NH Center for NONPROFITS

# Nonprofit Sustainability Institute

## Frequently Asked Questions

We are pleased that you are considering applying to participate in this exciting capacity-building project. Offered by the NH Center for Nonprofits with support from the Community Development Finance Authority, this program will engage nonprofit organizations in an interactive, high-level program. Please review the application checklist at the end of this document before starting the application.

## What is the Nonprofit Sustainability Institute?

The Nonprofit Sustainability Institute is an interactive program designed to help nonprofits better understand the relationship between their programs' impact and finances and provide a framework for decision making critical for any sustainable organization. Steve Zimmerman—nonprofit consultant and co-author of *The Sustainability Mindset*—will lead participating organizations through this process by facilitating a series of webinars and phone coaching sessions.

### Goals & Benefits of Participation

Program participants will:

- Develop a clear understanding of their dual bottom line – financial viability and mission impact
- Identify current challenges and opportunities facing their business models
- Define sustainability for their organization
- Outline key decisions needed to strengthen the organization's sustainability
- Have a clear process for demonstrating their dual bottom lines to board, staff, and stakeholders
- Understand critical programming decisions necessary to maximize financial and human resources and sustain their organization and its impact.
- Enhance professional development in financial literacy and organizational planning by learning new techniques and strategies

### Expectations and Commitment

Organizations applying to participate in this project will be expected to specify a team of comprised of 4 to 6 people, including both staff and board members, who will participate in the webinars and coaching calls. The team must include the Executive Director / CEO and at least one board member. One person on your team will be the point of contact for this program. They will receive all emails about the program and will be expected to share any relevant information with the rest of their team.

Preparing a matrix map for your organization requires using your own data. You will be guided through the steps with templates provided by the Institute for this process. Depending on the complexity of your financial information and number of programs, it can be an intensive process that will require you to complete work between sessions. Organizations should plan to spend up to 6 hours between sessions to gather and discuss the required data. However, that level of work will not be required between all sessions and coaching assistance is provided.

## Who Can Apply?

To be eligible, your organization must be a nonprofit organization serving New Hampshire, and your organization must demonstrate a minimum level of current financial reporting capacity. Participating organizations must have some paid staff; all-volunteer organizations will not be eligible.

## Selection Process

The selection committee will review applications to assess organizational readiness and fit for the program. The selection process may include follow-up conversations with applicants. Criteria that will be considered includes:

- Alignment between strategic goals and anticipated outcomes of the Institute.
- Ability to produce financial information / reports, separated by program and revenue source.
- Demonstrated commitment board / staff team to participate in the Institute and share knowledge / steward the process beyond of the Institute.

## Fees

Participating organizations will be responsible for a one-time fee which is due by August 30th.

| Membership Status | Fee |
|---|---|
| **Member** | $250 |
| **Not-yet-member** | $500 |

We can offer this program, which includes 16 hours of group webinars and one-on-one coaching calls, at such a low cost thanks to the support of our partners at Grappone Automotive Group, SilverTech, and Mascoma Bank through the Community Development Finance Authority's L5 Capacity Building Program.

## Application Timeline

| Date | Description |
|---|---|
| **June 30th** | Online application due. |
| **July 21st** | Organizations notified of whether they have been accepted. |
| **August 4th** | Accepted organizations must confirm their intent to participate. |
| **August 18th** | Payment due for participating organizations. |

## Project Schedule

| Date | Title |
|---|---|
| August 25th, 10:00 AM–12:00 PM | **Kick Off to Sustainability Webinar** |
| September 1st, 10:00 AM–12:00 PM | **Intended Impact & Defining Programs Webinar** |
| September 7th through September 17th | **One-on-one Coaching** |
| September 15th, 10:00 AM–12:00 PM | **Mission Impact Assessment Webinar** |
| October 1st through November 10th | **One-on-one Coaching** |
| October 13th, 10:00 AM–12:00 PM | **Determining Profitability Webinar** |
| November 3rd, 10:00 AM–12:00 PM | **Revenue Analysis Webinar** |
| December 1st, 10:00 AM–12:00 PM | **Key Messages of the Matrix Map Webinar** |
| December 8th, 10:00 AM–12:00 PM | **Initial Priorities Webinar** |
| January 2nd through January 25th | **One-on-one Coaching** |
| January 26th, 10:00 AM–12:00 PM | **Peer Learning & Communicating with Stakeholders Webinar** |

## How to Apply

1. Assemble your team.
   Get your executive director / CEO, a board member, and up to 4 other board or staff members who are active in your financial and programmatic decision making to commit to participating. Make sure you review the Expectations / Commitment and Project Schedule sections of the FAQs with them.

2. Prepare for the application.
   Gather the necessary information and documents needed to complete the application (see the application checklist below).

3. Complete the online application.
   Complete the online application. Depending on your browser settings, you may be able stop the survey at any time and resume where you left off from the same computer.

The online application is due by June 30$^{th}$.

## Application Checklist

Use the checklist below to make sure you have all the information you'll need to complete the application.

☐ A list of the top 3 strategic goals for your organization.

☐ A list of the top 3 challenges facing your organization.

☐ A description (≤ 250 words or less) of how participating in the Nonprofit Sustainability Institute would help your organization achieve its goals.

☐ A description (≤ 250 words or less) of how you will ensure your organization's team of participants will be able to participate fully.

☐ A description of how your organization generates unrestricted revenue (i.e. individual donors, events, foundations, corporations, etc.).

☐ The name, title, and tenure with the organization for all members of your organization's team.

☐ The following additional documents, which you'll need to upload in order to complete your application:

- A list of your organization's programs
- A breakdown of your organization's funding by type
- Your latest audited or reviewed financial statement
- A financial report generated by your accounting system, separated by program / funding source.