

Funding & Expanding *Help Me Grow*

The goal for a *Help Me Grow* system is statewide implementation. Sustainable funding is crucial for ongoing success and growth.

This section includes an overview of planning and implementation costs, strategies to secure sustainable funding, and examples of statewide expansion in the *Help Me Grow* National Network.

Funding a *Help Me Grow* System

***Help Me Grow* system expenses**

Expenses for planning, implementation, and expansion vary from state to state. Those in the planning phase of development can have budgets ranging from \$60,000 to more than \$150,000 annually. A major budget determinant is whether a the system starts at the state or county level.

Staffing costs (i.e., number of care coordinators and community liaisons) depend on the size of the population and rate of system expansion.



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Illustrative Expenses as a State System Develops (2011)

	Year 1	Year 2	Year 3	Year 4	Year 5
Personnel	\$18,750	\$37,500	\$287,500	\$396,000	\$407,880
Office Supplies and Expenses	\$24,550	\$25,290	\$26,040	\$26,830	\$27,630
Data Collection (Database Development/Maintenance)		\$20,000	\$8,000	\$3,000	\$3,000
Equipment	\$4,500		\$4,000	\$2,000	
Evaluation (Data Analysis and Reporting)			\$10,000	\$20,000	\$20,000
Meetings and Conferences	\$7,100	\$11,800	\$13,000	\$11,000	\$11,000
Marketing and Communications	\$9,000	\$10,500	\$17,000	\$21,000	\$21,000
Indirect (Admin Support; In-Kind)	\$19,000	\$32,000	\$107,000	\$138,000	\$141,000
Total Expenses	\$82,900	\$137,090	\$472,540	\$617,830	\$631,510

[South Carolina Proposed Comparative Budget \(2011\)](#)
[Expanded Illustrative State Budget \(2011\)](#)

Common funding sources

A combination of monetary funding and in-kind support sustain *Help Me Grow* systems.

- United Ways/2-1-1
- State agencies (i.e., Departments of Health or Early Childhood)
- Corporate partners
- Health insurance companies
- Medicaid
- Private foundations
- Federal agencies, (i.e., SAMHSA, MIECHV, ECCS)
- Business community partnerships
- Public health organizations

[Affiliate Funding Sources Chart \(2012\)](#)
[Role of Public Health Funding in *Help Me Grow* \(Forum 2013\)](#)
[Help Me Grow & Medicaid: Opportunities for Expansion and Sustainability](#)



The *Help Me Grow* National Network

Funding Expertise within the National Network

Help Me Grow affiliate states have completed a number of successful fundraising campaigns. It can be helpful to reach out to Network peers for models, advice, and lessons learned.

[Help Me Grow Directory of Expertise Funding Specialists](#)

Common funding strategies

Blending and braiding funding has been an effective strategy for many *Help Me Grow* affiliates, as has embedding the *Help Me Grow* system within existing organizations that have stable funding streams. Below are a few funding strategies to consider.

- Highlight the behavioral health component of *Help Me Grow* to create opportunities for funding. For example, *Help Me Grow* Connecticut has state funding because it framed *Help Me Grow* as a secondary prevention program for behavioral health.
- Offer *Help Me Grow* as a resource for foster parents to help secure funding from child protective services agencies.
- Embed *Help Me Grow* in existing programs (e.g. Home Visiting, ECCS, Reach Out and Read)
- Embed or associate *Help Me Grow* with an organization (e.g., children's hospitals)
- Join or develop social impact bonds/pay-for-success efforts
- Use your champions to market the program to potential funders
- Craft a compelling, exciting story about your *Help Me Grow* system

[Pay for Success Presentation \(Forum 2014\)](#)

[Corporate & Foundation Sustainability Strategies Presentation \(Forum 2014\)](#)

[Help Me Grow Orange County, Connecticut & South Carolina Funding Models](#)

[Help Me Grow Delaware: Embedding in State and Federal Initiatives](#)

[Help Me Grow Alabama: Moving from Grant Submission to Infrastructure Building](#)

Common funding challenges

- Instability of state budgets
- Funders asking for evidence of direct and immediate Return on Investment. (Visit TheHeckmanEquation.org for a wealth of resources on the practical value of investing in early childhood systems, programs, and services.)
- Turnover at governmental agencies and other community organizations
- Knowing how to talk to funders about re-purposing their dollars
- Being prepared for grant submissions (recruiting partners, starting discussions) ahead of RFP deadlines



Sustaining the *Help Me Grow* System

Demonstrating the Cost Savings of *Help Me Grow*

In J2012, the National Center released a policy brief, "[Cost Benefits of "De-medicalizing" Childhood Developmental and Behavioral Concerns: National Replication of *Help Me Grow*](#)." Using research collected by *Help Me Grow* Orange County, policy brief author Christopher Taylor, MBA, demonstrates that the system has the potential to save upwards of \$50 million nationally in health care costs.

Statewide Expansion: A Structural Requirement

All *Help Me Grow* systems must have a plan for expansion. Having a statewide vision for *Help Me Grow* from the beginning is a structural requirement for the following reasons:

1. A *Help Me Grow* system depends on building broad-based ownership of the system across service sectors to leverage resources and improve linkages in communities. While this type of collaboration can happen initially at the county or regional level, local and regional gaps and barriers to service are often rooted in larger, statewide challenges.

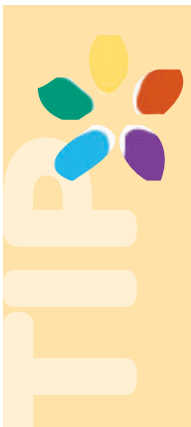
A *Help Me Grow* system that strives for statewide reach will have a greater ability to address these gaps and barriers, which in turn will help build an effective early childhood system that serves all children in the state.

2. A statewide system creates cost efficiencies through achieving economies of scale, thus lowering the expense of administering and delivering the system.
3. Research on early child development indicates that promoting optimal child development depends on:
 - universal screening and surveillance, so that children who may be at risk for developmental or behavioral health issues can receive services before their issues become more serious and difficult to remedy; and
 - the ability to connect with services that are comprehensive and aligned with children’s developmental phases and needs. (See the AAP article “[Identifying Infants and Young Children with Developmental Disorders in the Medical Home](#)” for more information.)

A statewide system helps to ensure universal access and identification of children for intervention as early as possible, and it facilitates a multidisciplinary approach to service delivery.

Some states choose to implement the *Help Me Grow* system statewide from the start. Others begin in one or two counties and apply a spread strategy over a determined amount of time. The process depends on the needs and the capacities of each state. Below are four examples of affiliate statewide expansion.

[Resources for Statewide Expansion](#)



Sustaining the *Help Me Grow* System

The Importance of a Statewide Champion

It can be helpful for the Leadership Team to have a statewide champion who represents a key state agency or office. For example, Delaware secured the support of Lieutenant Governor Matt Denn early in their planning and implementation. His support was an important factor in the system’s successful statewide expansion.

[In the Spotlight: *Help Me Grow* Delaware Champion Lt. Gov. Matt Denn](#)

Help Me Grow Delaware: A Statewide Launch

STATE STATS

Population / 925,749

Population aged 0-5 / app. 56,000

No. of counties / 3

No. of cities & towns / 57

Community type / primarily suburban

Early childhood services / generally administered at the state level

EXPANSION PROCESS

In Delaware, the second smallest state in the country, it was most feasible to implement *Help Me Grow* statewide from the start. The Delaware Department of Health has contracted with Delaware United Way 2-1-1, which functions as the *Help Me Grow* Centralized Access Point for the state's three counties.

[Help Me Grow Delaware Affiliate State Profile](#)

Help Me Grow Florida: Rapid Statewide Expansion

STATE STATS

Population / 19,552,860

Population aged 0-5 / app. 1.1 mil

No. of counties / 67

No. of cities & towns / 410

Community type / mix of rural, suburban, and urban

Early childhood services / administered at the county level

EXPANSION PROCESS

In 2012, *Help Me Grow* Florida simultaneously implemented the *Help Me Grow* system in Miami-Dade and Hillsborough Counties. Switchboard of Miami, the Dade County organizing entity, has expanded services for *Help Me Grow* into neighboring Monroe County.

In the 2014-2015 session, the Florida Legislature and Governor Rick Scott allocated \$2 million through the Office of Early Learning to support statewide expansion of *Help Me Grow*.

During the initial year, *Help Me Grow* Florida will issue an RFP for up to five additional 2-1-1 regions and their service partners to receive funding and technical assistance. If *Help Me Grow* Florida successfully implements its plan over the next 6-8 months, legislators may allocate recurring funding through the next legislative session to sustain and grow the program to all 16 of the 2-1-1 regions covering Florida's 67 counties.

An inaugural statewide *Help Me Grow* office has been established in the Florida Developmental Disabilities Council in Tallahassee. The *Help Me Grow* Florida steering committee will recruit a statewide program coordinator.

[Help Me Grow Florida Affiliate State Profile](#)

Help Me Grow Connecticut: City Program to Statewide Reach

STATE STATS

Population / 3,596,080

Population aged 0-5 / app. 190,592

No. of counties / 8

No. of cities & towns / 169

Community type / primarily suburban

Early childhood services / administered at the city or town level

EXPANSION PROCESS

Help Me Grow Connecticut began as a pilot program in the city of Hartford in 1998 and expanded statewide in 2002. That year, *Help Me Grow* was included in the Governor’s budget and money was allocated to the Connecticut Children’s Trust Fund, an agency of the Department of Social Services. The Trust Fund contracts with the CT 2-1-1/United Way Child Development Infoline to provide the Centralized Access Point.

[*Help Me Grow* Connecticut Affiliate State Profile](#)

Help Me Grow California: County-by-County Growth

STATE STATS

Population / 38,332,521

Population aged 0-5 / app. 2.5 mil

No. of counties / 58

No. of cities & towns / 482

Community type / mix of rural, suburban, and urban

Early childhood services / generally administered at the county level

EXPANSION PROCESS

In 2005, *Help Me Grow* Orange County, California, became the first site to replicate *Help Me Grow* in the country. With support from the Kellogg Foundation, California became a *Help Me Grow* replication state in 2011 and developed a consortium comprised of Orange, Alameda and Fresno counties, in collaboration with California Project LAUNCH, to implement *Help Me Grow* across the state.

In 2012, *Help Me Grow* California created a Learning Community to engage and cultivate counties and regions interested in becoming *Help Me Grow* affiliates. To date, 21 counties participate and are represented by stakeholder groups from early childhood, mental health, special education, early intervention and health sectors.

In 2013, *Help Me Grow* California developed an affiliation application process for Learning Community counties interested in adopting the *Help Me Grow* system. Recognizing the need for a state-level infrastructure to support this expansion, California has developed a business plan and will focus on four key tasks: provide support to county affiliates; promote sustainability and growth of the system; support the collection and analysis of data statewide; and conduct advocacy and policy activities.

[*Help Me Grow* California Affiliate State Profile](#)

Resources for Statewide Expansion

[Building State Systems for Optimal Child Development: Affiliates Report](#)

[Report on State Leadership in Building an Early Childhood Development System 2011](#)

[Helping Communities & States Spread and Scale Up Integrated, Place-Based Initiatives for Children](#)