



# 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 AND APPLY**

[thrivingnonprofits.ca](http://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 take part 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

**8-16** ORGANIZATIONS PER COHORT

**4-5** MONTHS OF LEARNING

**7** HOURS OF EXPERT COACHING

**3** PARTICIPANTS FROM YOUR ORGANIZATION  
(Executive Director, senior staff & board member)

**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

# PROGRAM CURRICULUM

- Module **1** | **CULTURE OF MONEY**  
Explore your current financial state, challenge your organization's limiting beliefs 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**  
Explore fee for service models, pricing strategies, risk management, and managing change
- Module **4** | **SOCIAL ENTERPRISE**  
Explore your social enterprise readiness, startup or acquisition opportunities, growth strategies, governance, and legal structure
- 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 hiring, purchasing, banking, and investments to your mission and increase impact
- Module **8** | **FINAL PRESENTATIONS**  
Solidify your strategy and gain the wisdom of the collective by presenting to your program cohort

## 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



**"Where else do you find a 4-5 month program where you get this calibre of tools and connection with colleagues – it's unheard of."  
-Power To Be**

# IMPACT OF THRIVING NON-PROFITS

**14** | COHORTS TO DATE

**125+** | 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



**"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."**

**-The Starfish Canada**

**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 knowledge and tools to shift from scarcity to abundance by advancing revenue diversification strategies that build financial resilience and increase community impact.

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