

**Profit in the Non-Profit Sector:  
Organizations That Have Made it Work.**

*Some surprising results from those who have navigated the challenges and successes of creating income for their non-profit organization.*

Presented By Lorraine McCallum

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**TradeStorm '06 Conference:**

*Strategies & Tactics for Sustainability of Non-Profit Organizations*  
at the Rotman School of Management, University of Toronto

**Objectives for Session:**

1. Share information
2. Gather lessons learned
3. Help you to think about this in the context of your own organization

*Any extra money generated for a non-profit, especially unrestricted funds, is precious. It allows the organization to use it where it is most needed, including covering operating costs that donors are so resistant to covering.*

*The term profit here is used loosely. Different organizations use different terms: revenue, earned income, income generation. Essentially they are all ways to think outside the traditional donor model to bring money into the organization.*

**Case studies of four organizations that have succeeded in generating alternative income for themselves:**

Ten Thousand Villages

SEDI (Social and Enterprise Development Innovations)

All Aboard

The White Ribbon Campaign

- Each organization has taken quite a different approach to generating income, with varying degrees of risk involved.
- A close look at Ten Thousand Villages highlights more of the challenges that face a non-profit competing in the non-profit world. Getting more of an understanding of how they operate makes their success even more impressive.

❑ **Should non-profits be in the profit business?**

Thoughtful (and surprising) answers from those who succeed, and other experts.

- ❑ Outline of Key Risks (including brainstorming by participants)
- ❑ Outline of Key Lessons (including brainstorming by participants)
- ❑ Conclusions, and Suggestions for Moving Forward
- ❑ Resource List

*A complete report on this session is available by contacting  
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