

Sustaining the Mission: Collaboration and Creative Strategies to Diversify Funding



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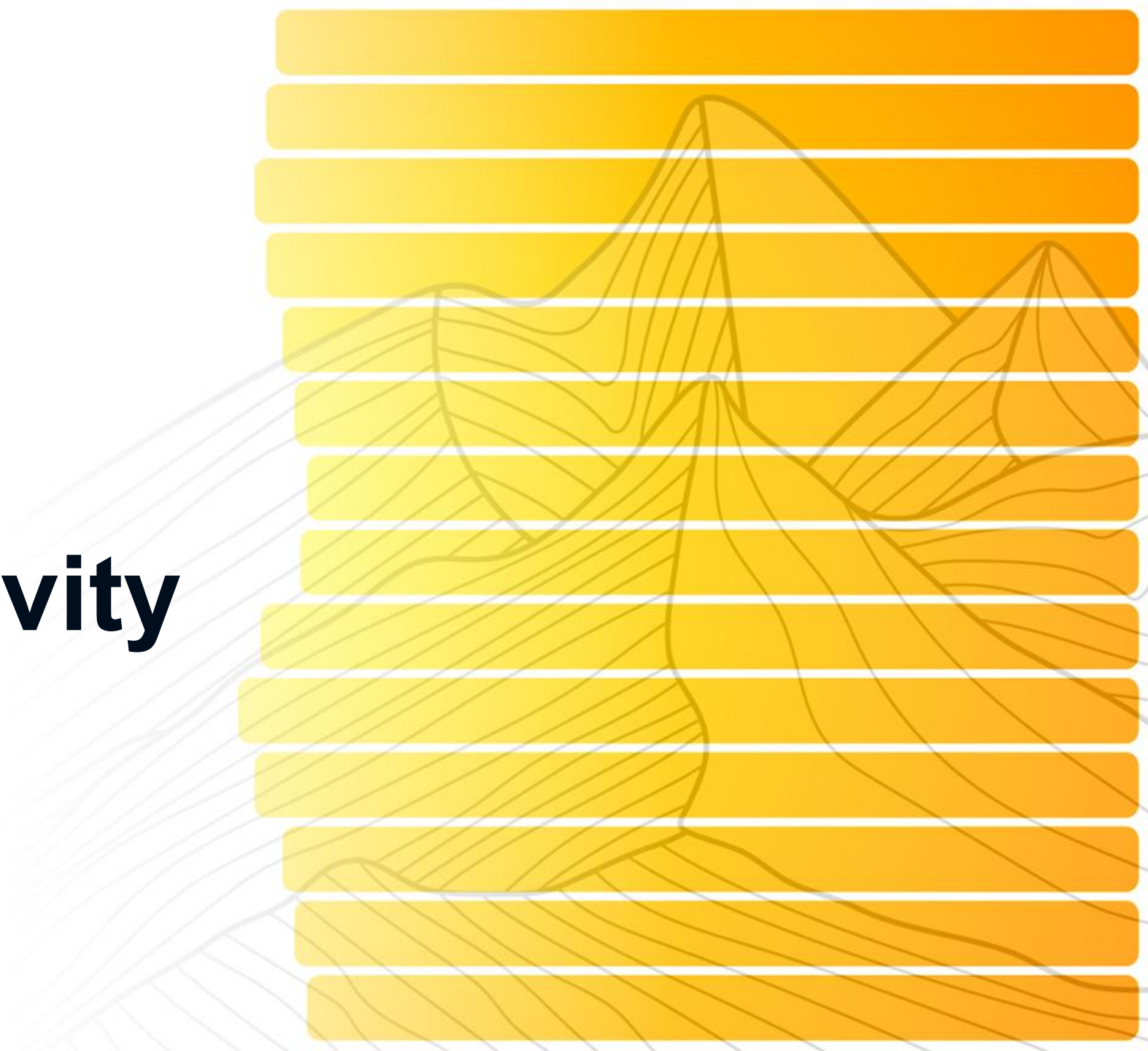
Session Objectives:

By the end of this session, participants will:

- Explore key revenue streams available to nonprofits.
- Learn practical strategies for diversifying fundraising portfolios.
- Assess their own organization's current revenue mix.
- Begin developing a plan to implement or strengthen diversified fundraising.



Welcome & Opening Activity





"What is your relationship to fundraising at your organization?"

Response Options:

- ☐ I lead or directly manage fundraising.
- ☐ I support fundraising (e.g., data, reporting, communications, events).
- ☐ I participate occasionally (e.g., program stories, meeting funders).
- ☐ I don't currently see myself as involved in fundraising.





- **Benefits of a Diverse Portfolio**
 - Financial stability and resilience
 - Greater innovation and flexibility
 - Broader community engagement
- **The SWOT as your Source**
 - Overview of a SWOT analysis and how it informs an organization's forward movement, collective thinking, and operational performance



Common Revenue Sources



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Small Group Discussion

Which of these streams are you leveraging well? Which are underdeveloped or untapped?

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Balancing Mission & Money: Mission Drift vs. Mission-Aligned Innovation

Key Questions:

- Will accepting this money impede our mission?
- Would the organization be embarrassed to have this support?
- Are we being used for an objective that is counter to our values?
- And does the donor expect us to provide them some benefit we're uncomfortable providing?



Tactics for Building a Diversified Portfolio

Practical strategies for expanding:

- Launching a corporate partnership program
- Building a major donor pipeline
- Adding a recurring giving program
- Grants calendar systems



Safe Steps Forward is a nonprofit organization dedicated to providing direct, on-the-ground support for individuals experiencing homelessness. Through mobile outreach teams, temporary shelter partnerships, and connection to critical services, they work to stabilize lives and help people transition into permanent housing. They have a robust volunteer program, receive in-kind donations from local organizations and have a Board that has a give/get initiative but usually only 70% of the Board actually participate. Annual budget is 4 million.

Current Funding Streams:

- **Annual Fundraising Event:**
 - Hosts one signature donor-facing event each year - an *Annual Community Lunch* highlighting client stories and program impact.
 - A few local corporations sponsor this event, but corporate support is relatively limited.
- **Individual Donors:**
 - Broad base of small-to-medium individual donors who give through online campaigns, mail appeals, and recurring donations.
 - Fundraising approaches for this audience include an annual year-end appeal.
- **Major Donors:**
 - Supported by a few key major donors who give \$10,000+ annually.
- **Corporate Support:**
 - A small number of corporations contribute, primarily through event sponsorship rather than year-round giving.
- **Foundation Grants:**
 - Receives 3–5 small-to-medium foundation grants per year that support general operations and specific program areas.

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Mini-Workshop: Diversify Your Fundraising Streams

Using the sample nonprofit on the previous slide, complete the following tasks:

1. Choose one new/underdeveloped revenue stream to focus on.
2. Establish one goal.
3. Determine three next steps.
4. Identify one internal barrier you can anticipate.



Key Takeaways & Reflection

Diversification is a long game—but it starts today.

Tools can be helpful, such as a grant calendar or donor stewardship plan.

Call to Action: Present a diversification mini-plan for your organization within 30 days.





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