innovation/emergency-aid/](http://postsecondary.gatesfoundation.org/areas-of-focus/innovation/emergency-aid/)

[luminafoundation.org/files/resources/beyond-financial-aid.pdf](http://luminafoundation.org/files/resources/beyond-financial-aid.pdf)

[blog.scholarshipamerica.org/enabling-student-success-through-emergency-aid-programs](http://blog.scholarshipamerica.org/enabling-student-success-through-emergency-aid-programs)

[scholars.org/brief/improving-emergency-financial-aid-programs-help-students-stay-college](http://scholars.org/brief/improving-emergency-financial-aid-programs-help-students-stay-college)

[nasfaa.org/news-item/9186/Emergency\\_Aid\\_Small\\_Grants\\_Right\\_Time\\_Big\\_Impact\\_9\\_45-10\\_45](http://nasfaa.org/news-item/9186/Emergency_Aid_Small_Grants_Right_Time_Big_Impact_9_45-10_45)

[college.usatoday.com/2016/05/02/emergency-aid-helps-keep-students-in-college/](http://college.usatoday.com/2016/05/02/emergency-aid-helps-keep-students-in-college/)

[insidehighered.com/news/2016/02/22/spread-emergency-aid-and-microgrants-show-strong-results](http://insidehighered.com/news/2016/02/22/spread-emergency-aid-and-microgrants-show-strong-results)

[insidehighered.com/quicktakes/2016/07/06/overview-colleges-use-emergency-aid](http://insidehighered.com/quicktakes/2016/07/06/overview-colleges-use-emergency-aid)

[home.mygreatlakes.org/web/about/gi/160225](http://home.mygreatlakes.org/web/about/gi/160225)

[thecb.state.tx.us/index.cfm?objectid=ED262D60-2E00-11E8-BC500050560100A9](http://thecb.state.tx.us/index.cfm?objectid=ED262D60-2E00-11E8-BC500050560100A9)

[reospartners.com/projects/emergency-aid-lab/](http://reospartners.com/projects/emergency-aid-lab/)

[www2.ed.gov/documents/college-completion/emergency-financial-aid-programs.pdf](http://www2.ed.gov/documents/college-completion/emergency-financial-aid-programs.pdf)

[naspa.org/rpi/reports/landscape-analysis-of-emergency-aid-programs#](http://naspa.org/rpi/reports/landscape-analysis-of-emergency-aid-programs#)

[grantspace.org/resources/blog/top-5-tips-for-successful-grant-proposals/](http://grantspace.org/resources/blog/top-5-tips-for-successful-grant-proposals/)



# Committee

---

## Sustainability

**SHELLEY COTTON**

scotten@mclennan.edu

McLennan Community College

**MARY ESCOBAR**

mary.escobar@angelo.edu

Angelo State University

**PAUL GOEBEL**

paul.goebel@unt.edu

University of North Texas

**KIANA PINA**

kpina17@alamo.edu

Alamo Community College - Palo Alto College

