> ## 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.*

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<u>Objectives for Session:</u>
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.

<u>Case studies of four organizations that have succeeded in generating alterative income for themselves:</u>
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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