



THRIVING NON-PROFITS

FINANCIAL STRENGTH | COMMUNITY IMPACT

PRESENTED BY **SCALE**
COLLABORATIVE

COHORT PROGRAM

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 AND APPLY

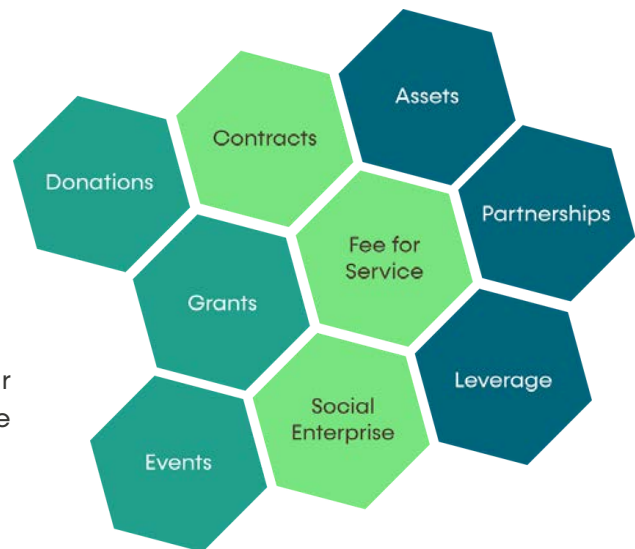
thrivingnonprofits.ca 

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PROGRAM OVERVIEW

Thriving Non-Profits is a leadership training program that helps non-profit leaders explore nine entrepreneurial revenue diversification strategies.

Your organization will participate in online learning, interactive webinar sessions, and expert coaching to create a revenue diversification action plan customized to your specific circumstances. Each learning module integrates the real-life experience of leaders who understand the complexities and challenges of the non-profit sector.



9 | REVENUE STRATEGIES

5 | MONTHS OF LEARNING

3 | PARTICIPANTS FROM YOUR ORGANIZATION
(Executive Director, senior staff & Board member)

20 | ORGANIZATIONS PER COHORT

7 | HOURS OF EXPERT COACHING





1 | ACTION PLAN FOR REVENUE DIVERSIFICATION



WHO IS THE PROGRAM FOR?

Thriving Non-Profits' unique online delivery model allows organizations across Canada to participate. The program is for non-profits of all sizes, ideally with annual revenue of between \$500,000 and \$5 million; however, smaller and larger organizations have also participated successfully.

Executive Directors, board members, and senior staff members are invited to take part, providing significant professional development value for organizational teams.

-  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

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**
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

IMPACT OF THRIVING NON-PROFITS

25+ | COHORTS TO DATE

350+ | PARTICIPATING ORGANIZATIONS

Impact Focus of Participating Organizations

Accessibility & inclusion
Arts & culture
Brain injury
Childcare
Climate
Counselling
Economic development
Employment services
Environmental
Family support
Food access

Food security
Health & wellness
Healthy schools
Housing
Inclusive communities
Indigenous education & training
Indigenous child & family services
International services
Literacy
Marine pollution
Mental health

Newcomer services
Restorative justice
Senior services
Settlement services
Social services
Student services
Violence prevention
Volunteer services
Wildlife rehabilitation
Women empowerment
Youth services



"I would highly recommend the Thriving Non-Profits program. The education and learnings have been incredible, building on our foundations to date, and giving us the tools to move ahead, diversify and build stronger for the future."



- Jamie McCulloch, Executive Director, Rocky Mountain Adaptive

94%

OF GRADUATING ORGANIZATIONS IMPLEMENTED AT LEAST ONE REVENUE DIVERSIFICATION STRATEGY

Non-profit leaders know how important it is to diversify their revenue in the current funding landscape.

Thriving Non-Profits gives your organization the knowledge and tools to shift from scarcity to abundance by advancing revenue diversification strategies that build financial resilience and increase community impact.

"Every organization should try this. We started with 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

All participants in the program 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, find and share resources, attend live events, and get expert advice from experienced impact sector experts.



"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



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