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CIL-NET · SILC-NET

Resource Development for CILs: Opening the Floodgates to Sustainability

February 11, 2015

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Warm-up Question

- When you think of sustainability, what single word comes to mind?
- Type your one word answer in the chat box.

Resource Development

CIL Standard 7:

Resource Development Activities—The center shall conduct resource development activities to obtain funding from sources other than Chapter 1 of Title VII of the Act.

Compliance indicator 6—Resource development activities—The center shall provide evidence in its most recent annual performance report that it has conducted resource development activities within the period covered by the performance report to obtain funding from sources other than Chapter 1 of Title VII of the Act.

29 U.S.C. 796f-4

More Resources

More Mission

Less Stress

More Flexibility

...

and meet the requirements!

Challenges

- Revenue streams shrink
- Competition
 - 1.7 North American nonprofits
 - Growth of about 50,000 per year
- Lack of “cute”

Understand Revenue Opportunities

- 21 years advising nonprofits
- Always: increasing income to increase mission
- 1,000+ interactions
- Hundreds of articles and books
- Most recent: *7 Nonprofit Income Streams*

Good news...

Lots of options with potential

Bad news: **You** make decisions and act. No one can promise you “do this” and 60+ percent of time you’ll grow resources.

Today:

1. Understand the streams—why people give nonprofit \$.
2. Decisions involved.
3. Affirm it can be done. Affirm you can do it.

Q: Why is this so challenging?

A: Messy and Complex



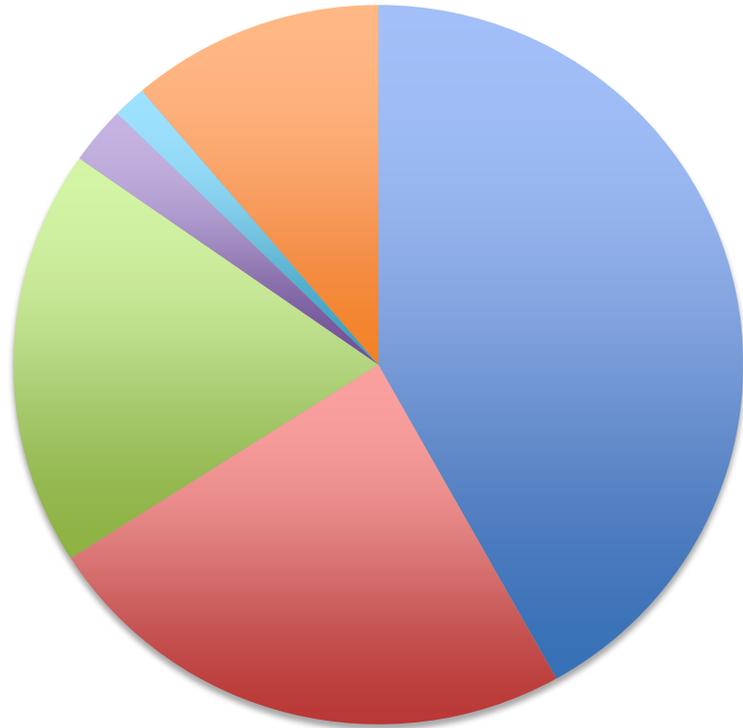
Answer #2: Seven Streams

- Who spends the \$ and why
- From high to low for industry
- Two major ways—earn or donated

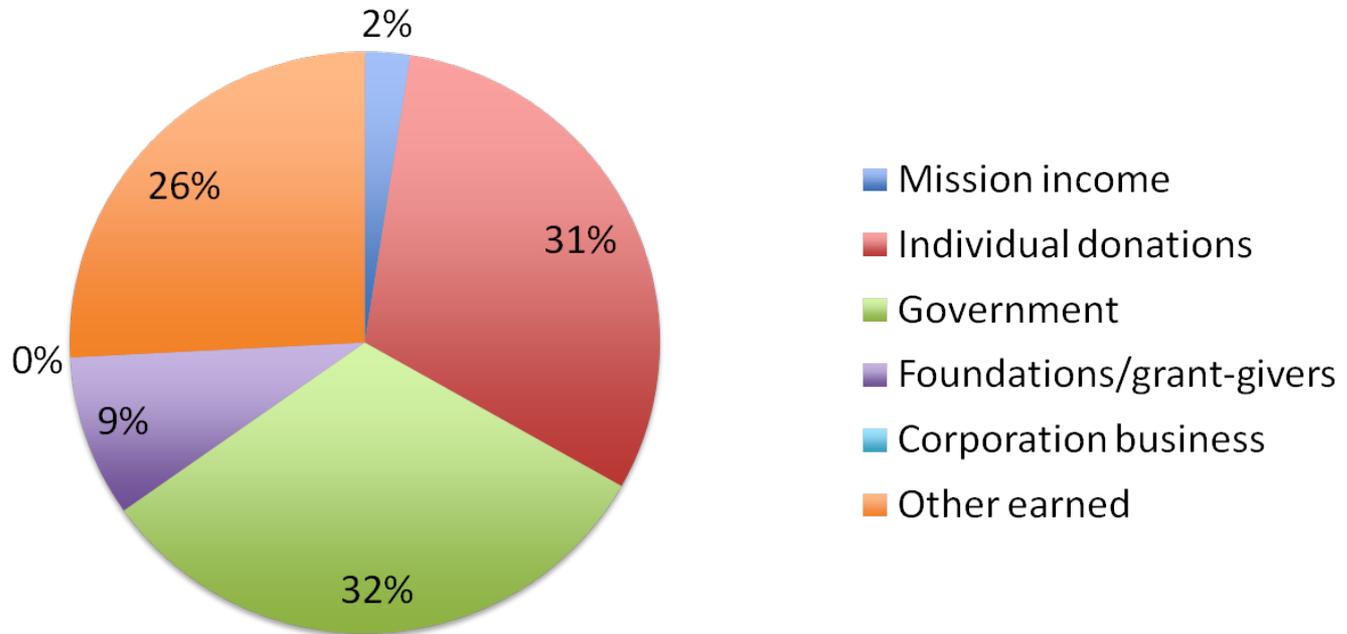
Poll A: Which cash source is largest for the nonprofit sector?

Choices

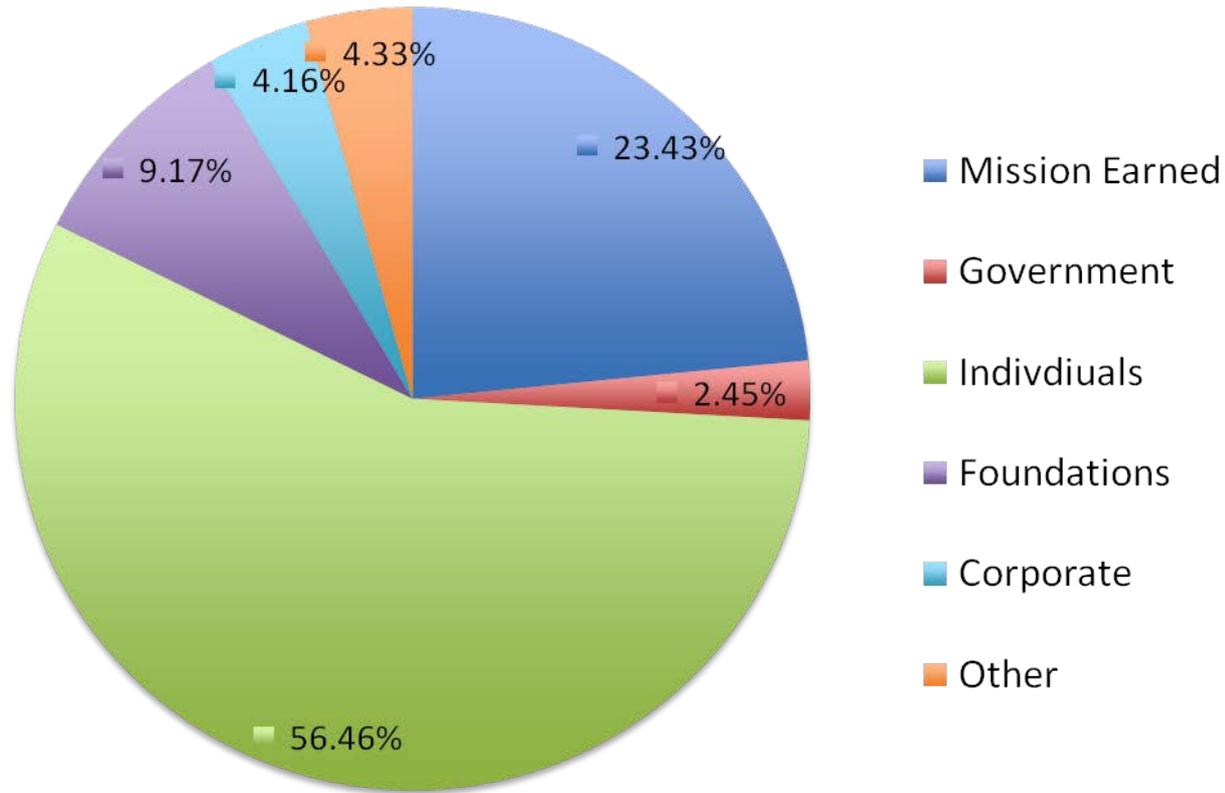
1. Foundations & Grants
2. Government
3. Individuals
4. Earned Revenue, or Fee for Service
5. Unrelated Earned, not related to mission
6. Corporate



Social Service Example



Botanical Garden Example



Questions?

Stream #1—Mission Earned Revenue

- Nonprofit sells a product or service to an individual or group that moves the nonprofit's mission forward.

Stream #1 Mission Revenue

1. Sign language interpreter referral
2. Adapted Driver Training
3. ADA compliant services for businesses

–Other Resource: Managing Fees for Service in
CILs—overlaps with government funded (stream
#3)

Opportunities May Be Major...

Habitat for Humanity



Or minor...

Bok Tower Gardens Lake Wales, Florida



Tweaks might be amazing! Pinewood Estate

Two changes
and
\$1,000 in expenses
yielded...

Stream #2 Individuals

CIL EXAMPLES

- Bridging the Gap Walk
- Donations from board or staff
- Annual appeal letters
- Dining in the Dark

Individual Donations

“People dumping ice water on their heads for a cause have helped raise over \$100 million for amyotrophic lateral sclerosis (ALS)...”

Sept. 2014

Stream #2—Individuals

- Fundraising
- Contribution
- Philanthropy
- Annual appeal
- Telephone solicitation
- Major gift
- Planned gift
- A-thons
- Bequests
- Special events
- CRAT, CRUTS, etc.
- Online giving
- Lead gift
- Match
- Deferred gift
- Endowment
- Mail campaign
- End-of-year-gift
- Memberships (sometimes)

Poll B

What percent of your BOARD makes a cash contribution to your nonprofit every year?

1. 90-100
2. 75-89
3. 50-74
4. less than 50
5. don't know

Why Stream #2 Individuals?

Nonprofits help individuals to create meaningful change and to promote the welfare of others.

Why do people give to CILs?

- Type your one or two word answer in the chat box.

Stream #3 Government



Grants.gov information on
over 1,000 federal grant programs

Best Practices: Government

We study government websites and lists to review opportunities (and follow-up):

1. Once per month or more often
2. Once per quarter
3. Once per year
4. Never

Why Stream #3 Government

Nonprofit helps governments to achieve their goals.

Stream #4 Foundations and Grant Givers

Guess: Which of the following were started with foundation grants?

1. Public libraries
2. Sesame Street
3. White lines on highways
4. Yellow Fever vaccine
5. All of the above

Why Stream #4 Foundations & Grant Givers?



Nonprofits help foundations, etc. to *directly* achieve their goals.

Stream #5: Corporate and Businesses



- Wal-Mart gives a truck (value: \$52,829) to nonprofit
- Wal-Mart receives a moving billboard associated with an important cause. . .

POLL D: Corporate and Business

We meet with potential corporate partners to explore partnerships and follow-up:

1. Once per month or more often
2. Once per quarter
3. Once per year
4. Never

Why Stream #5 Corporate and Business?

- Nonprofit helps businesses to achieve their goals, often marketing related.

Stream #6 Unrelated Income

CIL example:

- Catering and decorating service

Why Stream #6 Unrelated Income?

- To obtain goods or services
- No mission
- Profits (if any) stay in organization
- Tax consequences

Stream #7 In-kind

Clothes to Kids

“The only part of a CTK Wardrobe that we purchase is socks and underwear.

Everything else is donated!”

Why Stream #7 In-kind?

Some reasons:

- A. To help out
- B. To obtain a new home for their “gently” used items.
- C. To avoid full landfills

Poll E: I believe our CIL has potential to grow:

(check all that apply)

1. Foundations & Grants
2. Government
3. Individuals
4. Earned Revenue, or Fee for Service
5. Unrelated Earned, not related to mission
6. Corporate
7. In-kind

The 2nd Most Important Slide (What to do with this information)

1. Educate
2. Know
3. Decide
4. Focus
5. Expertise

Questions?

The Most Important Slide

6. Act to increase your resources.
7. Don't give up.
8. - 500. Repeat.

Wrap Up, Evaluation, and Contact Information

Please *click the link below* to complete your evaluation of this program: <http://www.surveygizmo.com/s3/1990802/Resource-Development-for-CILs-February-11-2015>

Contact:

Karen Eber Davis – (karen@kedconsult.com)

- Book: *7 Nonprofit Income Streams*
- 20 percent discount for next two weeks: *7income at CharityChannel Press*
- www.kedconsult.com
- Email Karen: for additional resources from this event.



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