



WEBINAR:

Strengthening Nonprofits with Business Principles
Donald Summers, Altruist Partners

Overview of the Webinar:

- Introduce guest, Donald Summers, CEO at Altruist Partners
- Overview of the comparable growth in the nonprofit and business sectors
- Discussion of the overlap in nonprofit and business practices
- Outline of a nonprofit business plan that would satisfy due diligence
- Explanation of nonprofit revenue stream diversification
- Tips for using dashboards, scoreboards, and other accountability measures
- Q & A – Please enter your questions in the chat area throughout the webinar.

Introducing Donald Summers

Nonprofit Growth Acceleration Expert

- 20+ years of nonprofit capacity building
- Experience with higher ed and foundation development
- Harvard graduate, Ed. M. Leadership and Policy
- Service on nonprofit boards of directors and advisory boards
- Currently CEO at Altruist Partners, dedicated to helping nonprofits remove growth barriers and expand impact

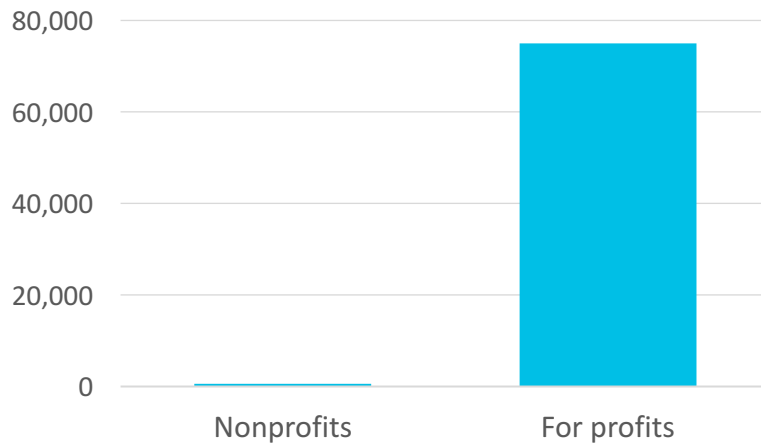


Donald Summers



Under-resourced changemakers face big problems. Yet capital and funding is plentiful.

Orgs with Growth > \$50M Since 1960



Massive Capital and Funding Market

Individuals:	\$350B
Corporations:	\$19B
Foundations:	\$60B
Gov't Grants:	\$370B
Fees & Contracts:	\$700B
Impact Capital:	<i>\$trillions</i>

- 10% of GDP
- 4% (Eds, meds, legacies) own 85%
- 1.5M C3s at \$500K



Nonprofit vs. Enterprise Norms

Nonprofit.

- Charity and philanthropy; solve immediate need; martyrdom
- Myths, assumptions and patterns that limit impact and scale
- Great people; critically important programs that *must* scale

Enterprise:

- Org designed to plan and execute complex activity to achieve specific, difficult goals.
- Norms around growth/performance/transparency/accountability.
- Large N (25k)/small percentage (>5%) of 501c orgs are Enterprise.



The Sector Evolves

1990s *“Virtuous Capital: What Foundations Can Learn from Venture Capitalists” (Harvard Business Review, 1997)*

- Business planning, due diligence, risk mgmt, performance measurement, relationship mgmt, investment strategy, exit strategy

2000s **Dot.com billionaires, Gates Foundation – business methodology, systemic change**

- Capacity Building Movement, McKinsey’s OCAT, “Theory of Change”

2010s **Early wins in nonprofit growth, rise of social enterprise**

- Gates, KIPP, City Year, Charity Water, Hewlett Nonprofit Marketplace Initiative
- 7th Gen, Patagonia, d.light, Tesla)

but...

“The nonprofit rules that govern money—and therefore business dynamics—are different from those in the for-profit sector, and they are largely unknown, even among nonprofits and their funders.” - Clara Miller, *The Looking Glass World of Nonprofit Money*, Nonprofit Quarterly, 6/12/17

In Running Like A Startup, Nonprofits Find Success

"How nonprofits think, their culture, and how they solve problems and use technology shouldn't be different because they're a nonprofit"

February 09, 2018

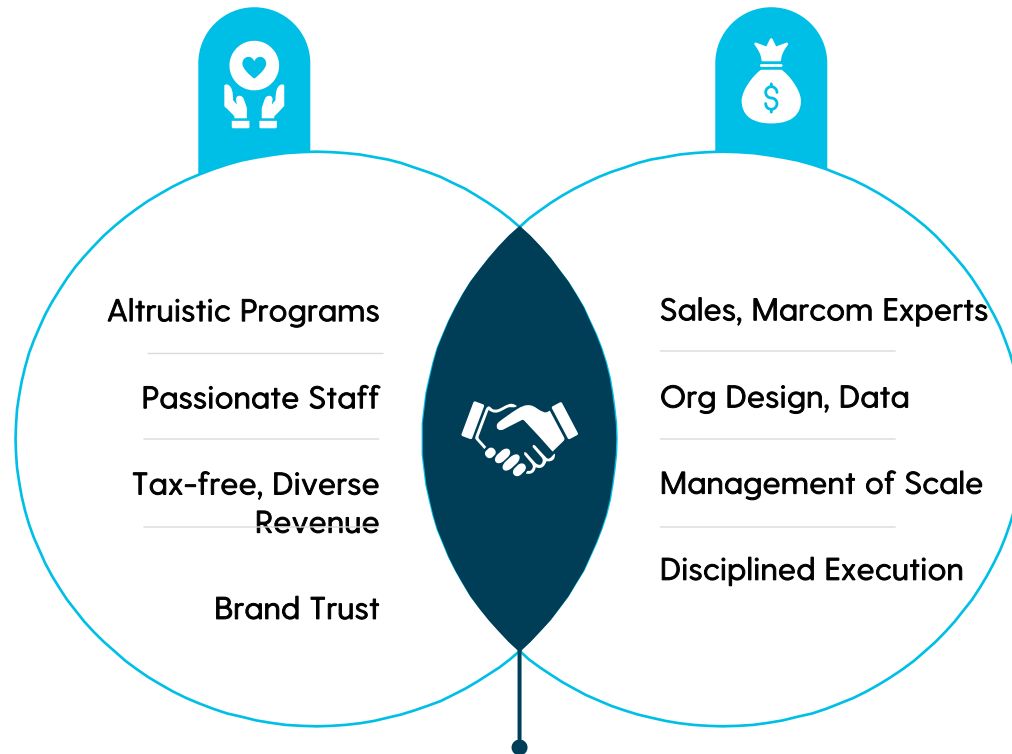


Mary Ann Azevedo

When [Y-Combinator](#) included a [nonprofit](#) in its 2013 batch of startups, it was a first for the accelerator. The hypothesis was that many newly funded nonprofits could benefit from the same techniques it used to help startups.

Since then, Mountain View, Calif.-based Y-Combinator [has funded](#) 25 nonprofit startups in diverse spaces including global health, poverty alleviation, democracy, and philanthropy itself. Nonprofits get \$100,000 of no-equity funding (in the form of a grant) and go through the standard YC program, participating side by side with for-profits. The

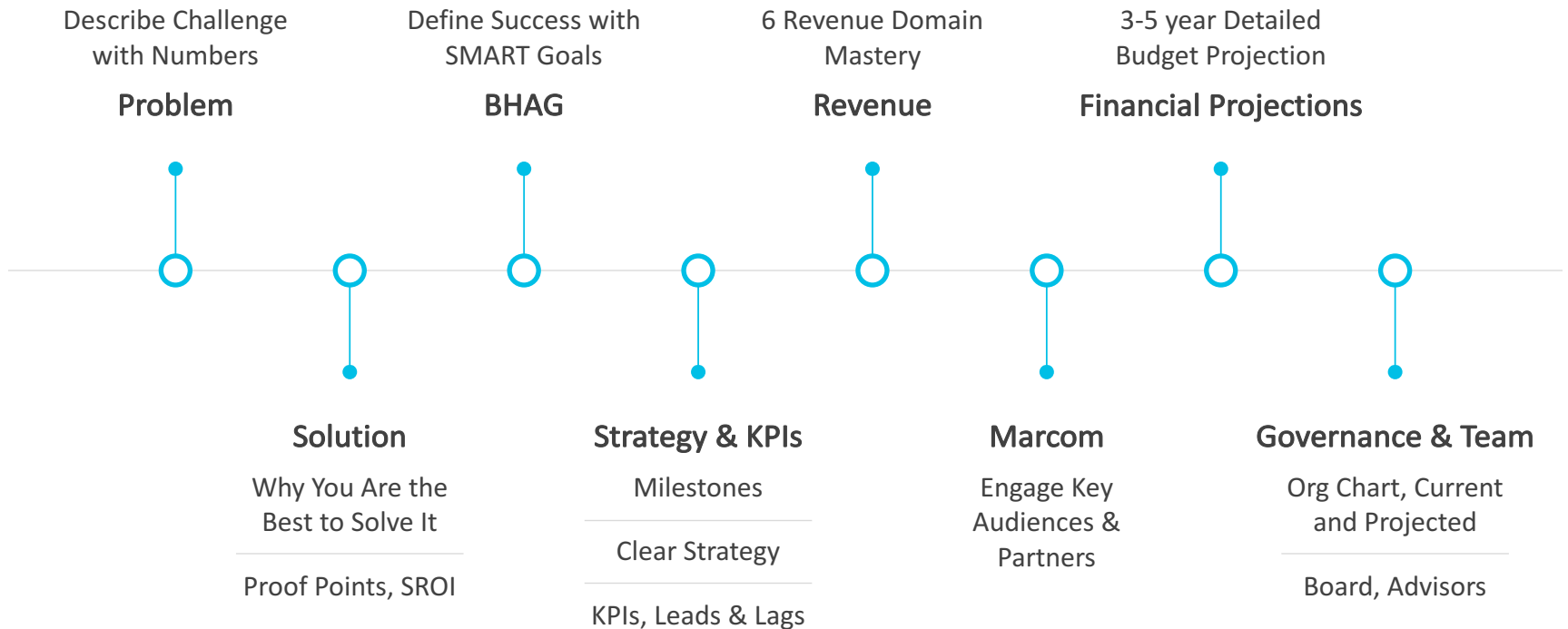
Solution: Cross-sector Best Practices



Scaling Altruism



Investment-grade Business Plans: *Can you pass due diligence?*



Finance Strategy & Execution

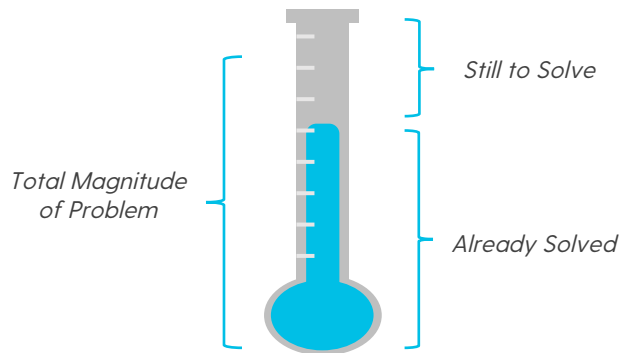
Success, Not Subsistence

Type	Segment	Goal	Prospects	Acquire	Engage	Solicit	Report	Staff	Ops	Budget	
Individuals	Major, Annual	LOW ROI (Survival)					HIGH ROI (Success)				
		Event/Mail Solicitation					Targeted Relationships				
Foundations	Grants, PRIs	Prioritize Grants					Outsource Grantwriting				
Corporations	Grants, Sponsorships	Corporate Grants					Corporate Partnerships				
Agencies	Local, State, Federal	Agency Dependency					Government Relationships				
Earned Income	Memberships, Consulting, Licensing, Services, Other	Marginal Earnings					Entrepreneurial				
Impact Capital	Individual, Institutional	No Due Diligence Prep					Investment Grade				

Executive Dashboards: Transparency, Accountability, Performance

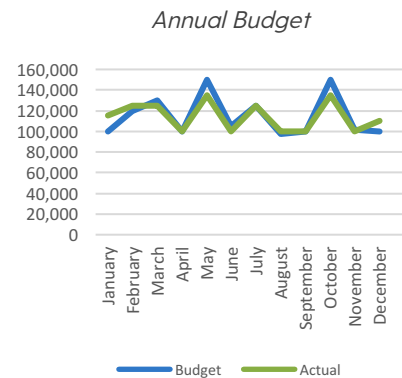
Quantity:

How Much of the Problem You Have Solved

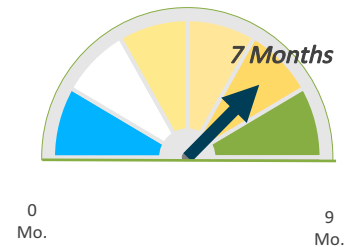


Finance:

Budget vs. Actual & Reserves

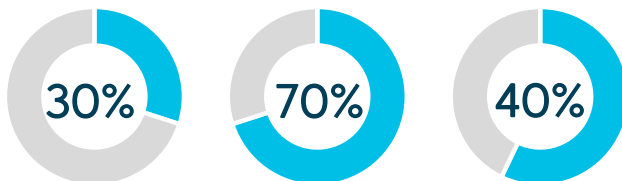


Cash on Hand



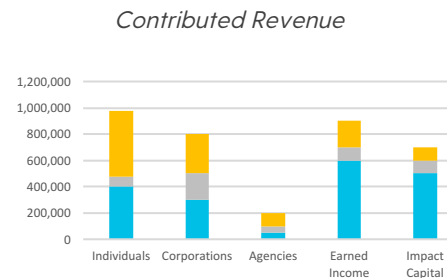
Quality:

KPIs from Business Plan



Revenue:

Pipeline & Contact Activity



Relationship Building Contacts

Contacts by IPOs



Contacts by Board



Coming Up Soon at Boardable

- Ask Coach Kim Donahue Your Nonprofit Governance Questions
 - April 11, 2pm ET
 - Submit your questions at registration or live during the webinar
 - Coach Kim answers everything from meeting best practices to recruiting new board members
 - Free webinar, space is limited



"Coach Kim" Donahue,
Boardable's Resident Nonprofit
Governance Expert

Registration link included in webinar replay.

Thank you for joining us!

Watch for a replay email soon.

Visit us at www.boardable.com

