

# Diversifying Funding Streams and Partner Profiles

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Internal readiness + formal partnerships for sustainable regional impact



# New Funding Is More Than New Revenue

| 01             | 02                  | 03               | 04                     | 05                  | 06                         |
|----------------|---------------------|------------------|------------------------|---------------------|----------------------------|
| Funding Source | Project / Work Plan | Labor + Expenses | Match + Indirect Costs | Billing + Cash Flow | Reporting + Accountability |

- New funding can add restrictions, match requirements, reimbursement timing, documentation, staffing needs, and audit risk.
- Financial and operational capacity must grow with the funding portfolio.

Diversification is sustainable only when the full funding lifecycle is visible and manageable.

# The Readiness Test: Can We See the Full Picture?

| Leadership needs to know                            | Why it matters                     |
|-----------------------------------------------------|------------------------------------|
| Funded, committed, billable, and remaining balances | Avoids overcommitting resources    |
| Staff capacity and time already assigned            | Tests delivery capacity            |
| Match, indirect-cost, and compliance requirements   | Protects financial sustainability  |
| Upcoming reports and reimbursement timing           | Protects cash flow and credibility |

An award is not the same as cash available today.

# Formal Partnerships Are a Diversification Strategy

Partners can combine



Capacity



Expertise



Community  
trust



Funding  
eligibility



Data



Stakeholder  
networks

Formalize the operating model

- Deliverables
- Staffing and supervision
- Cost responsibility
- Cash and in-kind contributions
- Billing and documentation
- Reporting and communications
- Decision rights

Goodwill starts a relationship. Operating agreements sustain it.

# Four Partnership Models in Practice



## Shared Staff Capacity

### **Friends of the Lower Appomattox River + Crater PDC**

Shared capacity for connected trails, river health, active transportation, and green-space access.



## Administrative Services

### **Central Virginia Transportation Authority**

Access to established staffing, office, financial, and reporting capacity.



## Shared Data Infrastructure

### **RVA Rising**

Common metrics and data infrastructure for a multi-sector regional alliance focused on upward economic mobility.



## Feasibility + Project Development

### **GRTC Open-Access Transportation Assessment**

A decision-ready foundation before long-term service or funding commitments.

RDOs can diversify by providing services, sharing capacity, building data infrastructure, and helping partners develop investment-ready projects.

# What Makes Each Model Work?

|                        |                                                                             |                              |
|------------------------|-----------------------------------------------------------------------------|------------------------------|
| Partnership model      | Critical operating discipline                                               | Reusable outcome             |
| Shared position        | Define supervision, work plan, contributions, and communications            | Shared-staffing agreement    |
| Administrative support | Separate program, administrative, financial, and reporting responsibilities | Service/support model        |
| Data coalition         | Agree on outcomes, data stewardship, and reporting cadence                  | Shared performance framework |
| Feasibility work       | Test demand, costs, governance, capacity, and funding options               | Decision-ready roadmap       |

The goal is not only to deliver one project. It is to build a reusable framework that makes the next opportunity easier.

# Five Practices to Take Home

- 01 Start with visibility, not opportunity chasing.

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- 02 Treat timekeeping, project coding, and documentation as program infrastructure.

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- 03 Formalize roles, costs, deliverables, and decision rights early.

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- 04 Use shared data and regular reporting to sustain trust.

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- 05 Choose opportunities that fit mission and capacity, and make successful models reusable.



**“The most effective diversification strategy is not simply to add more funding streams. It is to build the visibility, discipline, and partnerships that allow every funding stream to advance shared regional goals.”**

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