CanadaHelps × THRIVING NON-PROFITS

Nonprofit Revenue Diversification: What's Possible?

SPEAKER: KRISTI RIVAIT

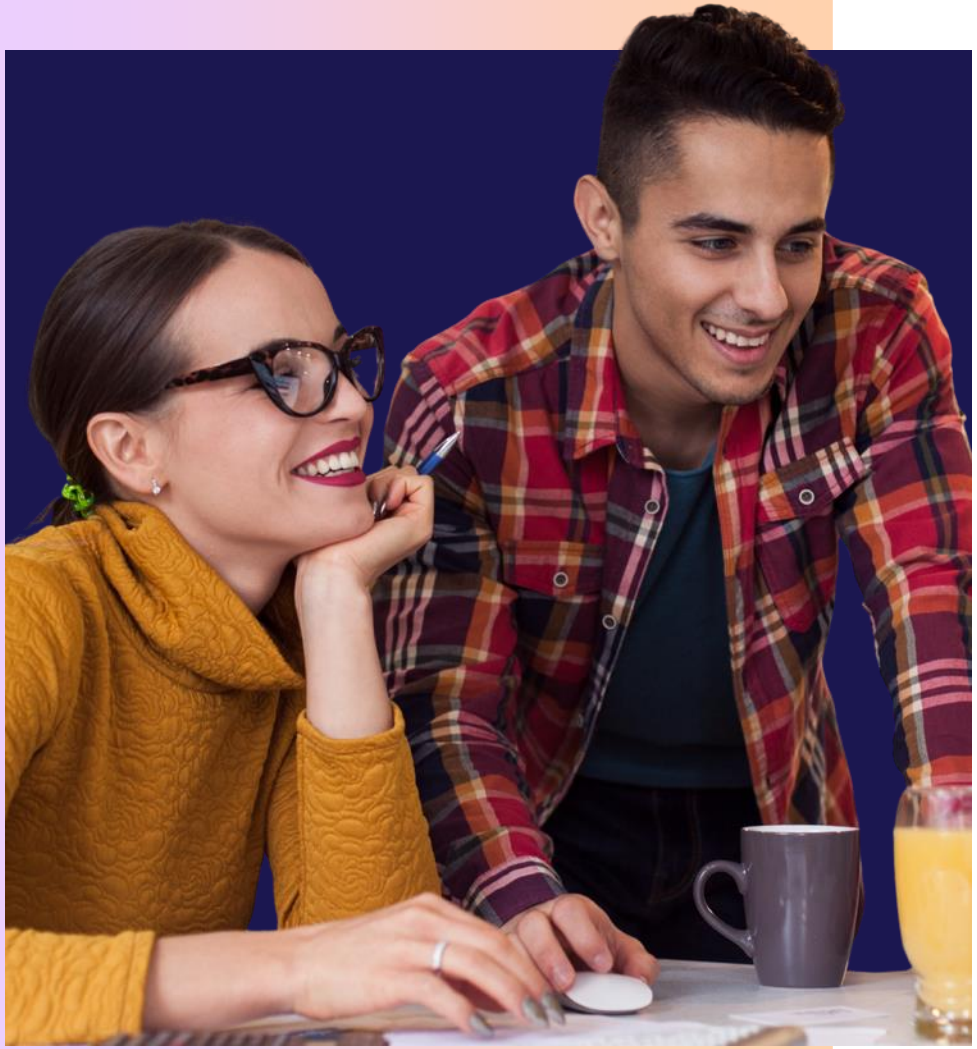
CanadaHelps

About CanadaHelps

- CanadaHelps is a charitable organization increasing giving in Canada through technology.

- **For Canadians,** CanadaHelps offers the most comprehensive and flexible range of giving solutions for donating or learning about any charity in Canada.
- **For Canada's 85,000 charities,** CanadaHelps provides affordable fundraising tools and education to help charities increase their impact.

- Since 2000, more than 5 million Canadians have donated over $3.7 billion to charities using CanadaHelps.



Housekeeping

- The recording and slide deck will be emailed to you following the webinar. You'll be able to watch the recorded video on demand.
- You can hear us, but we can't you.
- Have questions or technical difficulties?
- Type them into the Questions Log at anytime.

Revenue Diversification:

WHAT'S POSSIBLE?

THRIVING NON-PROFITS

A word about capitalism and ”abundance"

We recognize that this workshop encourages non-profits to build financial resilience within a capitalist system, and that the idea of “abundance” may be rooted in privilege not accessible to all.

If you hold privilege, we invite you to reflect on how this learning can be used to uplift those historically marginalized by systems of oppression, including colonialism.

Territorial Acknowledgement

THRIVING NON-PROFITS

Kristi Rivait
Co-Founder

Thriving Non-Profits journey to resilience

1

Learning

Programs that build capacity in Financial resilience and revenue strategy.

2

Consulting and Coaching

Support to create strategy, plan for growth, and strengthen operations.

3

Investment

Access to values-aligned capital, designed for the non-profit sector.

Built by non-profit leaders, for non-profit leaders

We built Thriving Non-Profits to share what we learned and help you strengthen your organization's resilience. Since 2016, we have supported hundreds of organizations and thousands of non-profit leaders to create financial sustainability and lasting change.

THRIVING
NON-PROFITS

The power of our sector

Represents 8.7% of Canada's GDP

One in four Canadians rely on charitable services today

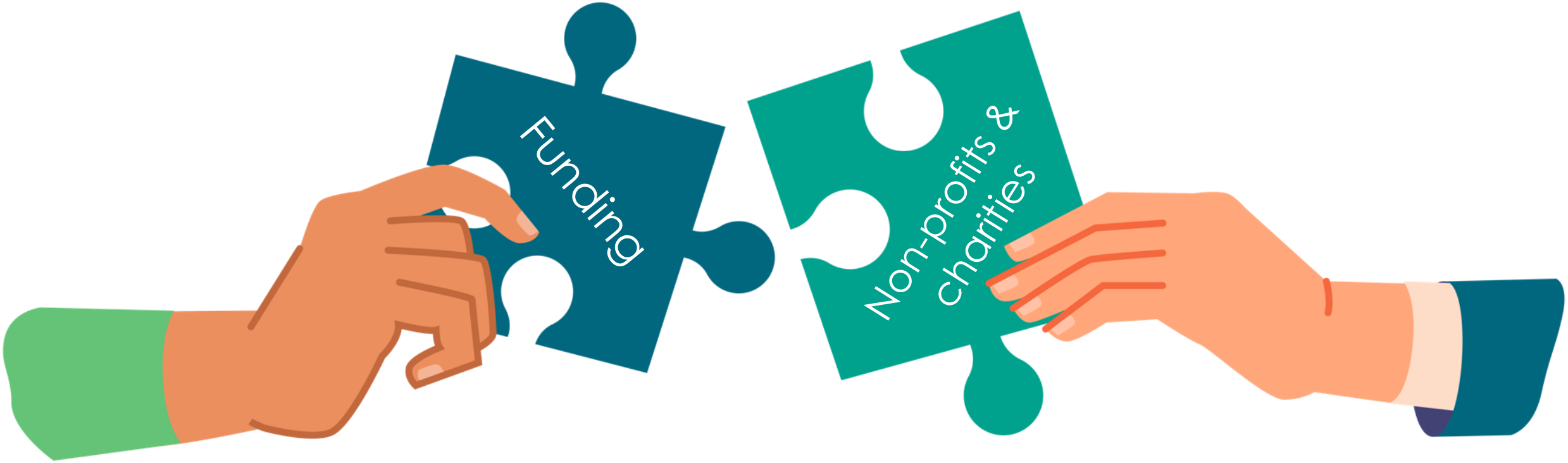
Employs 2.4M people, majority women

Provides essential social, environmental, and cultural services for our communities

Financing change: a shifting landscape

- Reduced core and government funding
- Increased competition for grants
- Restricted funding does not adequately cover costs
- Reduced donations and emerging donor trends
- Changing systems and technologies
- Increased demand and complexity of needs

The right funding at the right time



“Charities and non-profits rely on three core sources of revenue: government funding, philanthropy, and earned income.

Strengthening the Third Pillar of the Canadian Union:
An Intergovernmental Agenda for Canada’s Charities and Non-Profits - Mowat Centre for Policy Innovation

“Charities and non-profits rely on three core sources of revenue: government funding, philanthropy, and earned income.
Of these, only earned income offers any prospect for growth over the long-term.”

Strengthening the Third Pillar of the Canadian Union:
An Intergovernmental Agenda for Canada’s Charities and Non-Profits - Mowat Centre for Policy Innovation

Why revenue diversification?

Mission + Limited Resources = Less Impact

Why revenue diversification?

Mission + Abundant Resources = More Impact

What would you do with more?

Mission + Abundant Resources = More Impact

Thriving Non-Profits honeycomb model

Thriving Non-Profits honeycomb model

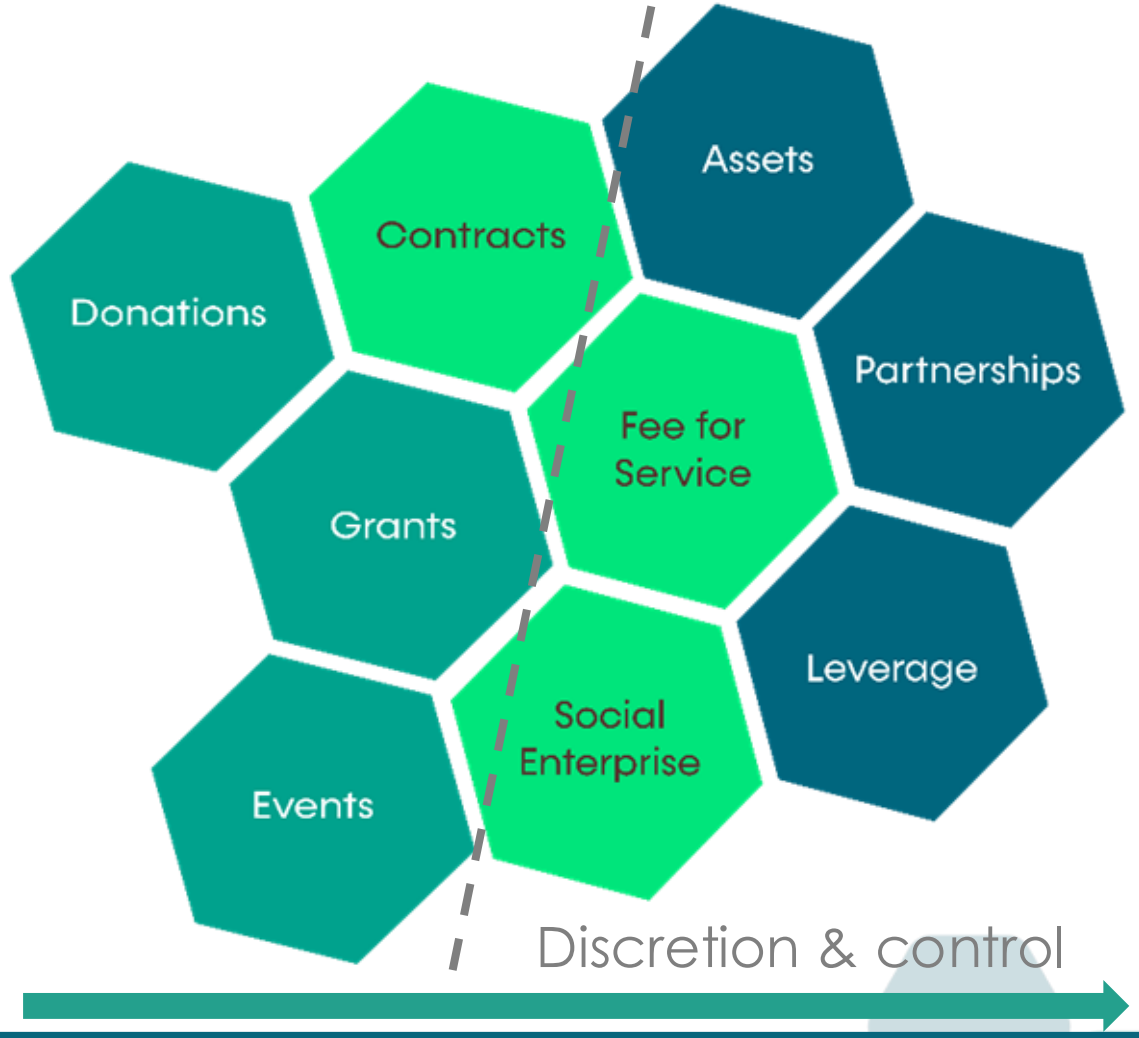
Many diverse funding streams within one organization

Financially stable and focused on one core mission

Continuously growing, building resources and assets

Thriving Non-Profits honeycomb model

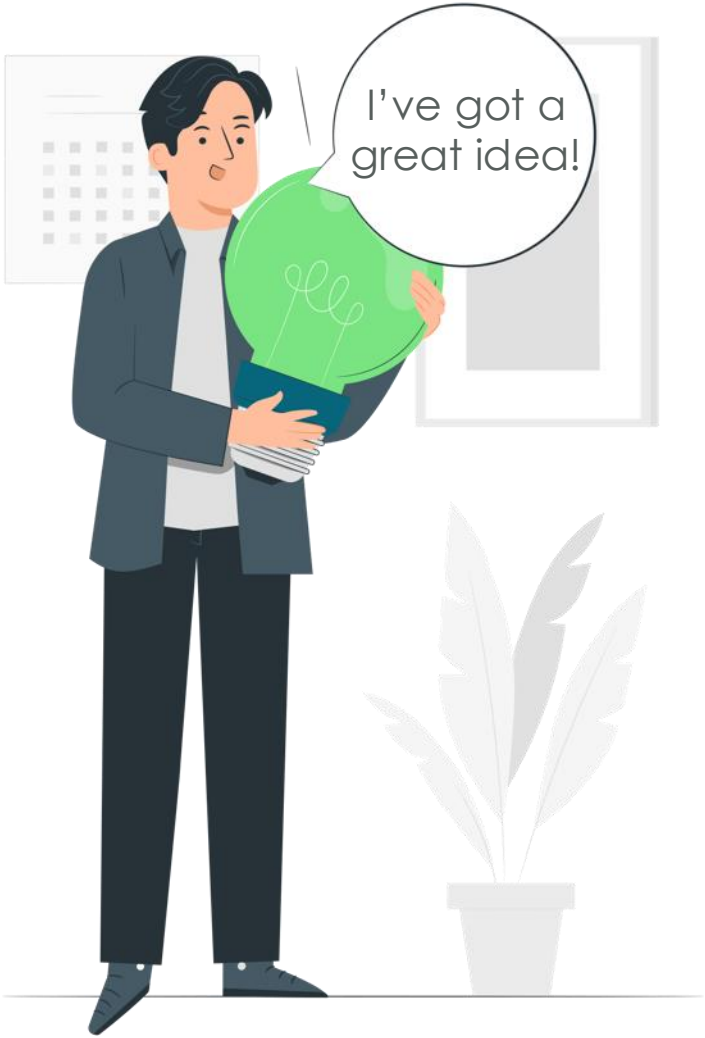
Financially Challenged Organizations



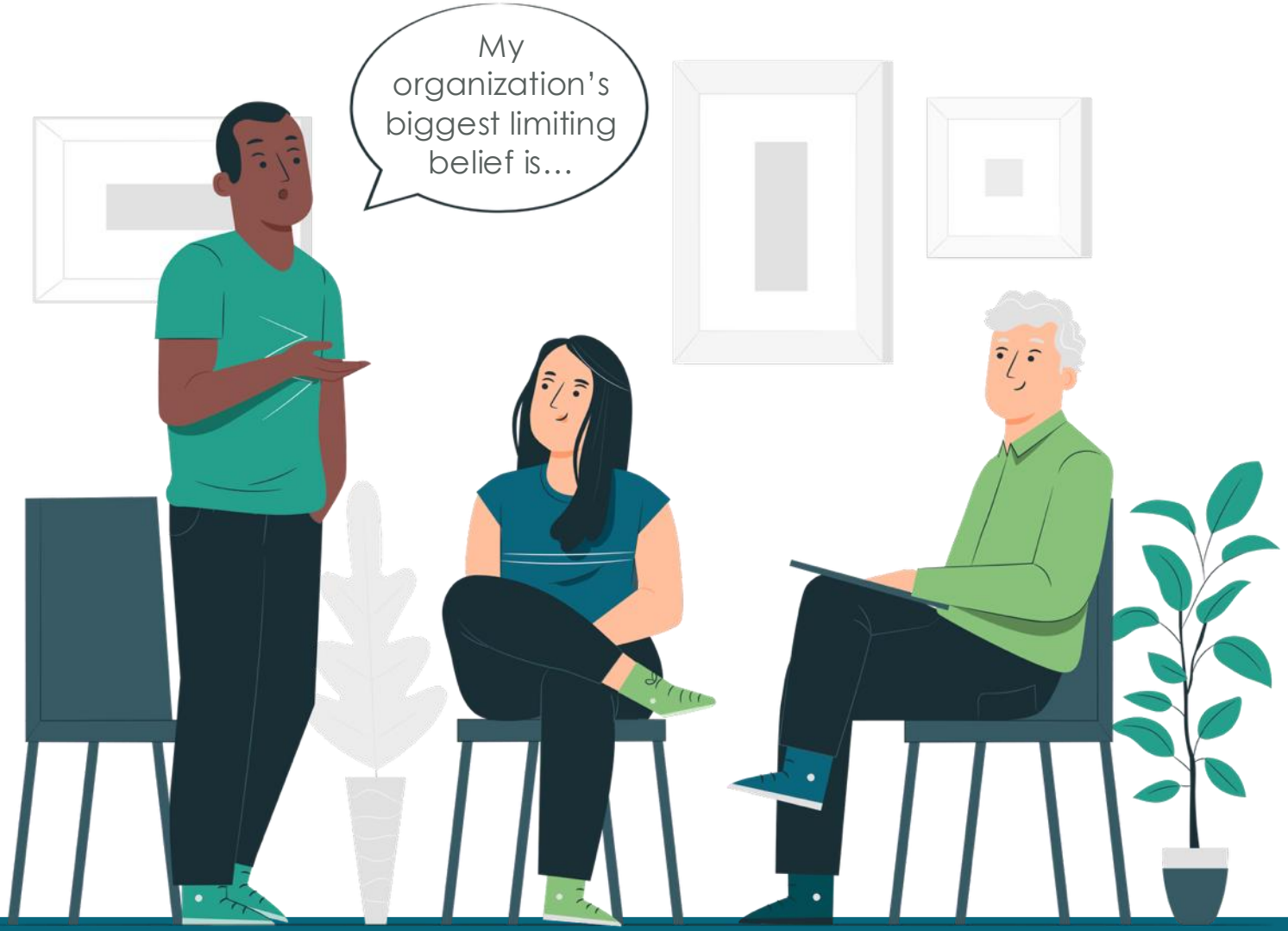
Strong Independent Organizations

The culture of money

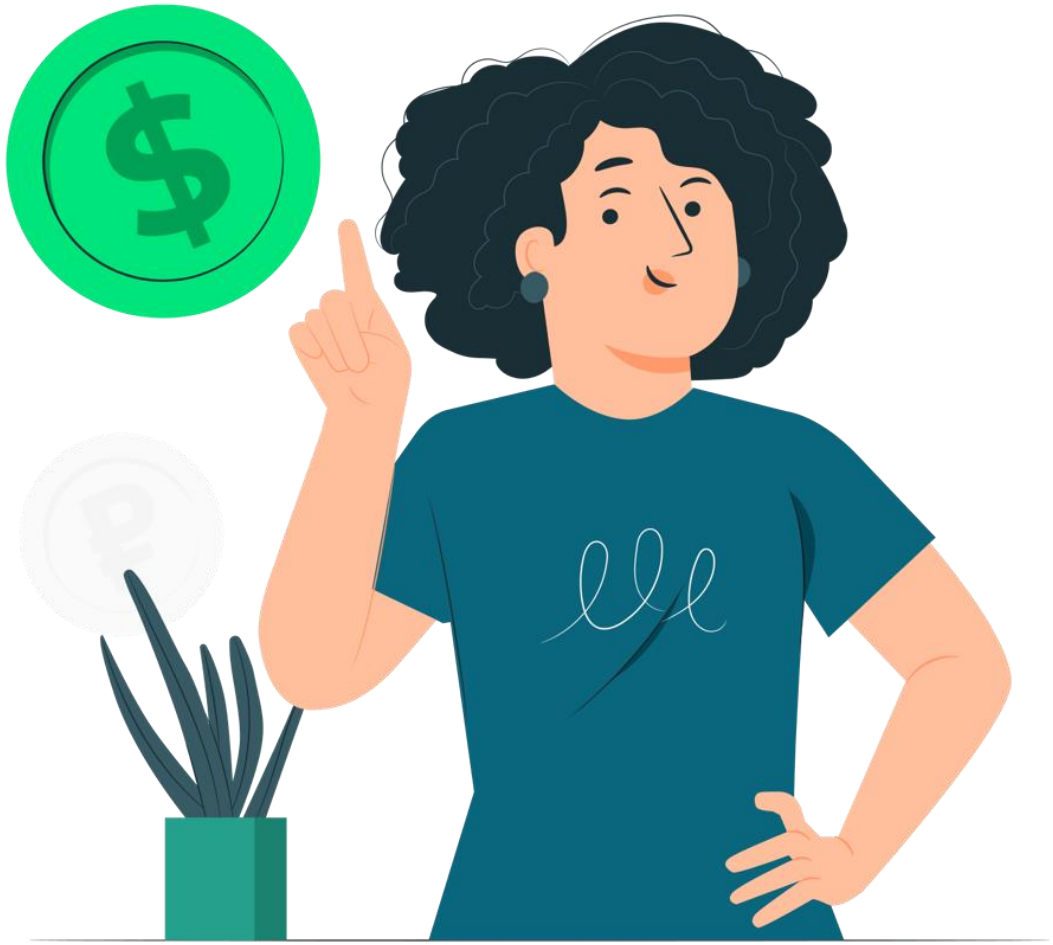
Organizational culture



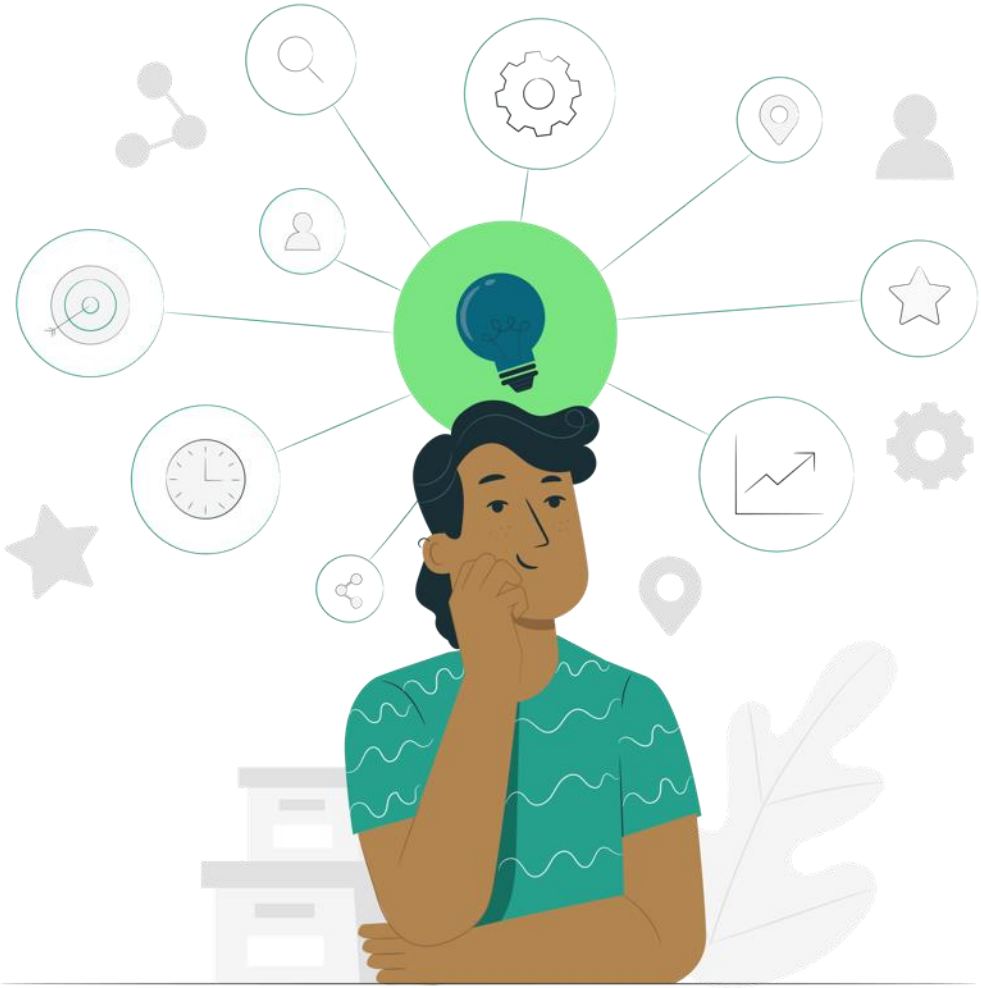
Limiting beliefs about money



What if it was an empowering belief?



A growth mindset



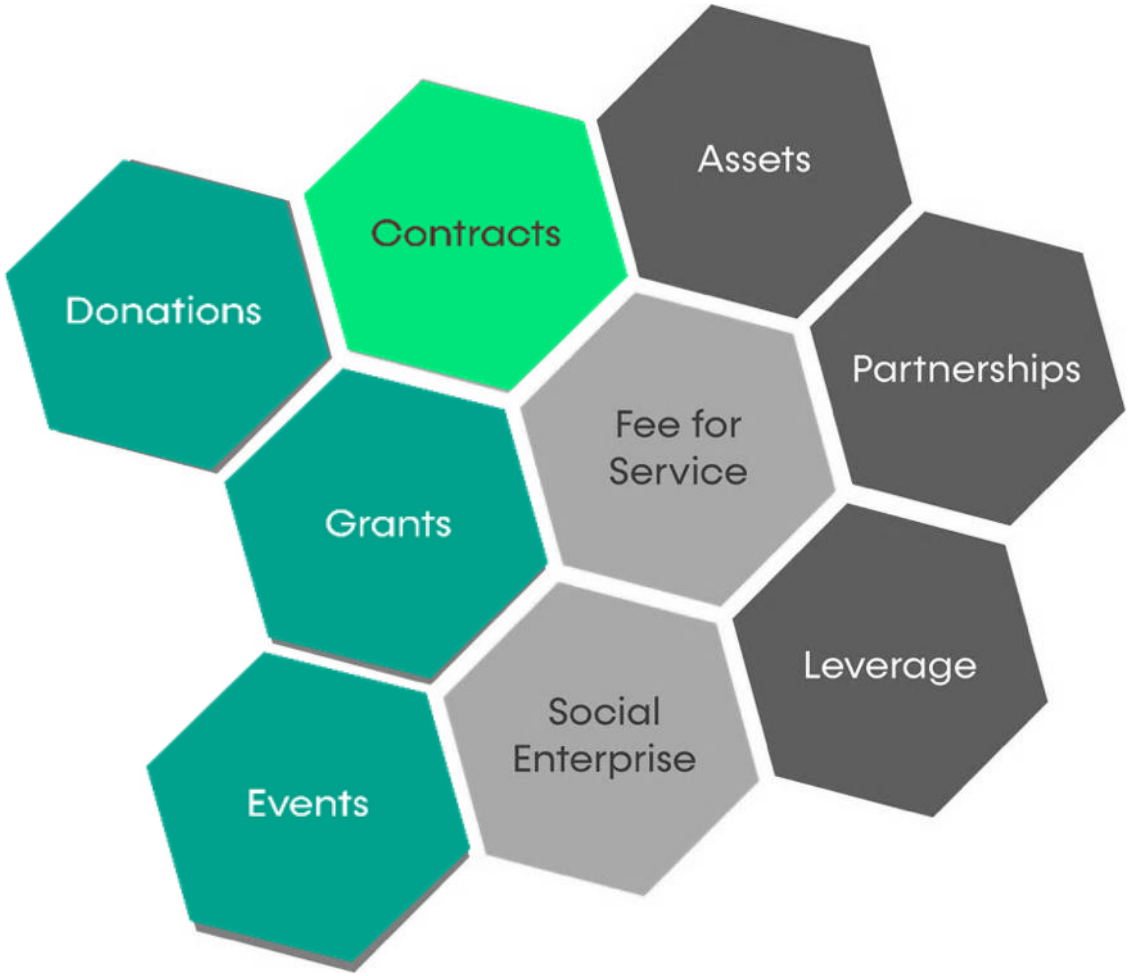
A growth mindset is the basis of entrepreneurial thinking

Entrepreneurs take calculated risks

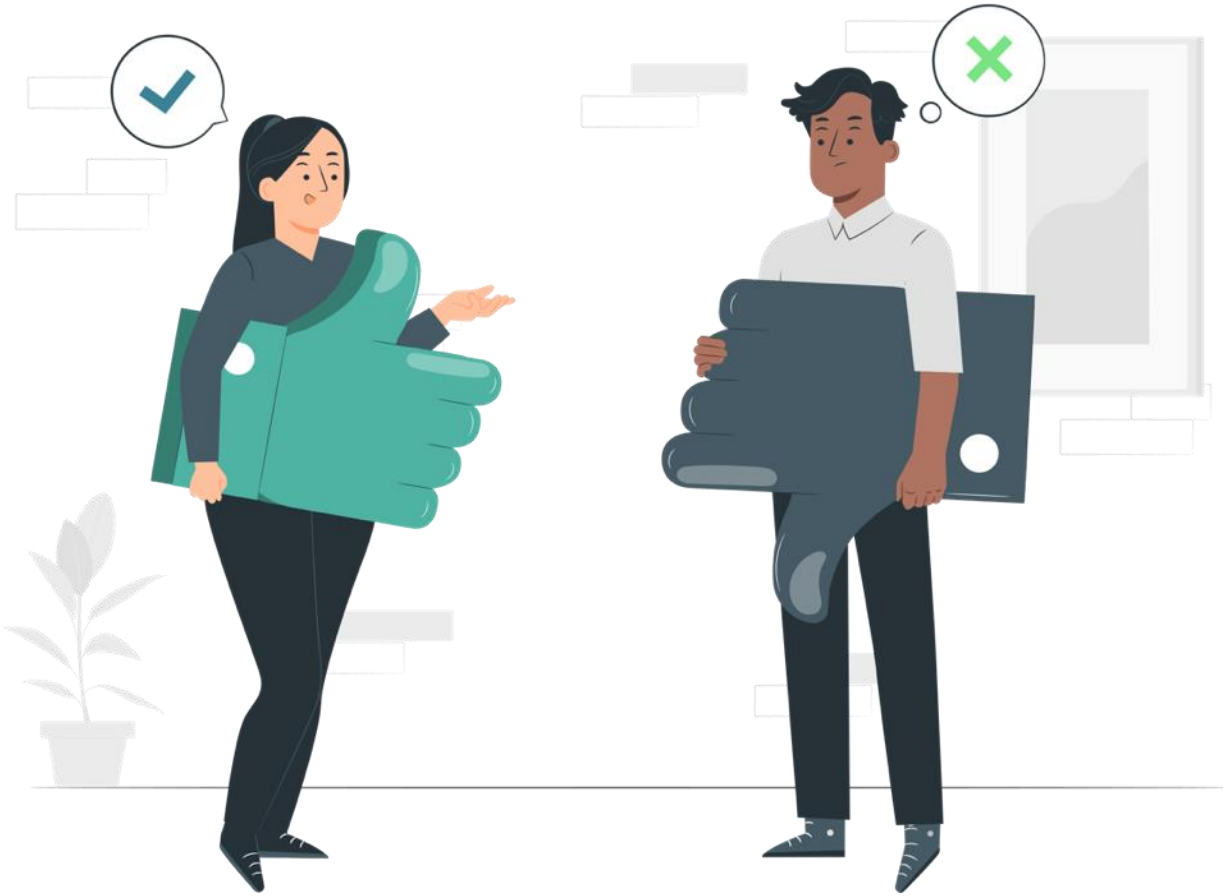
Entrepreneurs find ways to resource new programs improve current ones

Entrepreneurs are driven to continually seek improvement

Traditional non-profit revenue strategies



The hidden risk of risk aversion



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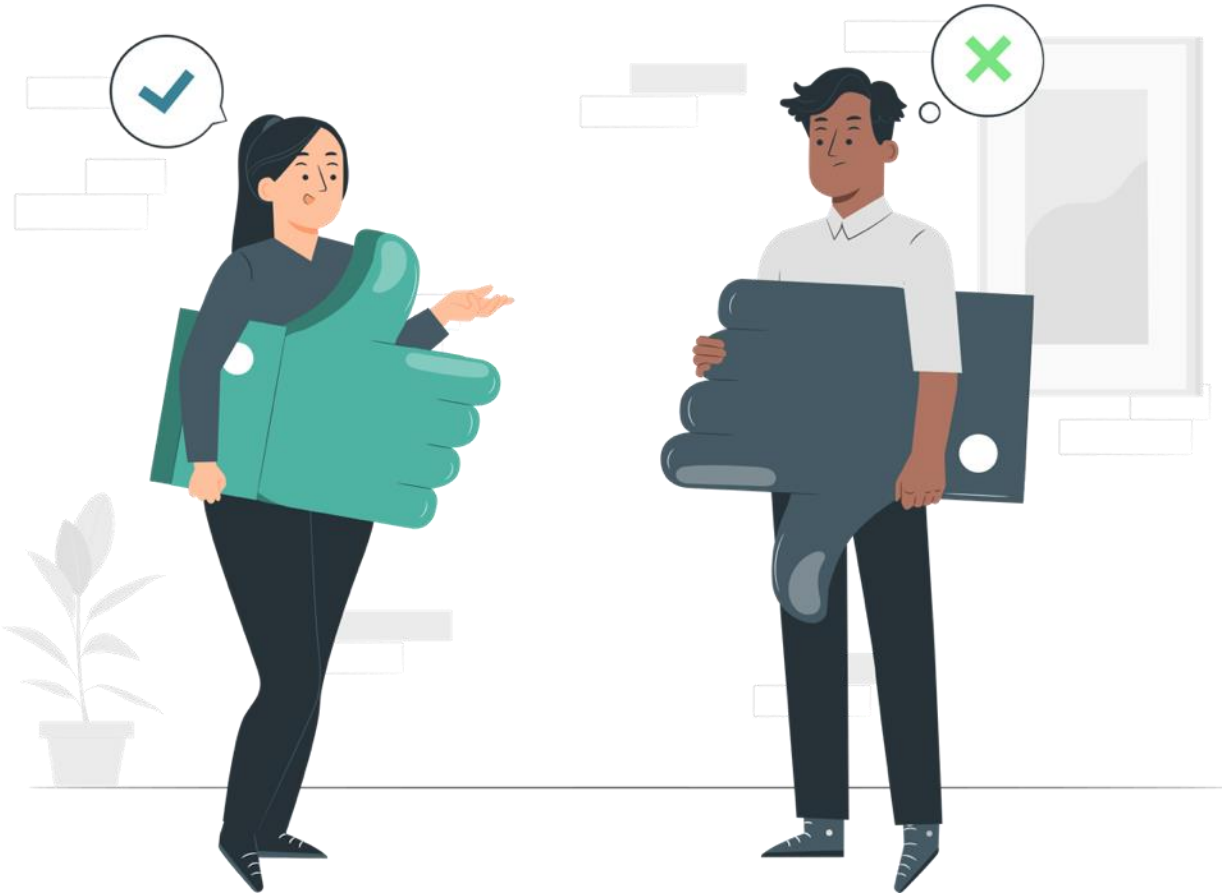


What is your organization's current appetite for risk?

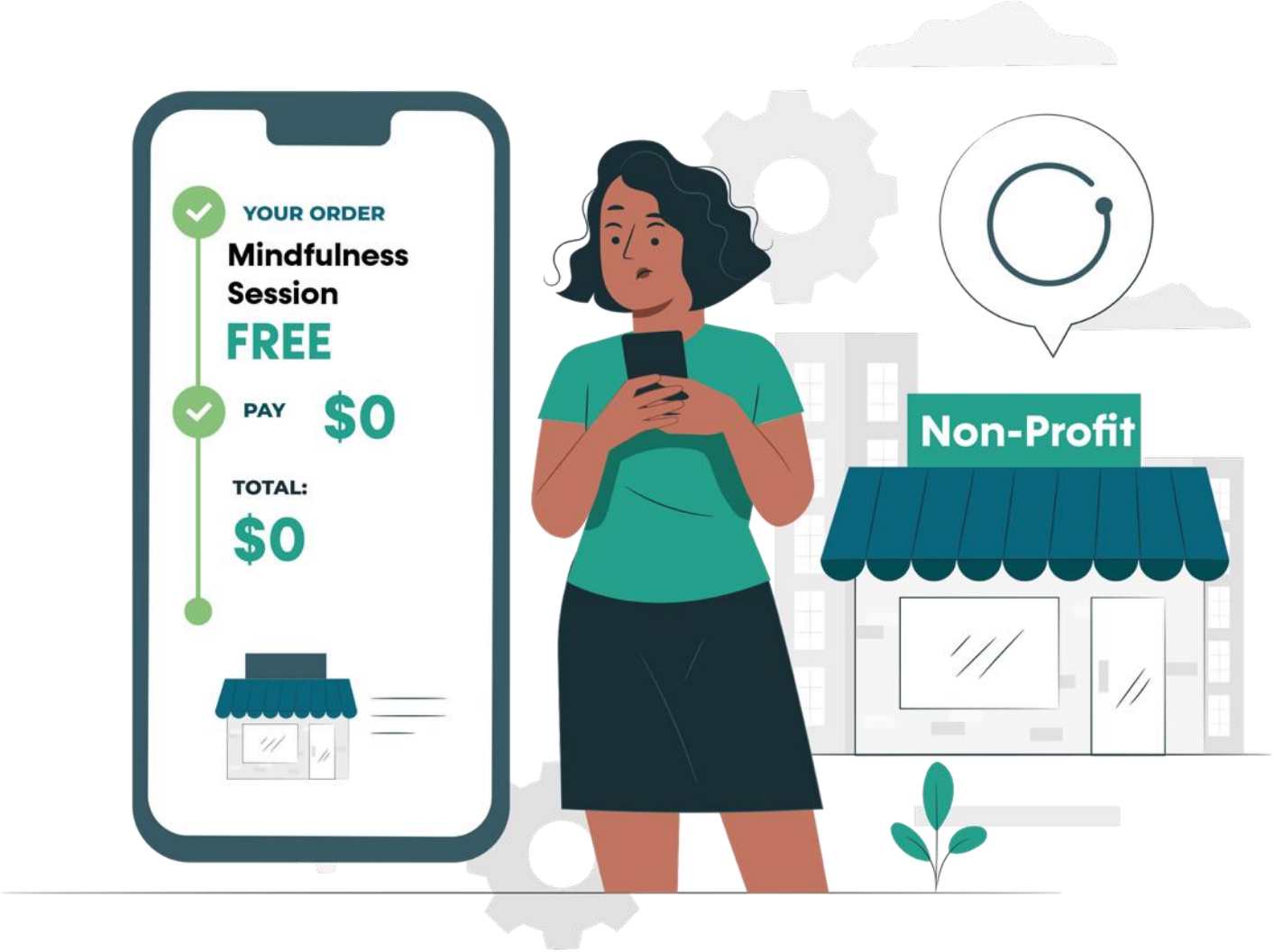
How is risk currently managed in your organization?

What is the role you play in reproducing the current risk culture?

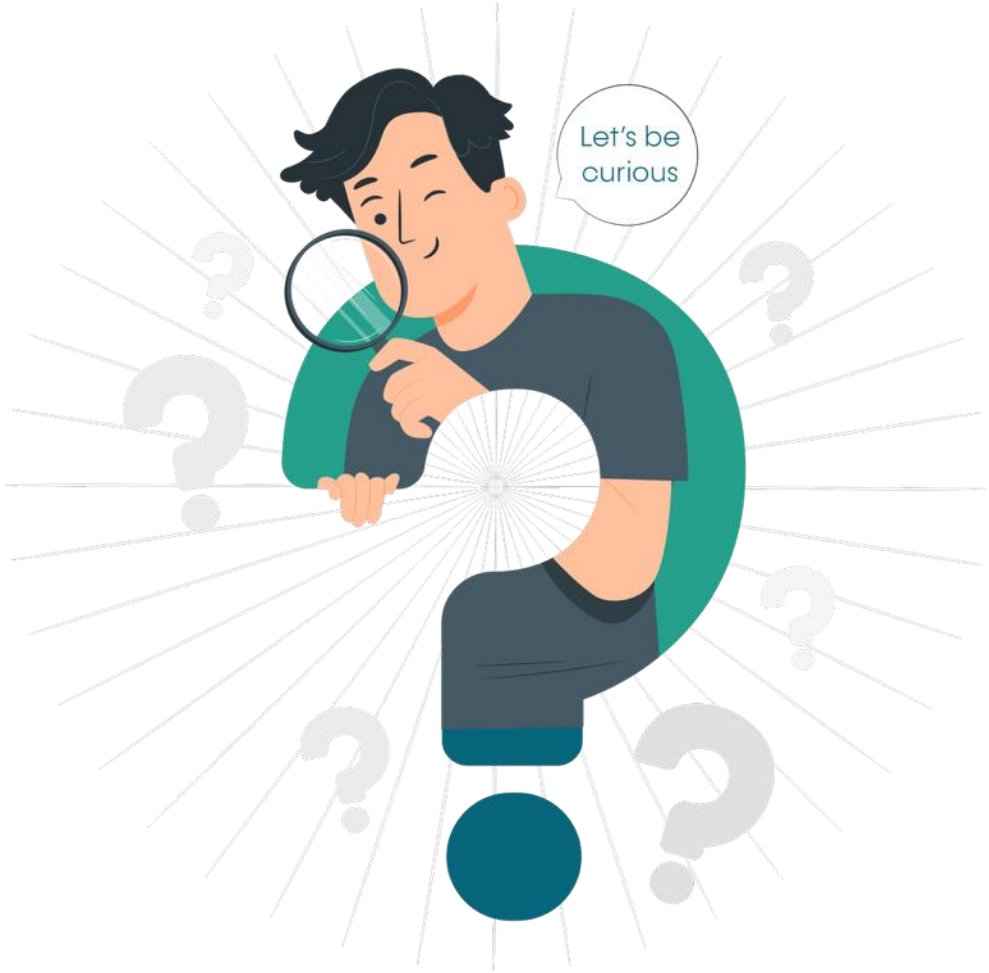
Charging fees for your services

Fee for Service

What is the hardest price to raise?

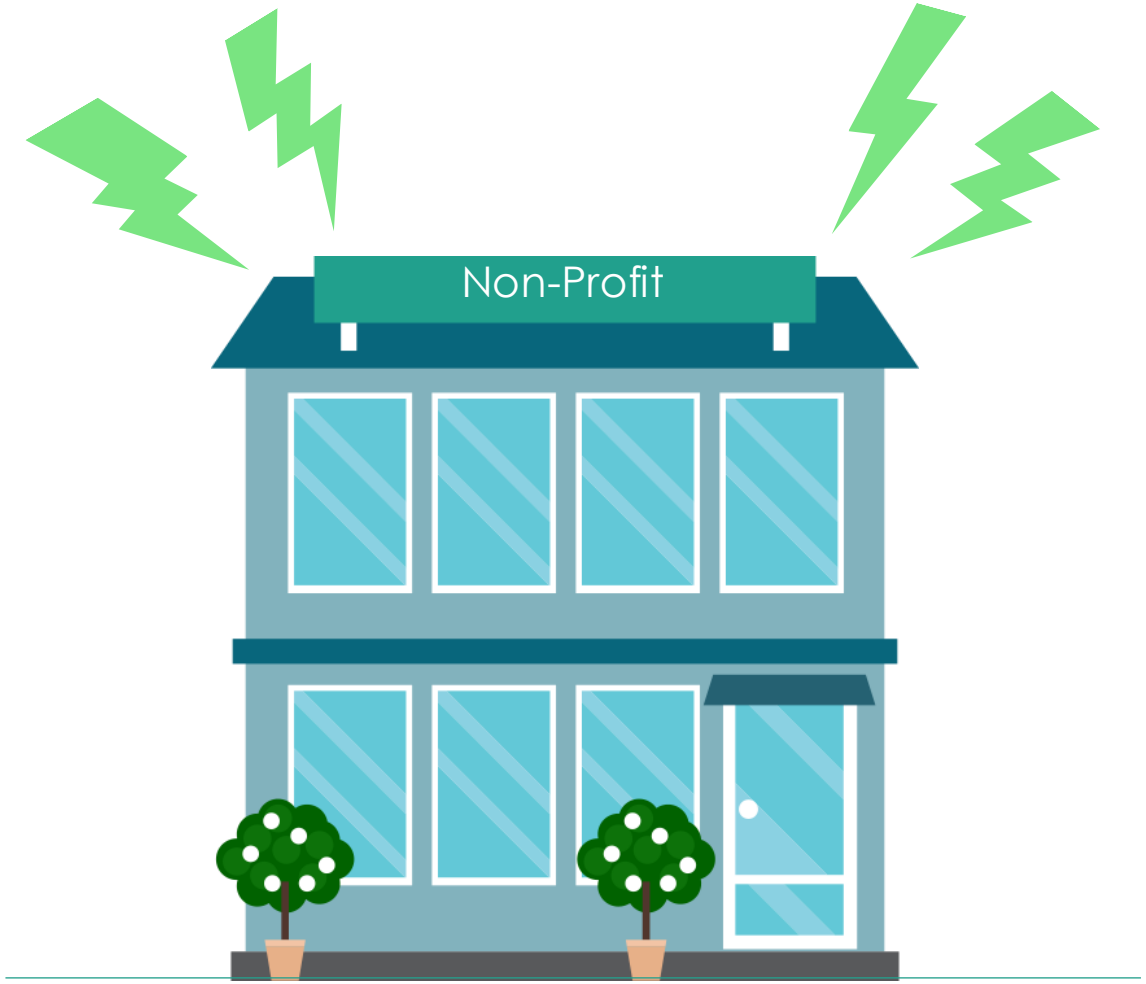


Limiting beliefs about program fees



- Can challenge long-held belief systems about non-profits
- Can raise concerns about accessibility
- May bring about concerns related to reputational challenges
- Or is there another reason?

Your organization pays



Why should we charge fees?

How can we charge fees and protect our values?

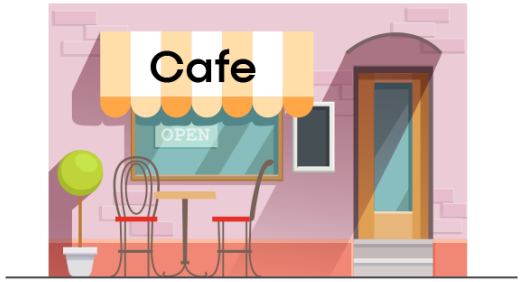
Fee for service strategies

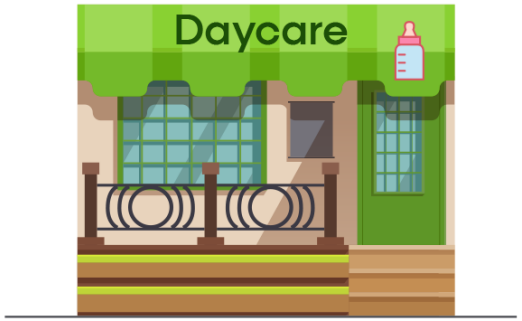
- Membership fees
- Voluntary donations
- Sliding scale
- Set fee
- Pay what you value
- Price and bursary
- Subsidized pricing
- Demand pricing

Social enterprise

Social Enterprise

What is a social enterprise?



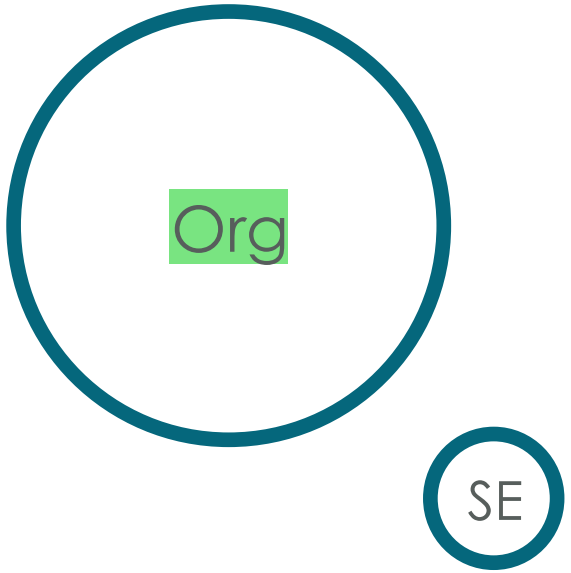


Social enterprise forms

Social Enterprise within the organization

Social Enterprise is the organization

The organization owns the Social Enterprise



Startup or acquisition?

THE IMMIGRANT EDUCATION SOCIETY

"The program was eye-opening for both the staff and the Board. We had not considered how to leverage our facilities before, and we realized we had so much room to grow."

– Robert Toth, VP Communications & Community Engagement

Assets

Assets

A broader view of assets

- An asset is something containing **economic** value and/or future benefit.

A broader view of assets

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- An asset is something containing **natural** value and/or future benefit.

A broader view of assets

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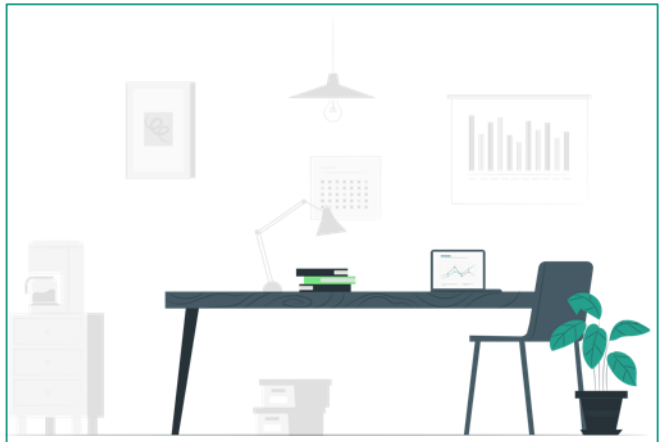
- An asset is something containing **cultural** value and/or future benefit.
- An asset is something containing **natural** value and/or future benefit.
- An asset is something containing **community** value and/or future benefit.

A broader view of assets

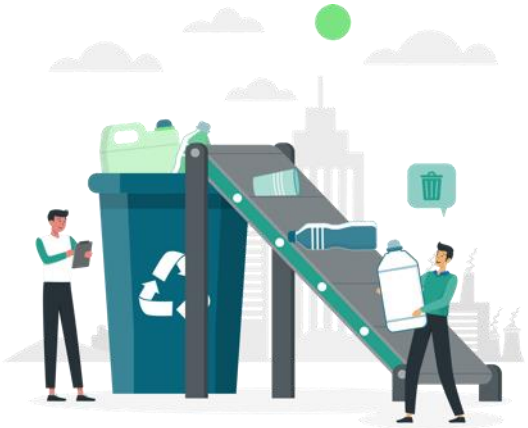
Staff and Volunteers



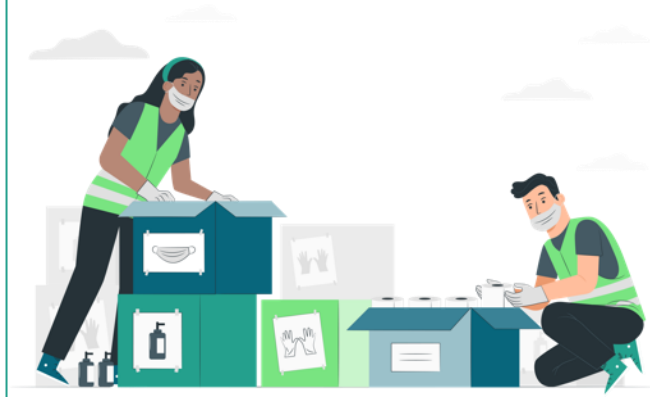
Space

Networks

Brand & Goodwill



Waste Streams



Tools & Equipment

Assets for long-term growth

SHELBOURNE Community KITCHEN

"Thriving Non-Profits has been a game changer. Our leadership team learned to leverage our strengths and worked through the process of developing solid strategies to promote our organization's financial sustainability."

– Kim Cummins, Executive Director

“Win-win” partnerships

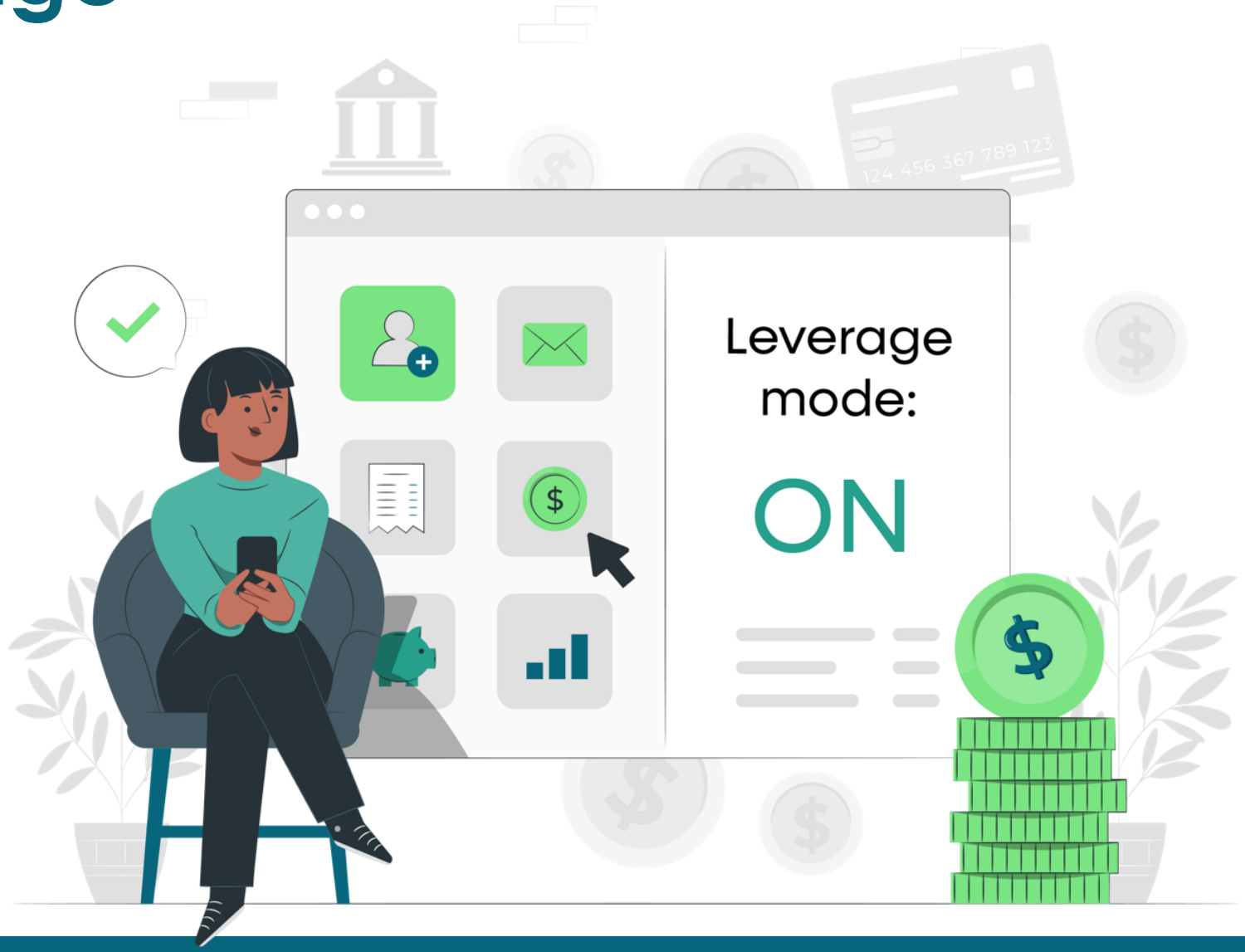
Creating “win-win” partnerships

- Know your value: understand your brand and reach
- Identify the right partnership alignment
- Craft an effective value proposition
- Negotiate and manage successful partnerships

Successful partnerships

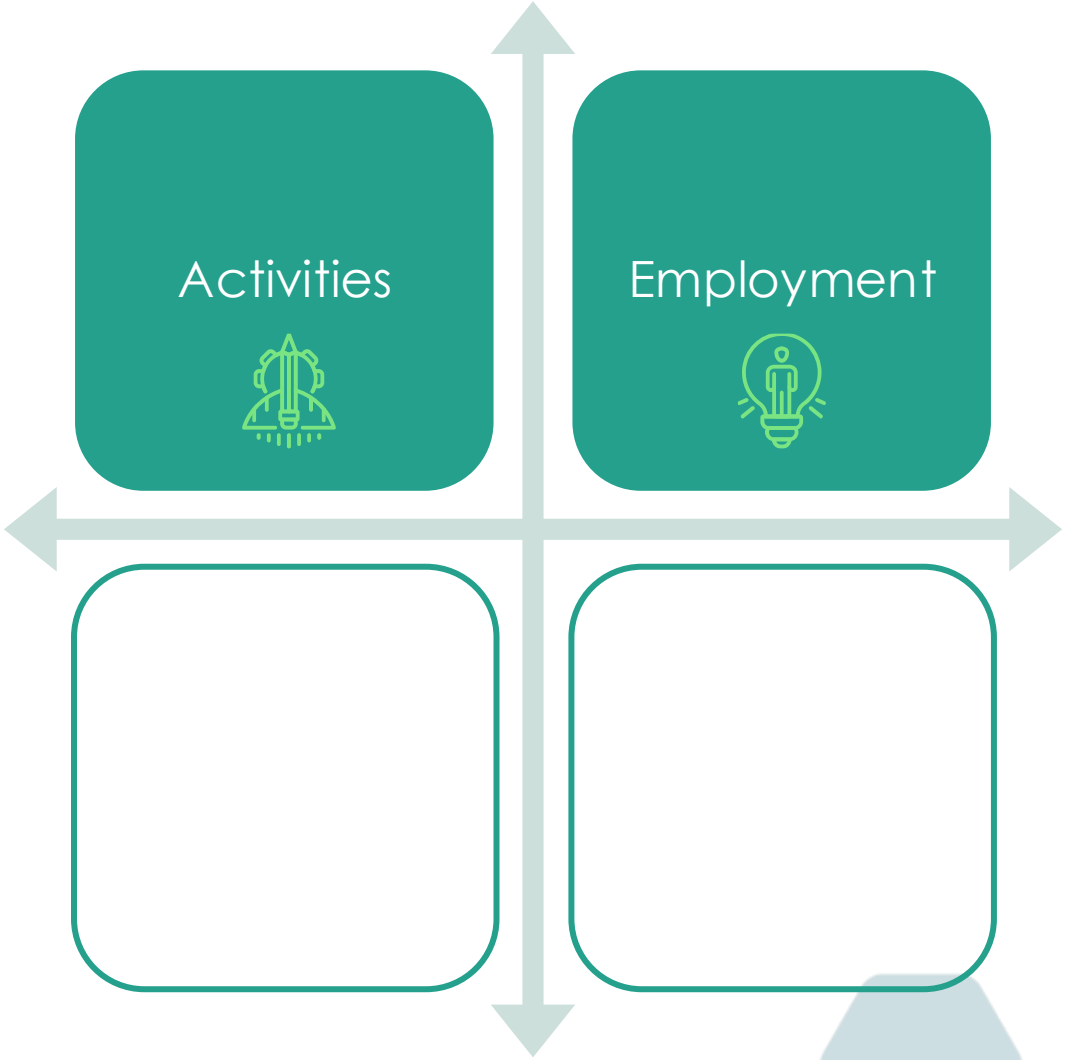
Leverage

Leverage



25% Aligned

50% Aligned



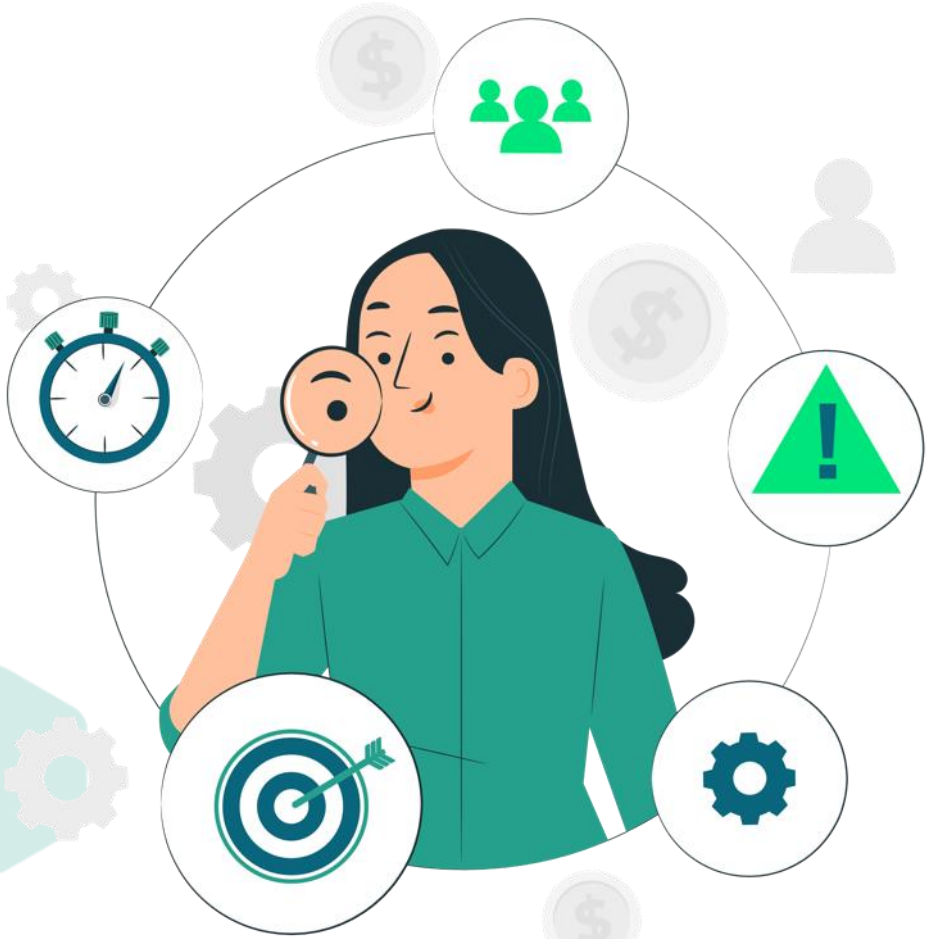
75% Aligned

100% Aligned

100% Aligned

Choosing the right strategies

Choosing the right strategies



- Time
- Culture
- Risk and return
- Strengths and resources
- Impact

Learning the right strategies

The Thriving Non-Profits journey

1

Learning

Programs that build capacity in financial resilience and revenue strategy.

2

Consulting and Coaching

Support to create strategy, plan for growth, and strengthen operations.

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Access to values-aligned capital, designed for the non-profit sector.

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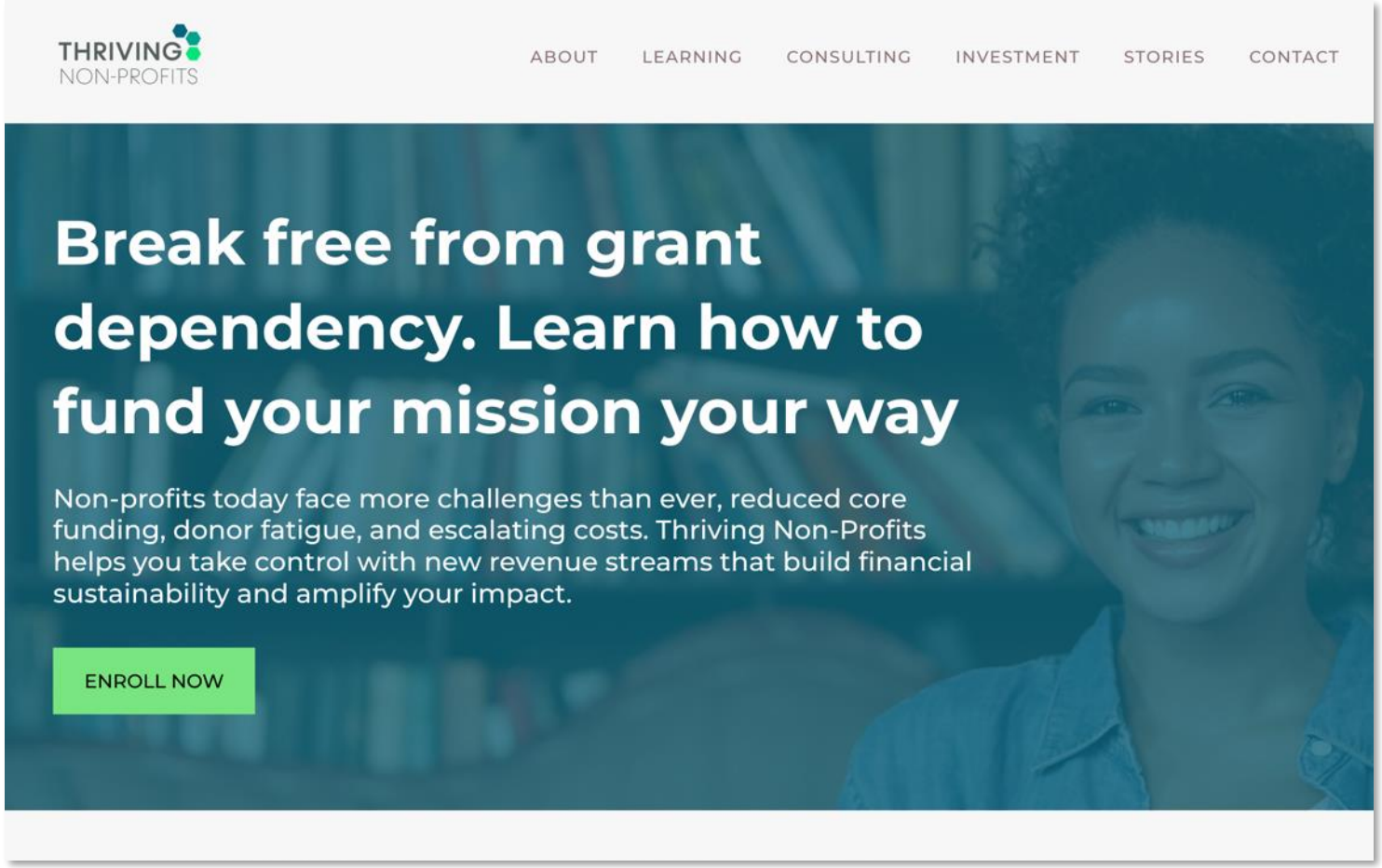
The STARFISH

"Every non-profit should try this. With the revenue diversification plan from Thriving Non-Profits, we tripled our revenue within just six months!"

– Kyle Empringham,
Executive Director



Get 50% off our self-paced program (reg. $199)
Use code "CANADAHELPS"
at **www.thrivingnonprofits.ca**

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Who we work with

We work with non-profit leaders from across Canada: Executive Directors, board members, and program staff, supporting organizations of all sizes and missions with the strategies and tools to strengthen their impact.

Executive Directors

Board Members

Program Staff

THRIVING
NON-PROFITS

Stephanie Jacobs
Impact Consultant

Book a free discovery call to talk about how we can help with:

- Revenue Diversification
- Coaching and Walk-Beside Support
- Strategic Planning
- Business Planning
- Social Enterprise Development
- Impact Measurement
- Leadership and Governance Training
- Investment Readiness
- and more…!

www.thrivingnonprofits.ca

hello@thrivingnonprofits.ca

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Flexible financing across Canada

Community Futures

thrive IMPACT FUND

Propel Impact

UNIVERSITY OF CALGARY
UCeed Startup Investment Funds

SEF SOCIAL ENTERPRISE FUND

Vancity Community Foundation

Rental Protection Fund

Sacha

Tapestry COMMUNITY CAPITAL

JF

VERGE

Black Opportunity Fund

Bloom Local Food Fund
INVESTING IN SUSTAINABLE FOOD SYSTEMS

COMMUNITY FORWARD FUND

CCIF canadian co-operative investment fund

CWCF FCCT CANADIAN WORKER CO-OP FEDERATION FÉDÉRATION CANADIENNE DES COOPÉRATIVES DE TRAVAIL

Questions and discussion

THRIVING
NON-PROFITS

Learn more at:
www.thrivingnonprofits.ca

Get in touch: hello@thrivingnonprofits.ca

THRIVING NON-PROFITS

Financial Strength · Community Impact

Diversify your fundraising through CanadaHelps

Accept a wide-range of donation types with CanadaHelps tools:

- One-time donations
- Monthly recurring donations
- Securities donations
- P2P fundraising
- Events fundraising
- Manage offline donations

CanadaHelps

TQRCG

Book a Time with CanadaHelps' Team to discuss your fundraising

@CanadaHelps

charitylife@canadahelps.org