

***NCCIC Is a Service of the Child Care Bureau***

10530 Rosehaven Street, Suite 400 • Fairfax, VA 22030 • Phone: 800-616-2242  
Fax: 800-716-2242 • Email: [info@nccic.org](mailto:info@nccic.org) • Web: <http://nccic.acf.hhs.gov>

## **ACTIVITY: THE MATCH GAME: WHO CAN FUND WHAT?**

**Time needed:** 30 minutes

### **Suggestions for Presenters**

**Activity Objective:** Help participants think creatively about how they can match a funding need to one or more potential funders or fund sources

**Information to share:** Once you have completed cost projections, mapped existing funding and identified your funding gap, you can begin the delicate task of sorting out *who* might fund *what*. It's important to think about:

- Current and potential funding partners, not just the usual suspects;
- Both existing and potential fund sources; and
- In-kind resources, as well as cash.

**Groups:** Divide participants into teams of 4 to 6 people. Tell them they have 20 minutes to do the task and that you will spend 10 minutes debriefing, as a whole.

**The task:** Your partnership has decided that it wants to fund an after-school program in or near every elementary school in the State.

**Step 1:** Your group's task is to quickly brainstorm all of the possible funders you can think of, including all of the members of your partnership (even if you don't immediately think of them as having cash to contribute). Write each one on a 4 x 6" card/post-it and put them on the wall, vertically.

**Step 2:** Quickly list all of the things that will need to be funded, and put each line item (staffing, office space, etc.) on a 4 x 6" card/post-it. Post them on the wall, vertically.

**Step 3:** Using the yarn, connect what needs to be funded to potential funders (see diagram).

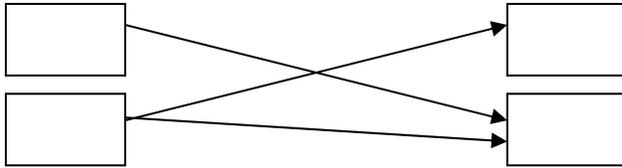
For an example, see Appendix B: Template for Funding Comprehensive Early Childhood Services, in the following document:

Hayes, C.D., Flynn, M., & Stebbins, H. (2004). *Strategic financing: Making the most of the State Early Childhood Comprehensive Systems Initiative, Building State Early Childhood Comprehensive Systems Series No. 5*. Retrieved February 11, 2008, from [www.healthychild.ucla.edu/NationalCenter/FINANCE%20print%20copy%202.26.04.pdf](http://www.healthychild.ucla.edu/NationalCenter/FINANCE%20print%20copy%202.26.04.pdf) p. 37.

**Diagram:** Here's how the wall might look (below). You could also do the exercise on butcher paper, and *draw* the connections from funders to costs.

**Funders/Partners**

**Costs**



**Debrief:** Did this exercise stimulate thinking about funders or fund sources that you hadn't previously considered? Did anyone include, for example, juvenile justice, in-kind space from the Parks Department or from public housing?

**Materials Needed**

- Flip chart paper and markers for each small group
- Markers, large sticky notes or 4X6" cards plus tape;
- Yarn and scissors or big pieces of butcher paper and markers.

**Related Resource**

Hayes, C.D., Flynn, M., & Stebbins, H. (2004). Appendix B: Template for Funding Comprehensive Early Childhood Services. *Strategic financing: Making the most of the State Early Childhood Comprehensive Systems Initiative, Building State Early Childhood Comprehensive Systems Series No. 5*. Retrieved February 11, 2008, from [www.healthychild.ucla.edu/NationalCenter/FINANCE%20print%20copy%202.26.04.pdf](http://www.healthychild.ucla.edu/NationalCenter/FINANCE%20print%20copy%202.26.04.pdf) p. 37.