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PAN-ATLANTIC UNIVERSITY



**LBS
Sustainability
Centre**

The Importance of Sustainability to Key Stakeholders



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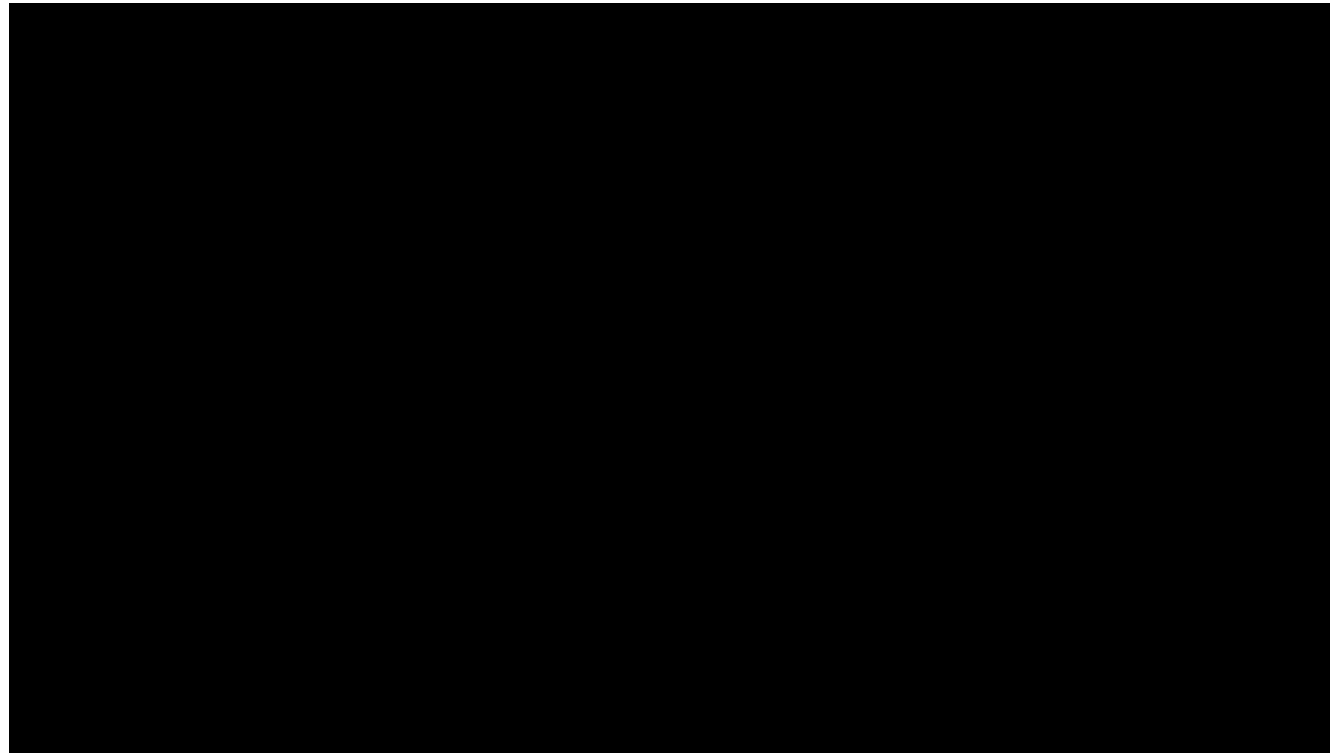
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Video –JAN Tyme



- **Introduction**
- **Why Nonprofits Matter?**
- **Why Nonprofit Sustainability is key to Stakeholders**
- **Getting Beyond Better: the Elements of Nonprofit Sustainability**
- **The JAN Story**
- **Wrap Up**



Why Nonprofits Matter



They are laboratories of experimentation providing solutions to age-old intractable public problems



They constitute a Platform where the interests and the claims of people can be expressed.



They are Hubs for Innovation



They fill Gaps, providing services that the government failed to provide.



They champion Inclusivity

Stakeholders and Nonprofit Sustainability

Nonprofit Stakeholders	Objectives	Why Nonprofit Sustainability is Important to them
Government	<ul style="list-style-type: none"> Providing social welfare, security of lives and property - according to the social contract. 	<ul style="list-style-type: none"> Nonprofits address the needs of a large chunk of excluded individuals that might otherwise suffer the full onslaught of hunger, unemployment, and other deficits in human development opportunities.
Community	<ul style="list-style-type: none"> Instrumentally, is the place where people's social welfare needs are met Securing human connections or Social capital, making voices to be heard 	<ul style="list-style-type: none"> Help address community needs for Social provision Promote citizens engagement- the process counts
Employees	<ul style="list-style-type: none"> Livelihoods -income They share in the mission of the organization: an opportunity to connect with life's meaning and purpose. 	<ul style="list-style-type: none"> Jobs/livelihoods in a growing sector Channels for purpose and drive= happy people
Grantors	<ul style="list-style-type: none"> Accountability Performance Impact/Results 	<ul style="list-style-type: none"> Resources maximization Demonstrable impact
Volunteers	<ul style="list-style-type: none"> They share in the mission of the organization. Opportunities for talent to span the artificial boundaries of sector 	<ul style="list-style-type: none"> Avenue for self-discovery Avenue to effect social change

Nonprofit Sustainability encompasses both



Financial Sustainability (the ability to generate resources to meet the needs of the present without compromising the future)



Programmatic Sustainability (the ability to develop, mature, and cycle out programs to be responsive to constituencies over time)

How can you analyze the long-term nature of your organization?

Answer: The Double bottom-line analysis matrix. This is important for strategy and decision making.

The Double Bottom Line



Success Factors for Nonprofit Sustainability

Strategy	Culture	Operations	People	Business model
Clarity of theory of change	The cohesiveness of overarching philosophy	Efficiency of operations	Attribute-skill recruitment balance	Diversity of revenue sources
Definition of Impact/result goals	Predominance of mission-oriented	Quality control systems	Job definition clarity across position	Board engagement in revenue development
Engagement of external stakeholders	Values in management	client - centricity of service delivery	Staff support systems	event-based fundraising contribution to revenue mix
Investment in revenue generation	Inclusiveness of decision – making	Training investment level	Volunteer management	
Formal Strategic plan	Change tolerance			



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Thank you

