



Strategies for Youth and Neighborhood Centered (SYNC) Safety

Learning Lab

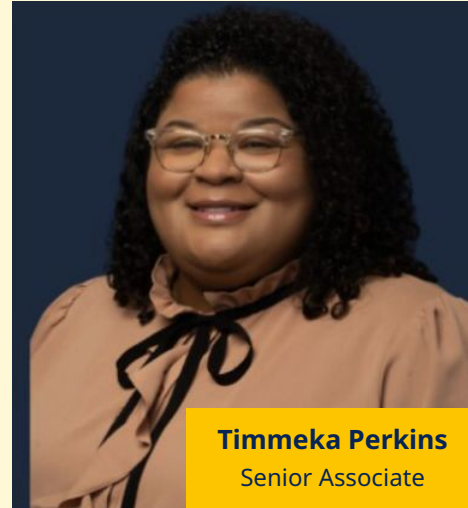
April 17, 2025



Timmeka Perkins

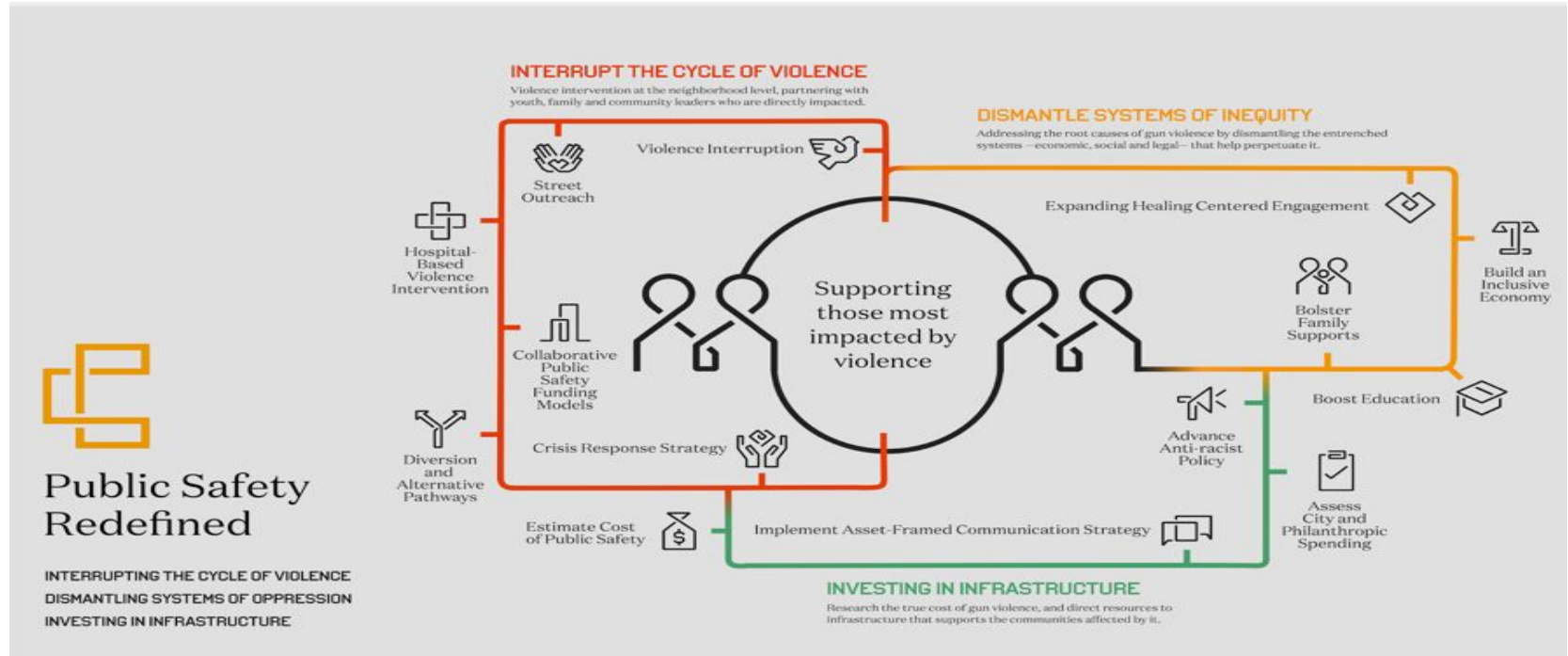


Timmeka Perkins serves as a Senior Associate with the Annie E. Casey where she focuses on community-based violence reduction strategies. Timmeka has over a decade experience in safety efforts, juvenile justice and law enforcement transformation--focused on creating more equitable systems through restorative justice, frontline diversion and community voice. She received her M.S. in Criminal Justice from Colorado State University and her B.A. in Counseling from Marshall University.



Timmeka Perkins
Senior Associate

Comprehensive View = Diversified Funding



Considerations for Competitive Grant Readiness

Is this grant a good fit for me?

- Is this grant mission and program-aligned?
- Am I comfortable with the required partnerships?
- Do I have the capacity/infrastructure to track the required data and submit the required reports?
- Can I use the required funds for what I actually need?
- Do I have the required match funds/evaluation systems/sustainability plan?

Am I a good fit for this grant?

- Do I meet the basic organizational requirements?
- Do I have a sound/competitive financial history?
- Do I have adequate time (or means) to complete the application?
- Am I capable of implementing the scope of work within the required timeline?
- Does it require me to scale/expand?

Considerations When Engaging Philanthropy

- Relationship-Based vs. RFP
- Regional or Demographic Focus Areas
- What is the organization's mission?
 - Is it aligned?
- National vs. Community Foundation



THE ANNIE E. CASEY
FOUNDATION

Data for a Competitive Proposal

Statement of Need	• Community Demographics • Social Determinants of Health/Root Causes • Historical Violence Data • Accuracy? • Target Area vs. City vs. Nation	https://www.aecf.org/resources/2023-kids-count-data-book https://www.cdc.gov/nchs/pressroom/sosmap/firearm_mortality/firearm.htm https://everystat.org/
Scope of Work	• Public Health Approach • Evidence-Informed (or based) Strategy/Tenets • Who do you serve? • Youth/Community Voice	https://www.cviecosystem.org/
Return on Investment	Impact On: • Violence • Protective/Risk Factors • Economy • Social/Behavioral Change • The Field at-large	https://everytownresearch.org/report/the-economic-cost-of-gun-violence/ https://costofviolence.org/
Diversified funding requires tailored proposals. Know your work (and supporting data) at the intersections!		

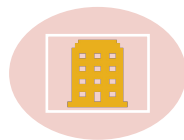
When engaging, be prepared to:

- Demonstrate organizational capacity and discuss solutions to challenges
- Own your data
- Discuss scaling/scalability
- Identify sustainable sources of funding

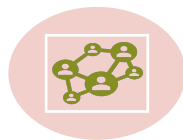
Leveraging Philanthropy Beyond Dollars



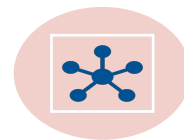
FUNDER



CONVENER



INFLUENCER



CONNECTOR



PARTNER

The Milken Institute: “Activating Philanthropic and Business Capital: Strategies to Advance Gun Violence Prevention in the US”

Stories of Impact Breakout Groups

Audience: Think about the type of funder/decision-maker you need to engage (grantors, donors, policymakers with funding decisions [state funding into a budget], local government agencies like a health department)? Who is the audience you want to tell your story to?

Economic Impact: What new economic opportunities emerged because of your work? In what ways has your work created or protected economic opportunity for your community?

Community Health and Safety: How has your work influenced the health and well-being of people or the environment in your community? Are there safer or more sustainable environments because of your work? What harmful health and safety outcomes are being prevented because of your efforts?

Long-term Capacity: What knowledge, skills, or infrastructure are you building that will last beyond a program or project?

Measuring Hope: How did you know the work you were doing is bringing hope to the communities you worked in? When was hope your only measure of success and what did that look like?

Legal and Policy Change: Did your work challenge unjust laws/policies, support new protections, or create pathways to justice and healing?

Public Opinion: How has your work built public trust or shifted public opinion over time?