



Finding Your Funding Model: A Practical Approach to Nonprofit Sustainability

Peter Kim, Gail Perreault, William Foster

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Developing a funding strategy that leads to financial sustainability is central to any nonprofit's ability to increase its impact. Yet understanding exactly how remains far from clear. Too often, reactive fundraising tactics or conventional wisdom, such as 'diversification is good,' substitute for thoughtful planning. Building on years of primary research and consulting experience with dozens of nonprofits, The Bridgespan Group has developed an approach to help organizations identify and develop funding models that can best position them to achieve programmatic aspirations. Finding Your Funding Model provides practical guidance for the steps required and the decisions and tradeoffs that will confront nonprofit leaders along the way.

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