

# FINANCIAL SUSTAINABILITY

To be a successful non-government organisation (NGO) within the multicultural sector an organisation needs to acknowledge the importance of strategic, business and operational planning. Here are some valuable steps to consider when working towards becoming and maintaining NGO financial sustainability strategies.



## MAJOR STEPS

- Research business planning models
- Implement a business plan that aligns with your organisations core values & strategic plan
- Brainstorm fundraising strategies & options
- Implement viable alternative sources of revenue
- Develop a business plan
- Regularly update the business plan & other plans according to organisational change & needs
- Aim to be financial viable

## DEVELOP A PLAN

- Instill a cost-saving, fundraising culture
- Implement realistic goals & time-frames that align with your core values & strategic goals
- Brainstorm fundraising options that align with your brand & core values
- Schedule Annual Calendar of Events including regular fundraising events
- Eliminate loss-making events & projects
- Maximise resources & provide all supporting resources to ensure goals can be achieved
- Seek input from & schedule consultation with all stakeholders
- Schedule digital engagement with target audience across social media platforms & website

## BUSINESS PLAN MODELS

- **The Standard Business Plan:** *an organisational summary, the products & services, target audience, strategy, milestones & goals, management team, financial forecasting & analysis*
- **The Lean Business Plan:** *short & long term goals, strategy, dates, deadlines, activities & cash flow. excludes summaries, descriptions & forecasting*
- **One-page Business Plan:** *is in summary form & highlights key information for external stakeholders*
- **Operational Plan:** *action based & aligns with strategy*
- **Strategic Plan:** *the organisation's strengths & weaknesses & how improvements will be implemented over an agreed time-frame usually 3, 5 or 10 years*

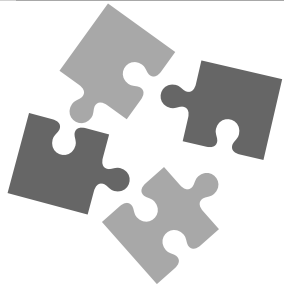
## FUNDING SOURCES

- Fundraising: Special Events, Merchandise
- Products & Programs
- Grants
- Donations
- Sponsorships
- Memberships
- Partnerships



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## WORKSHEET



WHAT ARE YOUR ORGANISATION'S FINANCIAL  
SUSTAINABILITY NEEDS?



WHAT PREPARATIONS WILL NEED TO BE TAKEN TO  
ACHIEVE FINANCIAL SUSTAINABILITY?



WHAT TOOLS DO YOU HAVE TO SUPPORT FINANCIAL VIABILITY?