

## Funders' Perspectives on the Value of Data Services

Thursday morning 9:00 - 10:15 a.m.

Fundraising and bringing in new projects is always top concern for the leaders of NNIP Partner organizations. Though almost all partners receive at least some support for general operation expenses, at the median, project-specific support made up two-thirds of the budget. Local philanthropies are critical supporters for most Partners – they provided project support to two-thirds of Partners and general support to one-half of them. Partners spend substantial time cultivating and maintaining relationships with philanthropy; more than 40 percent had four or more foundations providing project-support.

No matter what size budget, leaders of local data intermediaries struggle in funding the essential data infrastructure and services that their organizations provide. To raise support, they must communicate the value of their work to a variety of philanthropic organizations. Our [NNIP's Guide to Starting a Local Data Intermediary](#) recommends that Partners engage their funders in ongoing conversations to gather insights on the current and future needs for informing local action and building capacity to use data.

***The goal of this session is to hear the perspectives of funders about the value of data services to community outcomes and elicit their advice for NNIP organizations on ways to approach their own local funders.***

Chris Kingsley from the Annie E. Casey Foundation will start with a few remarks from his own viewpoint, and then moderate a panel of three representatives of different types of funders who support local NNIP Partners or the national network.

- Elizabeth Grossman, Director of National Partnerships and Programs, Cities Team, Microsoft Corporation
- Elizabeth Love, Senior Program Officer, Houston Endowment
- Ali Tarzi, Community Reinvestment and Community Partnerships Relationship Officer, Chase Mortgage Banking, Los Angeles

The panelists will share their perspectives on common questions such as: what they look for in grantee organizations; how Partners' can persuasively describe their services; and how Partners' can distinguish their role amidst other actors in the fast-growing data and tech arena.

**Discussion:**

- How can Partners better share their expertise and resources on fundraising?
- What specific topics would be helpful for internal or external webinars or meeting panels or workshops?
- What kinds of common resources could NNIPHQ create to support local organizations in their fundraising?

**Resources:**

- [Collaborating for 21st Century Solutions](#) (2018), Chapter 5: Resourcing Civic Tech and Data Collaboratives (page 24-29) and [toolkit of other resources](#)
- [NNIP's Guide to Starting a Data Intermediary](#) (2016), Chapter 4: Funding a Local Data Intermediary (page 35-43)
- [The Business of a Local Data Intermediary](#) (2017)
- [A Picture of NNIP Finances](#) (2014-15)