



THRIVING NON-PROFITS

FINANCIAL STRENGTH | COMMUNITY IMPACT

PRESENTED BY  SCALD
COLLABORATIVE

The non-profit sector is under considerable strain to deliver programs and services that address communities' most challenging problems on a shoestring budget, but it doesn't have to be that way.

Thriving Non-Profits is a leadership training program created by non-profit leaders for non-profit leaders. The program helps your organization develop the mindset, culture, and strategies required to integrate new entrepreneurial approaches to achieve financial resilience and greater community impact.

LEARN MORE
thrivingnonprofits.ca 

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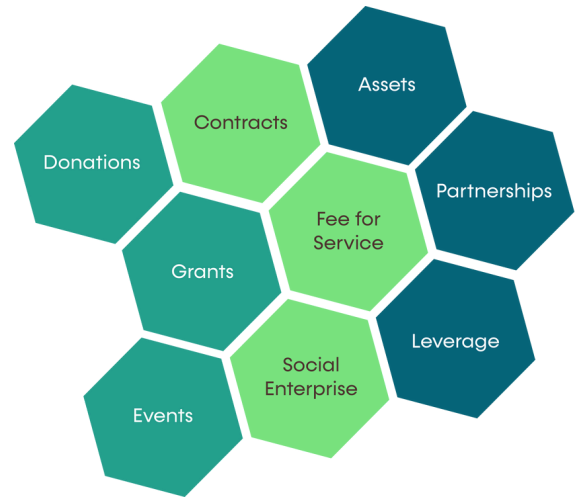
PROGRAM OVERVIEW

Thriving Non-Profits is a game-changing learning program that walks non-profit organizations through nine entrepreneurial revenue diversification strategies that can create greater financial stability, bring in new resources to support their programs and teams, and increase the impact they have in the community.

The learning content has been informed by the collective work of over 750 non-profit leaders, and each module in the program integrates the real-world experience of people who understand the complexities and challenges of the non-profit sector.

Participants graduate with a personalized revenue diversification action plan and a clear strategy for implementation.

Throughout the program, participants have the opportunity to learn alongside like-minded non-profit leaders and gain access to the Thriving Non-Profits Community: a place to share knowledge, find resources, attend live events, and get expert advice from experienced coaches and impact sector experts.



The program is available in two streams: a cohort model with set dates, and a self-paced version for individual learners. Both versions contain the same innovative learning, tools and resources required to create a revenue diversification action plan and implementation strategy.

COHORT

- 3 cohort intakes per year
- 20 organizations per cohort
- 3 participants per organization
- 5 months of synchronous learning
- Online learning and live virtual sessions
- 7 hours of tailored coaching
- Revenue Diversification Action Plan
- Access to the Thriving Non-Profits Community



SELF-PACED

- Enroll at any time
- Individuals learn at their own pace
- 12 months of access to the learning content
- Online asynchronous learning
- Revenue Diversification Action Plan
- Access to the Thriving Non-Profits Community
- Earn CFRE continuing education credits



94%

OF GRADUATING
ORGANIZATIONS
IMPLEMENTED
AT LEAST ONE
REVENUE
DIVERSIFICATION
STRATEGY



"Regardless of your organization's size, scope, length of time in operation, etc. Thriving Non-Profits is a MUST DO. It really should be a foundational program for every non-profit, particularly as the sector faces increased challenges with respect to funding and sustainability. It's a game changer."

- Alec Wheeler, Development & Partnerships Manager,
Alberta Farm Animal Care

WHO IS THE PROGRAM FOR?

Thriving Non-Profits is more than a program. It is a learning process designed for success, regardless of mission, impact, budget size, or region served. Non-profit leaders anywhere in the world can participate. Organizations from large urban centres, rural and remote communities, mainland, coastal, and multiple provinces have all participated.

Executive Directors, board members, and staff gain significant professional development toward building financial sustainability.

- ✓ You want to improve your organization's financial stability and increase your impact
- ✓ You want your organization to become more entrepreneurial and resilient to financial challenges
- ✓ You want to connect with and learn from like-minded non-profit leaders
- ✓ You are interested in being part of a culture shift from scarcity to abundance in the non-profit sector

"Through the Thriving Non-Profits program, I learned new ways to diversify revenue, which helped me develop a strategy for partnering with corporations. As a result of this strategy and the time I invested into relationships with corporations, one of our corporate partners increased their giving from \$50k to \$200k."

- Ayla Lefkowitz - Co-Executive Director, CANVAS Arts

WHAT YOU'LL LEARN

Explore nine entrepreneurial revenue strategies, from improving your existing revenue streams to unlocking new opportunities for earned revenue that can increase your financial sustainability and deepen your impact.

- Module 1** | **CULTURE OF MONEY**
Explore your current financial state, challenge your organization's limiting beliefs about money, and make the shift to abundance
- Module 2** | **ENTREPRENEURIAL APPROACH TO TRADITIONAL STRATEGIES**
Apply entrepreneurial thinking to traditional non-profit fundraising strategies: donations, grants, events, and contracts
- Module 3** | **FEE FOR SERVICE**
Learn how to charge fees without reducing accessibility. Explore fee for service models, pricing strategies, risk management, and managing change
- Module 4** | **SOCIAL ENTERPRISE**
Explore startup, growth, or acquisition opportunities. Take an adaptive thinking approach to social enterprise development
- Module 5** | **ASSETS**
Map your financial and physical assets, shift from underperforming to performing, and explore social purpose real estate as a strategy
- Module 6** | **PARTNERSHIPS**
Understand the value of your brand, find and build strong corporate and philanthropic partnerships, and craft a compelling value proposition
- Module 7** | **LEVERAGE**
Align your organization's employment practices, purchasing, banking, and investments to your mission
- Module 8** | **FINAL PRESENTATIONS AND NEXT STEPS**
Evaluate and choose your revenue strategies to create your personalized Revenue Diversification Action Plan

WHAT YOU'LL WALK AWAY WITH

-  Comprehensive insights into diverse, entrepreneurial revenue streams for your organization
-  Identified revenue diversification strategies and an action plan to move your organization towards financial resilience
-  New understanding of entrepreneurial approaches to create increased financial stability and community impact
-  A supportive community of peer organizations who are innovating, testing, and adopting new strategies

"Every organization should try this. We started with an annual revenue of \$150,000 and, using the revenue diversification action plan from Thriving Non-Profits, increased this to \$500,000 within just six months."

- Kyle Empringham,
Co-Founder, The
Starfish Canada



THE THRIVING NON-PROFITS COMMUNITY

During the program, you get access to the Thriving Non-Profits Community - a unique online space like no other. The Community encourages continued learning both during and after the program. It is a place to connect with like-minded non-profit leaders who are integrating financially sustainable growth, find and share resources, attend live events, and get expert advice from experienced impact sector experts.

After the program, you can choose to stay in the Thriving Non-Profits Community.



COACHING:

In the cohort model, Thriving Non-Profits coaches walk beside you. Whatever plans you are making or challenges you are facing, program coaches are there to talk things through, challenge your thinking, and offer expert advice and guidance. You can choose to engage with your coach after the program is completed.

Coaching in the self-paced model is also an option. It is easy, affordable, and accessible to book.

Even if you are still deciding on what program is best for you, you can engage a coach at any time through the Thriving Non-Profits website.

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