

# Ways to attain sustainability

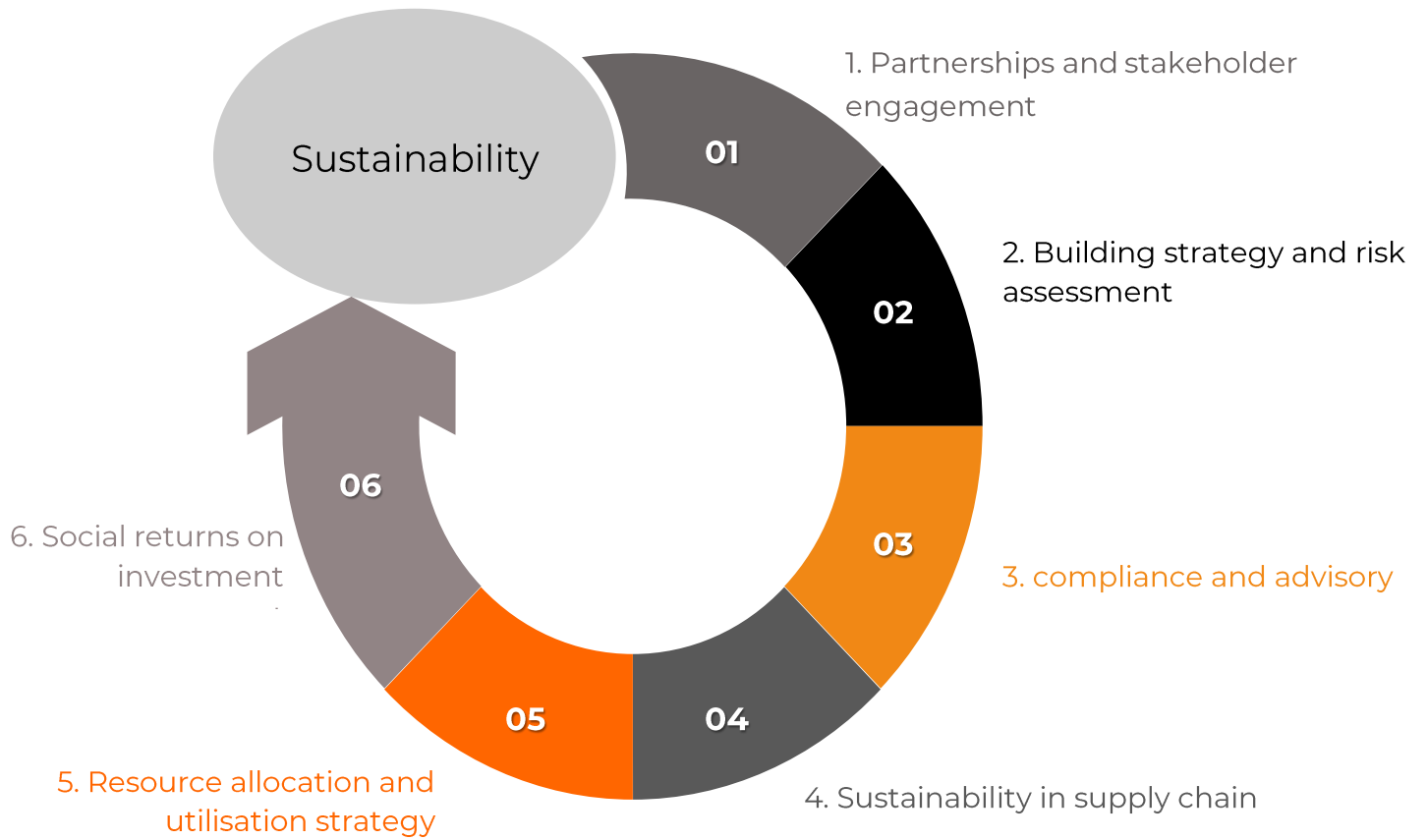
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Strategy and Sustainability



**toolbox INDIA Foundation**

## Ways to attain sustainability



## Strategy for sustainability

A non-profit is sustainable when organisation is able to sustain itself over the long term and raise enough funds to cover the cost of its programs and services.

This includes the concepts of financial sustainability, board management, leadership succession planning and strategic planning.

The four important verticals to focus to bring long term sustainability are as follows-



## Strategic

- Strategy helps in defining goals and provide right path for growth
- A strategic plan will ensure organisations have enough resources to survive
- Realistic vision and mission is the outcome of a good strategy plan
- Strategy will lay solutions to address issues or challenges to achieve its objective
- Clear and defined roles, fixed timelines for completing task will ensure efforts towards accomplishing long term goals
- Modify plan as per changes in external environment perpetuating its ability to fulfil its mission

## Program

- Market research for understanding competition and solutions available in market
- Bridge the gap between what is demanded by beneficiaries and what are the social requirements through program delivery to bring sustainability in services provided by the organisation
- Continuous monitoring and evaluation of program will give insights for improvement
- Act on feedback from participants and client
- Review of field work and team will help in finding solution to on ground challenges

## Personnel

- Continuous training of staff to increase their productivity and expertise
- Copy of vision, mission and strategy action plan should be available to all the staff to have clarity on programs and long term goals
- Ensure optimum resource utilisation for rendering services and each program
- Proper delegation of duties and effective supervision to ensure strict timeline is followed
- Transparency of work and maintaining proper database for each program and services to allow employees carry operations even if one team member is not available

## Financial

- Understand what it costs to deliver your non-profit's programs and services
- Develop an annual budget and highlight any deficits
- Set fundraising targets to adjust deficits
- Research is required to identify all likely sources of fundraising, donations and CSRs
- Keep track of expenditures and revenues accrued from different activities to address financial priorities and issues
- Identify opportunities/sources to make programs independent and sustainable
- Ensure timely review of financial and audit statements from board or governing body to look for any forthcoming issues
- Establish adequate reserves and do contingency planning

## Creating path for financial sustainability

A lot of NPOs face the following challenges while maintaining financial stability and sustainability in their organisation. A list of practices have been identified to address both long term and short term shortcomings in the business-

### **A. Raising funds**

Solutions-

1. Develop coherent fundraising plan
2. Use innovative fundraising techniques
3. Foster relationship with investors

### **B. Branding of organisation**

Solutions-

1. Develop and define the mission and vision of the organisation
2. Develop a marketing plan
3. Use social media platforms

### **C. Collaborating with other organisations**

Solutions-

1. Establish high-impact collaborations
2. Use partnerships to build capacity
3. Collaborate with established organisations to increase brand value

### **D. Presenting valuation and accountability of organisation**

Solution-

1. Showcase value through putting monitoring and evaluation process in place
2. Use annual reports to demonstrate accountability
3. Build transparent and communicative website

### **E. Efficient volunteering practices**

Solution-

1. Establish community board leadership
2. Establish and maintain system of skilled volunteers
3. Make use of volunteers for specific impact operations