

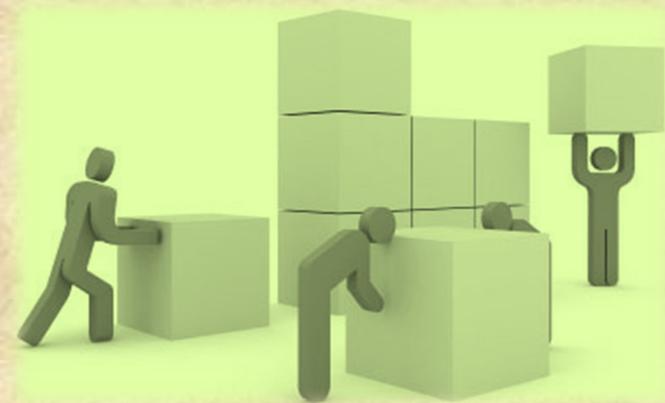
Building Blocks for an Effective Non-Profit

*7th Annual Homeless Summit
November 20, 2013*

Vanessa Perez, Civic Engagement Specialist
John Kunkel, Communications Director
Kim Carter, Executive Director

Purpose

- Demonstrate how to create an effective non-profit
- Developing a Strategic Plan
- How to increase your opportunity to receive grants and donations



The Foundation

Laying the Cement

- Corporate Structure
- Bylaws
- Policies
- Human Resources
- Financial management

Check, Check, Check

- 501 c3
- Articles of Incorporation
- Tax ID Number
- Mission, Vision, Core Values
- Employee Handbook
- Labor Law Posters
- Accounting System



Strategic Plan

Goals

Mission Driven

Short Term & Long Term

Developing Infrastructure

Board Development

Objectives

- Program Development
- Develop Timelines
- Job Descriptions, Roles and Responsibilities
- Office, computers, telephones, insurance, etc
- Create Brochures, facebook, twitter, and logo
- Solicit Champions for your cause to serve on board



FISCAL RESPONSIBILITY



CREDIBILITY

Outside Audits
Guide Star
Transparency

LEGITIMACY

Consistency
Connected
Endorsed

TRUSTWORTHINESS

Track Record
Stakeholder
Reputation

PROVE IT!

Evidence

CHECK LIST

Annual Audits
Listed with Charity Navigator
Website has 990 or audit available

Publicized in the media
Participate in Collaboratives
Support from Electeds, other agencies

Documenting successes
Civically Engaged
Does your work speak for itself

Evaluations demonstrate success



EVIDENCE BASED PROGRAMS



Program Evaluation

Surveys, pre/post test
process audits

Intended Outcomes

Results Based

Measureable Impacts

Evaluation Forms

Gender Responsiveness

Gender Focused

Doing What Works..



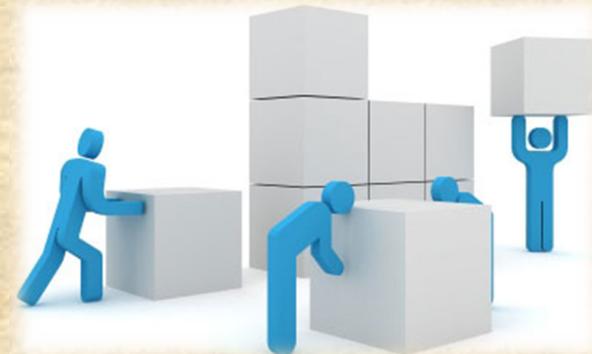
Evidence Based simply means that there is a model listed on National Registry of Evidence Based Programs...that you can replicate...

There is also Evidence Based Practices which simply means that you have incorporated practices with measurable positive outcomes



MARKETING

- Marketing Plan (**who, where, when, how, why**)
- Create a Tag Line
- Branding – what sets you apart from others
- Reach out to free news outlets (ads, etc)
- Create Fliers announcing your programs
- Get the Word Out



FUND DEVELOPMENT

Are you ready for funding?

Before you answer yes...you need check yourself

1. Is your agency ready to implement your programs (capacity)
 2. Do you have the accounting system in place?
 3. Do you have cash handling procedures?
 4. Do you have a bank account?
- If you answered Yes, Yes, Yes,.....then Yes

GRANTS

Research funders

What is the funders issue area ?

What geographic area does the funder target?

Who are they funding?

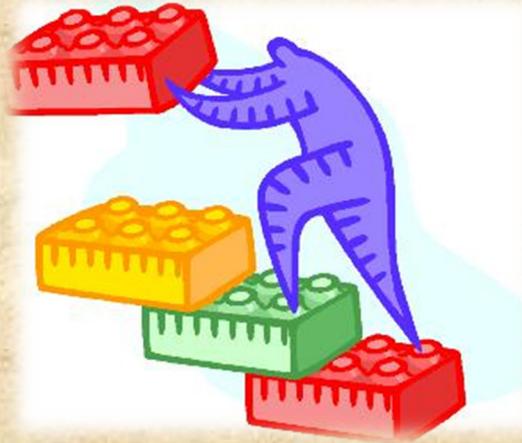
How are they funding?
(LOI'S, Concept paper, etc)

- Does your mission align?

Check List

- Pay close attention to due date
- Application process
- Questions on proposal
- Number of copies requested
- Font, word limits, binding, etc.
- Delivery method
- To who's attention will it be sent
- Are all attachments included





QUESTION & ANSWER

