

THRIVING NON-PROFITS

Financial Strength. Community Impact.

The 2020 cohort of Thriving Non-Profits is sponsored by Coast Capital Savings



THRIVING NON-PROFITS PROGRAM 2020 OVERVIEW

Thriving Non-Profits is a six-month cohort program presented by non-profit leaders for non-profit leaders. It is designed to strengthen the financial stability and diversity of organizations in order to achieve greater impacts.

This program is for organizations that want to:

- Improve financial strategies to make greater impacts;
- Connect with other leaders for learning and support; and
- Be part of a culture shift in the community sector: from scarcity to abundance and from short-term projects to long-term outcomes.

Each participating organization will have a three-person team who will all take part in workshops and receive coaching tailored to your goals between workshop sessions. Ideally this team would be a board member, executive director and a senior staff person.

Thriving Non-Profits program includes:

- Six sessions in total - two full-day and four half-day
- 10 hours of coaching support
- A completed financial diversification plan
- Presentation of your plan to the full cohort

You will leave with a financial diversification strategy and an implementation plan for your organization, linked to your organization's mission, impact and scaling goals.

Coaching:

Throughout the program, each organization will be matched with a coach. The focus of the coaching is to determine which strategies will be most effective for you, and to develop a plan for testing and implementation.



THRIVING NON-PROFITS SESSIONS

Full Day, In-Person (or Online as required) – June 5th, 2020

Financial diversification strategies, culture and risk

The non-profit sector is changing—grants and donations are no longer adequate to resource growing community challenges. The initial session digs into the current reality of the sector, as well as your organization's current financial diversification:

- Culture of money, risk and beliefs within non profits
- Current organizational analysis- opportunities and challenges
- Shifts to abundance and opportunity- the honeycomb model of revenue diversification
- Impact goals and community need- matching resource to need
- Setting the stage for what's possible

Online Modules, Organizational Group Work, and Cohort Webinars – June to October

Mobilizing Assets and Building a Strong Balance Sheet

- Understanding your balance sheet and how to position it for long term financial resilience
- Mapping your organizational assets
- The role of space and real estate
- Shifting underperforming assets to performing

Earning Income—Start with What you Have

- The role of profit in a non-profit
- Fee-for-service strategies and approaches
- Identifying programs and services that could incorporate fees
- Culture and risks associated to integrating fees
- Managing culture change within and with stakeholders and beneficiaries

Generating Income- Exploring and Growing Social Enterprise

- Social enterprise—what it is and isn't
- Models for social enterprise
- Governance considerations
- Are you ready? Organizational self-assessment
- Social Venture Canvas- test, then launch
- Social Venture Canvas- engagement and growth for existing enterprises

Acquiring Performing Assets

- The opportunity to purchase an existing business
- Process to acquire existing business and real estate- due diligence, risk assessment, legal considerations
- Innovation and governance
- Capacity and transition

Win-Win Partnerships

- The power and value of your brand
- Organizational perception, strengths and opportunities for growth
- Partnerships with corporations, philanthropists and funders
- Identifying and assessing prospective partnerships for 'value added' fit
- Framing compelling partnership opportunities
- Crafting a compelling value proposition
- Partnership agreements and other considerations

Multi-Year Contracts

- The growing trend of social procurement and opportunities for non-profits and social enterprises
- Contracts vs. grants
- Process for bidding and securing contracts
- Keys to successful negotiation
- Partnerships with other suppliers
- Leveraging your own procurement for impact

Enterprising Approaches to Traditional Methods

- Incorporating enterprising approaches to grants, fundraising, events and monthly donors
- Review of best practices—which are limiting, which are resilient focused
- Traditional strategies connected to resilience, not dependency

Full Day, In-Person (or Online as required) – November 20th, 2020

Cohort Presentations

- Each organization will present their lessons learned, identified strategies and plan for implementation
- Coaches and cohort members will provide support and feedback

Impact, Scale and Leverage

- Connecting resource diversification to impact goals and associated scale
- Quantifying your 'scale of impact'
- Models and approaches for scale
- Taking a whole organization and whole sector approach to impact- what can we do better together?
- Invitation to THRIVE Alumni

Please visit our website to download the application form: www.nanaimofoundation.com/thriving-non-profits

Email your completed application to laurie@nanaimofoundation.com by 5pm on May 1st, 2020.

Eight organizations will be selected to participate. Decisions will be made based upon the match between the goals of the organization and the Thriving Non-Profits program objectives.

Each organization is asked to contribute \$1000 to help cover program related costs.

Applicants will be notified the week of May 4th, 2020.

If you have any questions, please contact Laurie Bienert at 250-667-4292