**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 | * 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 | * 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 | | * Application submitted in compliance with requirements * NYSARH selected by Fellow | | Winter 2021 | Deep dive into a Rural Health research topic  [Summer 2021] | | * 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 | * Interns * Student Members * Research | | Winter - Spring 2022 for Intern Fall 2022 & 2023 | | * 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 | | | * 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 | | | * 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 | | | * Application submitted in compliance with requirements * NYSARH selected by Fellow | | Winter 2022 | | | Deep dive into a Rural Health research topic   * [Summer 2022] | | * White Paper * Publicity re: findings |