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Financial **Resilience**

Coaching Sessions

**Partner mapping &
revenue generation**

CCBI
YAMM Services

Please note that this presentation deck was originally created for a live and interactive virtual workshop, and has since been modified from it's original version to better suit being shared as a self-paced online resource.

Land Acknowledgement

Before we begin, we'd like to take a moment to acknowledge the territories from which we are joining in today.

CCBI is located on the unceded territory of the Kanien'kehá:ka Nation, in Tiohtià:ke, a place of gathering for many Nations including Huron/Wendat, Abenaki, and Anishinaabeg First Nations.

Yamm Services is in Tkaronto, on the traditional territory of Anishinaabeg, Wendake-Nionwentsio, Haudenosaunee, and Mississaugas of the Credit First Nations.

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Introductions

Developed by **Jack and Janine**, the session is designed to help organisations better understand partnership mapping and revenue generation.

Together, they bring complementary expertise in fundraising strategy and nonprofit financial management.

Q Session Developers

Janine



Jack



Goals & Guidelines



By the end of this session you should be able to...

- Identify low risk and accessible revenue streams in your current ecosystem to diversify sources of revenue;
- Create strategies to engage businesses, foundations, and community stakeholders/contributors.



Session guidelines:

- Bring your curiosity
- Explore and engage with questions and topics genuinely

Let's begin!



Are you
ready?

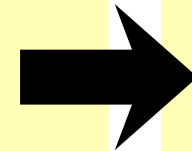
Where are you starting from?

1

What are some biases we have around generating money?

2

What are your current top 3 sources of revenue?



3

What are their risks and benefits?

Revenue Generation

Models and Examples

Model 1: CCBI

- 1 Service revenue: taxes, accounting, training, and coaching
 - 2 Membership fees
 - 3 Donations
 - 4 Grants
 - 5 Sponsorships
- 
- Accessibility Strategies:
- Sliding scale
 - Sponsored services

Model 2: Sabbara

- 1** Sales revenue: handcrafts products (markets and online)
- 2** Ticket Sales: art exhibitions and film screenings
- 3** Donations
- 4** Grants

Model 3: Newcomer Kitchen

- 1 The Social Franchise Model
- 2 Service Revenue: catering
- 3 Donations
- 4 Grants

Countless Options..

- 1** Space (venue) rentals, advertising space rentals, membership fees
- 2** Kits and Tools sales (ex: water testing kits, training kits)
- 3** Service revenues: offering advisory services, corporate trainings, online courses
- 4** Fees to support conferences and events

Key Considerations

The options that are right for you will align well with your organization's:

- 1** Mission, vision, objectives, and strategic plan
- 2** Partnerships and clients
- 3** Capacity and resources

Exploratory Questions

With these questions in mind, complete the Business Model Canvas:

1

Who are your current clients?
Who are your current partners?

2

What value can you offer your
clients/partners?

Business Model Canvas tool!

The *Business Model Canvas* can be downloaded on the resource page.

Key Resources <i>What resources will you need to run your activities? People, finance, access?</i>	Key Activities <i>What programme and non-programme activities will your organisation be carrying out?</i>	Type of Intervention <i>What is the format of your intervention? Is it a workshop? A service? A product?</i>	Segments Beneficiary	Value Proposition Social Value Proposition Impact Measures
Partners + Key Stakeholders <i>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</i>		Channels <i>How are you reaching your beneficiaries and customers?</i>	Customer <i>Who are the people or organisations that will pay to address this need?</i>	Customer Value Proposition <i>How will you show that you are creating social impact?</i>
Cost Structure <i>What are your biggest expenditure areas? How do they change as you scale up?</i>		Surplus <i>Where do you plan to invest your profits?</i>	Revenue <i>Break down your revenue sources by %</i>	

Tool Preview!
Full downloadable template & sample can be found on the resource page.

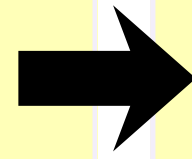
Inspired by The Business Model Canvas

Exploratory Questions

Now that you've completed your Business Model Canvas, you should be able to answer:

1

Who are your ideal partners (corporate, foundation, individual)?



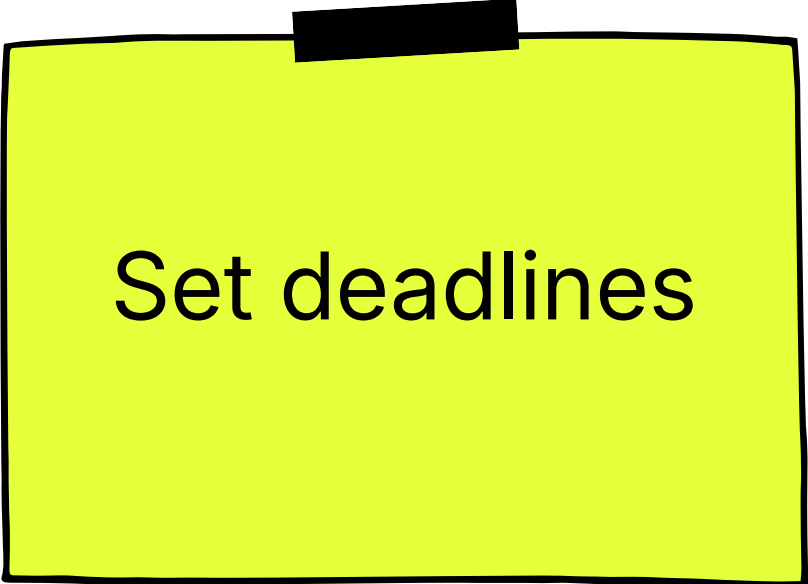
2

What makes them ideal? What are the benefits of the partnership for each of you?

Action planning & Next steps



Create
actionable,
measurable
next steps



Set deadlines



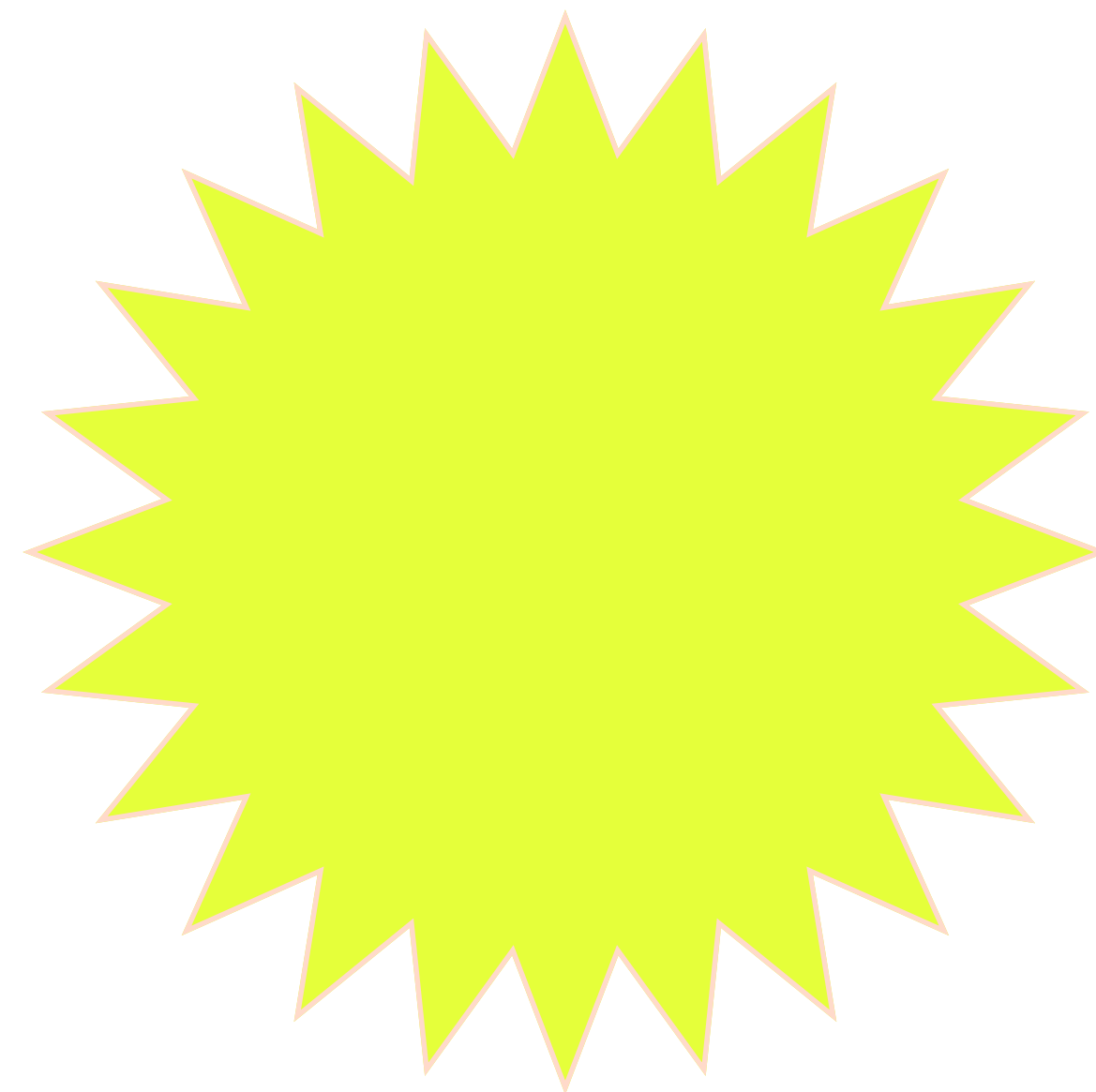
Set goals



Create an
accountability
plan

Thank you!

See other resources related to the Financial Resilience Learning Series by visiting the links on the resource page.



This Catapult Canada Coaching Session
was created by Community Capacity Building Initiative and YAMM Services Inc.