



# FCC Funding Advocacy Guide

A Guide for Community-Based Agencies to  
Advocate for Funding of Family-Centered  
Coaching Practices

Family-Centered Coaching (FCC) is a holistic approach that empowers families to set and achieve their own goals, fostering prosperity and well-being. Community-based agencies play a pivotal role in implementing FCC practices, yet securing adequate funding remains a significant challenge. This guide outlines key funding opportunities at federal and state levels and provides structured advocacy strategies to help agencies navigate and access these resources.

## Understanding Family-Centered Coaching

FCC emphasizes a comprehensive view of the family unit, addressing interconnected needs rather than focusing solely on individual members. By integrating FCC, agencies can enhance collaboration, streamline services, and promote sustainable outcomes for families. As Laureen Atkins, Vice President of Strategic Initiatives at The Literacy Cooperative, notes:



*"In order for us to work better together, we need to get involved in the Family-Centered (FCC) approach, so that our partners' staff can look at the family in a more holistic view instead of only the family members enrolled in their organizations."*

## Advocacy Strategies for Securing Funding

Advocating for funding to support Family-Centered Coaching practices requires a strategic approach that leverages diverse funding opportunities and demonstrates the tangible benefits of holistic, family-focused services. Community-based agencies can enhance their capacity to secure funding for Family-Centered Coaching adoption by braiding funding streams, engaging funders through direct involvement, and utilizing compelling family narratives.



## 1. Braiding Funding Streams

- **Approach:** Combine multiple funding sources to support holistic, family-centered programs.
- **Action Steps:**
  - **Identify** potential federal, state, and private funding opportunities.
  - **Align** program objectives with the goals of various funders.
  - **Develop** a comprehensive plan that integrates resources to support FCC initiatives.

**Example:** The Literacy Cooperative successfully combined funding to provide FCC training across organizations, enhancing their capacity to serve families holistically.



## 2. Engaging Funders Through Training and Collaboration

- **Approach:** Involve funders directly in FCC training sessions to demonstrate the value and impact of the approach.
- **Action Steps:**
  - **Invite** funders to participate in training sessions and workshops.
  - **Showcase** success stories and data highlighting the effectiveness of FCC.
  - **Foster** ongoing communication and partnerships with funders.

**Example:** By including funders in their training sessions, The Literacy Cooperative strengthened relationships and secured additional resources for their programs.

### 3. Utilizing Family Feedback for Storytelling

- **Approach:** Incorporate testimonials and feedback from families to illustrate the real-world impact of FCC practices.
- **Action Steps:**
  - **Collect** regular feedback through surveys and interviews.
  - **Highlight** personal stories that demonstrate positive outcomes.
  - **Integrate** these narratives into grant applications and reports to funders.

**Example:** The Literacy Cooperative plans to use family feedback to enrich their storytelling, aiming to engage funders more effectively and expand their work.



## Key Funding Opportunities

### Federal Grants

- **Community-Based Child Abuse Prevention (CBCAP) Grants**
  - **Description:** Provides federal funding to support community-based services aimed at preventing child abuse and neglect.
  - **Agency:** Administration for Children and Families (ACF)
  - **Details:** Funds are allocated to state-designated lead agencies, which then distribute them to community organizations. These grants support initiatives that strengthen families and prevent abuse through holistic, family-centered services.
  - [Administration for Children and Families](#)



- **Family First Prevention Services Act (FFPSA)**

- **Description:** Offers funding for programs that prevent children from entering foster care by addressing family needs.
- **Agency:** Administration for Children and Families (ACF)
- **Details:** Encourages partnerships between child welfare agencies and community organizations to provide services that support family stability and prevent child welfare involvement.
- [Chapin Hall](#)

- **Office for Victims of Crime (OVC) Grants**

- **Description:** Funds programs supporting victims of crime, including services for youth and families affected by trafficking.
- **Agency:** Office for Victims of Crime (OVC)
- **Details:** Grants are available for community-based organizations to build capacity and provide direct services to victims, emphasizing holistic and family-centered approaches.
- [Office for Victims of Crime](#)



## State-Level Grants

### Mississippi

- **Community Services Block Grant (CSBG)**
  - **Agency:** Mississippi Department of Human Services
  - **Details:** Provides funding to alleviate the causes and conditions of poverty in communities by promoting empowerment and family stability. ([mdhs.ms.gov](http://mdhs.ms.gov))
- **Title V Maternal and Child Health (MCH) Services Block Grant**
  - **Agency:** Mississippi State Department of Health
  - **Details:** Supports initiatives that provide comprehensive maternal and child health services, aligning with FCC practices. ([msdh.ms.gov](http://msdh.ms.gov))
- **Community Foundation for Mississippi Grants**
  - **Details:** Provides grants to charitable organizations that focus on family well-being. ([formississippi.org](http://formississippi.org))

### Louisiana

- **Family Independence Temporary Assistance Program (FITAP)**
  - **Agency:** Louisiana Department of Children & Family Services
  - **Details:** Supports job preparation and family empowerment. ([dcfs.louisiana.gov](http://dcfs.louisiana.gov))
- **Community Development Block Grant Program**
  - **Agency:** Louisiana Office of Community Development
  - **Details:** Funds projects improving living conditions and economic opportunities. ([doa.la.gov](http://doa.la.gov))
- **Louisiana Children's Trust Fund (LCTF)**
  - **Details:** Funds programs preventing child abuse. ([louisianactf.org](http://louisianactf.org))





## Washington

- **Child Care Grant Opportunities**

- **Agency:** Washington State Department of Children, Youth, and Families
- **Details:** Supports quality improvement in child care services. ([dcyf.wa.gov](http://dcyf.wa.gov))

- **Washington Youth & Families Fund**

- **Agency:** Building Changes
- **Details:** Funds housing interventions and strategies for youth and families. ([buildingchanges.org](http://buildingchanges.org))

## Kentucky

- **Kentucky Department of Education (KDE) Competitive Grants**

- **Description:** Offers various competitive grant opportunities annually to enhance public education.
- **Details:** Grants support initiatives that improve educational outcomes, which can include family-centered programs and services.
- [Kentucky Department of Education](#)

- **Kentucky G.R.A.N.T. Program**

- **Description:** Provides matching funds to eligible recipients applying for federal grants.
- **Details:** Aims to support local agencies in meeting the matching requirements of federal grants, facilitating access to additional funding for family-centered initiatives.
- [Grant Ready Kentucky](#)

- **Kentucky Office for Refugees (KOR) Grant Programs**

- **Description:** Sub-awards funds to partners across the state for programs and services supporting refugees.
- **Details:** Focuses on holistic services that address the comprehensive needs of refugee families, aligning with FCC practices.
- [Kentucky Refugees](#)

