The Role of Backbone Organizations to Bring About Collective Impact

Jena Ashby, Muncie Habitat for Humanity

Heather Williams, Ball State University
Coalition Video
NEIGHBORHOOD REVITALIZATION  The process of responding to the dreams and needs of an area that has been impacted by changing economic and demographic factors.
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8Twelve Structure

8Twelve Coalition

- Development Committee Chair
- Action Team Chair
- Coalition Coordinator
- South Central NA
- Thomas Park Avondale
- Business Action Team Chair
- Beautification Action Team Chair
- Education & Family Services Action Team Chair
- Housing Action Team Chair
- Fiscal Agent

8Twelve Coalition Support
- Guide strategy
- Support aligned activities
- Establish shared measurement
- Cultivate community engagement and ownership
- Advance policy and advocacy
- Mobilize Resources
- Approve coalition plans and funding

Leaders Table
- Government, City, Funders

- Resident, Community Association or Partner

- Multi-sector and resident coalition
- Meets three times per year

- Steering Committee
- Multi-sector and resident steering committee
- Meets monthly

- Leaders Table
- Government, City and Funding leaders
- Meet once per year

- Action Teams
- Housing
- Beautification
- Business
- Family Services and Education
- Each meet monthly
NEIGHBORHOOD REVITALIZATION  The process of responding to the dreams and needs of an area that has been impacted by changing economic and demographic factors.
What are the different ways groups work together?
NEIGHBORHOOD REVITALIZATION  The process of responding to the dreams and needs of an area that has been impacted by changing economic and demographic factors.

Some Common Levels of Working Together

**Cooperation** is characterized by:

- informal relationships

- information as needed

- virtually no risk relationships

- Resources and rewards kept separate
NEIGHBORHOOD REVITALIZATION The process of responding to the dreams and needs of an area that has been impacted by changing economic and demographic factors.

**Coordination** is characterized by:

- more formal relationships
- some planning and division of roles
- planned communication channels
- increased risk to all participants
- Shared resources and rewards
Collaboration - is characterized by:

• a more durable and comprehensive relationship

• new structure created with a common mission

• comprehensive planning and well defined communication channels

• authority determined by new structure

• resources and risks are greater and shared
How do we do this work?

- Resident-driven
- Strategic Planning
- Annual Work Plan
- Quarterly Rocks

<table>
<thead>
<tr>
<th>#</th>
<th>Quality of Life Foundational Outcomes</th>
<th>Completed</th>
<th>Lead</th>
<th>Project Timeline</th>
<th>Total Budget</th>
<th>Partner Funding</th>
<th>Coalition Funding</th>
<th>Funding Plan</th>
<th>Budget Gap</th>
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**CORE TEAM**

**Trainings**

<table>
<thead>
<tr>
<th>#</th>
<th>Project Description</th>
<th>Responsible Lead</th>
<th>Total Budget</th>
<th>Partner Funding</th>
<th>Coalition Funding</th>
<th>Funding Plan</th>
<th>Budget Gap</th>
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<tbody>
<tr>
<td>#1</td>
<td>Resident Learning Cohort</td>
<td>Heather</td>
<td>$2,500</td>
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<td>RWJ (by 3/31)</td>
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<td>#2</td>
<td>Resident leadership trainings, education and travel</td>
<td>Jena</td>
<td>$10,000</td>
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<td>RWJ (by 3/31), Vectren</td>
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**Small Sparks**

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<th>Budget Gap</th>
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<tr>
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<td>Develop 5 small sparks projects</td>
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<td>$2,956</td>
<td>2956.14</td>
<td>Ball Brothers</td>
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<tr>
<td>#2</td>
<td>Develop 5 youth small sparks projects</td>
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<td>$2,500</td>
<td>2500</td>
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**Resident Leadership**

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<th>Funding Plan</th>
<th>Budget Gap</th>
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<tr>
<td>#1</td>
<td>Resident Stipends-connector, builders, newsletter</td>
<td>Jena</td>
<td>$15,200</td>
<td>$10,625</td>
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<td>Create a resident connector role to work with deepening resident listening</td>
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**Total Core Team Funding Gap** $10,575
### Organizational Structure

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<thead>
<tr>
<th>Position</th>
<th>Department</th>
<th>Role</th>
<th>Responsibilities</th>
<th>Skills</th>
<th>Experience</th>
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<tbody>
<tr>
<td>Executive</td>
<td>Operations</td>
<td>Manager</td>
<td>Supervises daily operations</td>
<td>Leadership</td>
<td>10 years</td>
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<td>Team</td>
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Note: This table represents a simplified overview of an organizational structure. Actual structures can vary widely depending on the specific needs and goals of the organization.
Beautification Action Team
Housing Action Team
Education & Family Engagement Action Team
Business & Employment Action Team
Collaborative Fundraising
How We Tell our Story of Collective Impact
Challenges

Capacity

Burnout

Fiscal Management

Staffing

Resident Engagement
Advice

Leave egos at the door.

Remember that residents are always at the center of what you do.

Don’t forget your own organization’s needs.

Be patient - change takes time.
QUESTIONS?

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