

Summary of “ask” from the Desert Healthcare District

The bottom line is that we are proposing a comprehensive practicum that will have the capacity to provide nonprofits in the Coachella Valley with the training and resources necessary to (a) transition to a remote and digital infrastructure (b) increase productive development and fundraising and (c) obtain required organizational capacity to operate within the pandemic’s “new normal” and beyond.

We will be asking for approximately \$115,000.00. This partnership with DHCD addresses several of their stated goals and will scale and amplify the services CNA provides for nonprofits. This grant will allow CNA to leverage our funds and provide greater impact to the community. We will use professional consultants for the training. These funds will also pay for some software and equipment necessary to run the training and provide the resources.

From the LOI:

Define a specific need(s) for the project and describe the alignment to the DHCD Community Focus Areas from Strategic Plan (300 word limit)

The majority of the Coachella Valley’s nonprofits have now been working either remotely or are attempting to navigate the new work environment that COVID-19’s impacts set in motion four months ago. Last month’s Stanford Social Innovation Review report showed that 73% of nonprofits have reported a drop in revenue due to COVID 19, 82% reported digitalizing some or all of the programs they offered and the majority of these nonprofits did not feel like they had the training or assistance to overcome these new obstacles to serving their community. The Coachella Valley’s nonprofit organizations are an important pillar of the response to the pandemic and serve individuals critically impacted by COVID-19. Unfortunately, CNA’s recent poll only further substantiates the Stanford report showing that the majority of nonprofits in the region are unprepared to overcome these challenges that will disproportionately impact the region. CNA proposes a comprehensive practicum that will have the capacity to provide nonprofits in the Coachella Valley with the training and resources necessary to (a) transition to a remote and digital infrastructure (b) increase productive development and fundraising and (c) obtain required organizational capacity to operate within the pandemic’s “new normal” and beyond.

CNA is positioned better than any other nonprofit in the region to work, in alignment with the DHCD’s community focus areas, by providing customized training and support to homeless, primary care, behavioral health, and healthy living nonprofits. The CNA will expand the level of support provided to its current clients in these fields including, but not limited to, Food Now, Elder Love USA, Neuro Vitality Center, Safe House of the Desert, Martha’s Village & Kitchen, and Coachella Valley Rescue Mission etc. as well as a focus to expand to strengthen additional nonprofits in these fields in a time when they need it most.

Project Description: Please provide a description of the project/program (300 word limit)

CNA proposes a comprehensive practicum that will provide nonprofits in the Coachella Valley with the training and resources necessary to improve the health of its residents. Specifically, the program will provide a customized pathway to: (a) transition to a remote and digital infrastructure (b) increase productive development and fundraising and (c) obtain required organizational capacity to operate within the pandemic's "new normal" and beyond.

CNA's Remote Work & Technology Adaptation begins with an assessment session with a CNA consultant to identify the organization's current remote work and technology adaptation capabilities. The training is titled "Tools for Successfully Working Remotely", providing instruction on conducting meaningful video, web, and teleconferencing in a work environment including policies and procedures, agenda writing, good meeting practices for effectiveness, time management, best platforms, communicating with clients, and establishing internal conferencing guides for staff and board.

Second, the practicum will allow organizations the opportunity to work one-on-one with CNA staff to identify development and fundraising goals and plans. CNA will offer a "Donor Acquisition and Stewardship During Crisis and Beyond" module to provide fundraising best practices developed specifically for the current pandemic. Additionally, CNA will provide the "Grant Research and Development" training which provides hands-on support through the process of identifying and securing new grant funding.

Third, the practicum will provide nonprofits training that is updated to include changes in laws and best practices that ensure nonprofits will be operating at full capacity. Training will be provided in "HR- Navigating New Laws" and "Strategic Planning During Crisis and Beyond".