



# The Braiding and Leveraging Funds Game

## Utilizing Diverse Funding Streams to Sustain Your SNAP E&T Program

Goodwill of North Georgia  
and Goodwill Industries International



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# Objective

- Understand the concept of braiding and leveraging Funds
- Show how to effectively combine multiple funding sources to support a program.
- Learn how to successfully reinvest funds back into the program to ensure sustainability.
- Engage in hands-on learning: Participate in the B&LFG activity to apply theoretical knowledge in a practical setting.
- Assess the outcomes and benefits of leveraging funds within the program

# What Is Braiding and Leveraging Funds?

- **Braiding funds** - combining two or more sources of funding to support a program or activity
- **Leveraging funds** - using one funding source to attract a commitment from another funding source

# What Is the B&LFG?

The Braiding and Leveraging Funds Game (B&LFG) is a hands-on activity that equips players to understand how to integrate (**blend**) different funding types into a skills training class. The funds are **leveraged** when they are successfully reinvested into the program.

# How to Play: Funding Types



**Government funding** – may only be used to fund participants who are eligible for WIOA (Pub. L. 113-128), Vocational Rehabilitation (VR), Department of Juvenile Justice (DJJ), and Veterans Administration (VA) programming



**Mission funding** – social enterprise revenue, which is also private funding; can be used for any purpose. Note that SNAP E&T participants can only be funded with mission funding and other types of private funding. Mission funding can also be used to fund those who are ineligible for government funding



**Private funding** – Can be used for any purpose. Note that SNAP E&T participants can only be funded with private funding or mission funding (which is a form of private funding.) Can also be used for participants who are ineligible for government funding.

# How to Play: Materials

- \$686 in government funding
- \$185 in private funding
- 7 different participant profiles with 7 envelopes to organize funding, eligibility, etc.
- 1 or 2 mission funding card(s) worth \$125
- Individual sets of instructions and material keys
- 1 receipt booklet
- Some players may have 1 house that supplements as an in-kind resource, the cost of housing for 1 unhoused participant.
  - Additionally, there is a housing services provider materials box that can supplement multiple participants' costs.
  - Other players can partner with the housing provider player.

# How to Play: Game Stations



**Community Resource Desk-**  
Participant recruitment and SNAP E&T eligibility determination



**Grants Office-**  
Provides 1 randomized grant packet per player



**Contracts Office –**  
Player requests reimbursement from government for private funds used to pay for SNAP E&T participants' tuition and services



**Auditor(s)-**  
Verifies players' results at the end of the game

# How to Play: Playing the Game

- The goal of this game is to enroll a minimum of 7 students in a skills training program of the player's choice.
- Maximum per class is 10, but players may have multiple classes.
- Students are enrolled if tuition and supportive services are paid using government funding, private funding, or a combination of the two.
- Players must prove that all students are funded.
- Players are permitted to work with other players to fund classes or satisfy other requirements; however, players must provide proof of collaboration.
- During gameplay, players must use \$1 to “hire” a grant writer. Players must follow directions in the grant funding envelopes for the remainder of the game.
- The winner is the player who has the most students enrolled.



# Keep in Mind...

- SNAP E&T (Supplemental Nutrition Assistance Program Employment and Training) is a reimbursement program from USDA-FNS that is allocated to your state or county government. Therefore, when paying for a participant who is eligible for SNAP E&T, a player must pay for this participant using private or mission funding, which then will be reimbursed by 50% by the Contracts Office.
- For example, if a player funds an eligible participant's tuition for \$100, that player will receive a \$50 reimbursement from the Contracts Office.
- Reimbursement funds can be used however the player chooses.



# Questions?

Let's play!

# Contact Us

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# Survey

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# We want to hear from you!

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