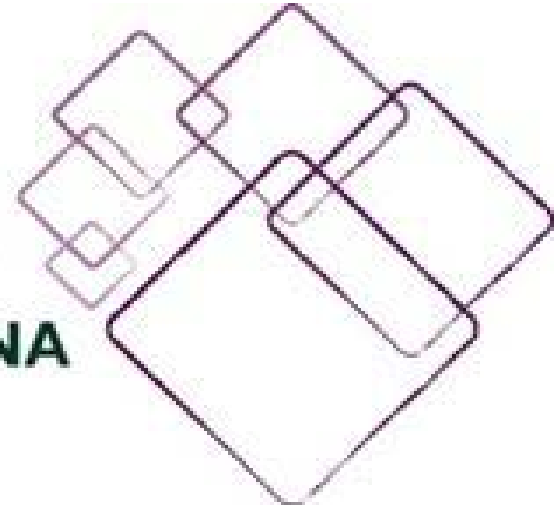


DISABILITY RIGHTS NORTH CAROLINA



Champions for Equality and Justice

Preparing for the Future

Traditional Strategic Planning

It starts with -

- Outreach – more training, better website
- Changing the World – more services, serving more people
- Employee Relations – hiring more staff, better higher compensation
higher salaries, better benefits, more support

In other words – doing more.

But these are different times

- ❑ We can't just talk about what we're going to do without talking about how to get the money.
- ❑ And, we can't talk about how to get money without talking about what we're going to do.
- ❑ And while growth is always our goal, first we must focus on

STAINABILITY



What is sustainability?

- ✓ Sustainability encompasses both *financial sustainability* (the ability to generate resources to meet the needs of the present without compromising the future) and *programmatic sustainability* (the ability to develop, mature, and cycle out programs to be responsive to constituencies over time).
- ✓ **Sustainability is an orientation, not a destination.** Sometimes the phrase "sustainable business model" sounds as if it refers to a place that, once reached, will allow the organization to generate financial resources on an ongoing basis while the board and staff sit back, relax, and watch it happen.



In practice, achieving sustained financial stability and mission impact means having leaders make major decisions while holding both objectives -- as well as their deep interconnectedness -- front and center at all times.

Business Model Statement

Although every nonprofit has a mission statement that defines the organization's core purpose and work, many are unaware of its useful companion, the business model statement: a brief summary that spells out the organization's economic drivers.

Disability Rights NC's Mission Is.....

To protect the legal rights of people with disabilities through individual and systems advocacy.

So What is a Business Model?

- Like a mission statement, a business model statement acts as a touchstone: a reminder and a guide for the organization's focus and strategies.
- It is an internal guide to making decisions.

What is Disability Rights NC's Business Model?

To date our unofficial business model has been to rely on our federal dollars and try to raise some other money.

How do we need to change to sustain our program capacity?

Questions to Consider

- Is it 'safe' to rely on federal dollars?
- How long will our reserves last?
- How quickly would we be able to recover from a 10% reduction in our federally funding and sustain our capacity? 25%?

What do we have to do to shift from reliance on federal dollars?

- ✓ Stay true to our mission
- ✓ Build on our strengths
- ✓ Prepare for the future without compromising our present