

Strategic Priority: #1 Capacity Building

The Steering Committee prioritizes building on the 'table leg' of Finances and Business Model. It determined that without more diverse and significant funding sources, NYSARH will struggle to fulfill its vision for the future. The Steering Committee recommends that a significant effort be devoted to identifying and securing private funding from a suitable philanthropic foundation and laying the groundwork for a more diversified fund development plan for the future.

Focus Areas for 2021

ACTION STEP	DETAILS	RESPONSIBLE	MEASUREMENT	TIMEFRAME	OUTCOME	IMPACT
Secure funding	Craft a 'value proposition' to present to foundations	Steering Committee	<ul style="list-style-type: none"> Foundation interest Resources secured 	Fall-Winter	Resources to build capacity	Increase organizational visibility & impact
Fund Development Strategy	Analyze past, current & potential revenue sources	Executive Committee, Karin & Sara	SWOT analysis for funding	Winter-Spring	Fund Development plan	Roadmap for going forward
Apply for AmeriCorps Member	VISTA Member slot available from RHNSCNY	Karin & Sara	<ul style="list-style-type: none"> Application submitted in compliance with requirements NYSARH selected for Member 	Fall - Winter	Full-time person to work on communication, fund development & membership	Enhanced member engagement
Apply for Fellow	Upstate Institute of Colgate University	Barry & Sara	<ul style="list-style-type: none"> Application submitted in compliance with requirements NYSARH selected by Fellow 	Winter 2021	Deep dive into a Rural Health research topic [Summer 2021]	<ul style="list-style-type: none"> White Paper Publicity re: findings

Focus Areas for 2022-2023

ACTION STEP	DETAILS	RESPONSIBLE	MEASUREMENT	TIMEFRAME	OUTCOME	IMPACT
Build Relationships with Universities	Connect with Rural Health programs: R-Med, MPH, Rural Institute	TBD	<ul style="list-style-type: none"> • Interns • Student Members • Research 	Winter - Spring 2022 for Intern Fall 2022 & 2023	<ul style="list-style-type: none"> • Regularly place Interns • Build student membership • Enhance research 	Increase organizational visibility & impact
HRSA Rural funding in partnership with others hhs-rural-action-plan.pdf	Seek a role for NYSARH with others to participate in federal grants	TBD	TBD	TBD	TBD	Increase organizational visibility & impact
Fund Development Strategy	Fund Development plan	Executive Committee, Karin & Sara	<ul style="list-style-type: none"> • Proposals submitted • Funds secured 	Fall 2021- Winter 2022	Stronger financial capacity	Increase organizational visibility & impact
Apply for AmeriCorps Member	If a VISTA Member slot is available from RHNSCNY	Karin & Sara	<ul style="list-style-type: none"> • Application submitted in compliance with requirements • NYSARH selected for Member 	Fall 2021- Winter 2022	Full-time person to work on communication, fund development & membership	Enhanced member engagement

Apply for Fellow	Upstate Institute of Colgate University	TBD & Sara	<ul style="list-style-type: none"> • Application submitted in compliance with requirements • NYSARH selected by Fellow 	Winter 2022	Deep dive into a Rural Health research topic <ul style="list-style-type: none"> • [Summer 2022] 	<ul style="list-style-type: none"> • White Paper • Publicity re: findings
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