



THRIVING NON-PROFITS

FINANCIAL STRENGTH | COMMUNITY IMPACT

PRESENTED BY  **SCALE**
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 participation of 1000s of 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

- 2 cohort intakes per year
- Up to 20 organizations per cohort
- 3 participants per organization
- 4 months of synchronous learning
- Online learning, live virtual sessions, interactive exercises
- 7 hours of tailored coaching
- 1 Revenue Diversification Action Plan
- Access to the Thriving Non-Profits Community forum



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 forum
- Support your career development in the non-profit sector



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 your organization's relationship with money and risk, and learn about nine revenue strategies you can attract or develop to increase financial resilience. From improving your existing revenue streams, to unlocking new opportunities for earned revenue like fee for service, asset development, and social enterprise.

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 FORUM

During the program, you get access to the Thriving Non-Profits Community forum, 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, and get expert advice from program coaches and impact sector experts.

After the program, you'll continue learning with ongoing access to live learning events, and a dedicated network of peer learners.



COACHING AND CONSULTING SUPPORT:

Thriving Non-Profits coaches and consultants walk beside you. Whatever you're hoping to create or challenges you are facing, our team is there to talk things through, challenge your thinking, and offer expert advice and guidance to help bring your plans to life.

During and after the program, you can access coaching and consulting support to bring your revenue diversification action plan to life. Let us know the support you need by booking a free discovery call through the Thriving Non-Profits website.

LEARN MORE
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