

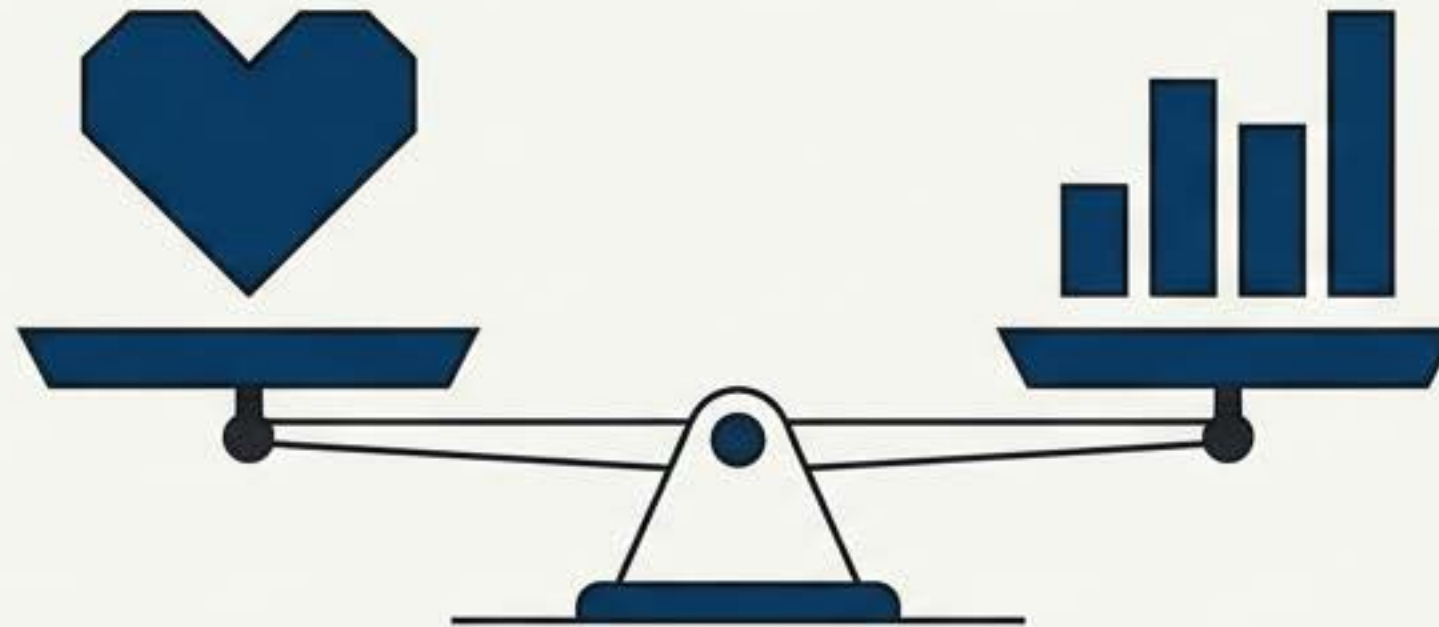
Strategic Financial Discipline

The Blueprint for Scaling Impact

From **\$720k** to **\$41M**: A KPI Framework for Organizational Health and Solvency.

Prepared for the Leadership of Impact Catalyst Group

Financial Health is the Fuel for Mission Delivery



“Profitability does not equal liquidity. Cash is survival.”

Pillar 1: Efficiency (Output)

Are we spending correctly?
Key Metrics: PER, FER

Pillar 2: Sustainability (Input)

Is our funding source healthy?
Key Metrics: DRR, AGS

Pillar 3: Resilience (Stability)

Can we survive shocks?
Key Metrics: ORR, RDI, Runway

Proving Devotion to the Mission



\$125k Program Spend / \$150k Total

Strategic Insight: A high PER secures large foundation grants. **Caution:** Do not under-invest in infrastructure (software, systems) just to inflate this number.

Pillar 1: Efficiency

The Cost of Buying a Dollar



Total Funds Raised

Fundraising Costs

Fundraising Efficiency Ratio (FER)

Are we spending correctly?
Key Metrics: FER

Fundraising Efficiency Benchmark



Excellent Case Study:
\$2.5M Raised / \$400k Cost = 6.25:1 Ratio

2030 Goal: Reduce donor outreach cost basis from 30% to 15%

Note: Individual donors cost ~25% to acquire but offer higher Lifetime Value (LTV)

The Engine of Sustainable Growth



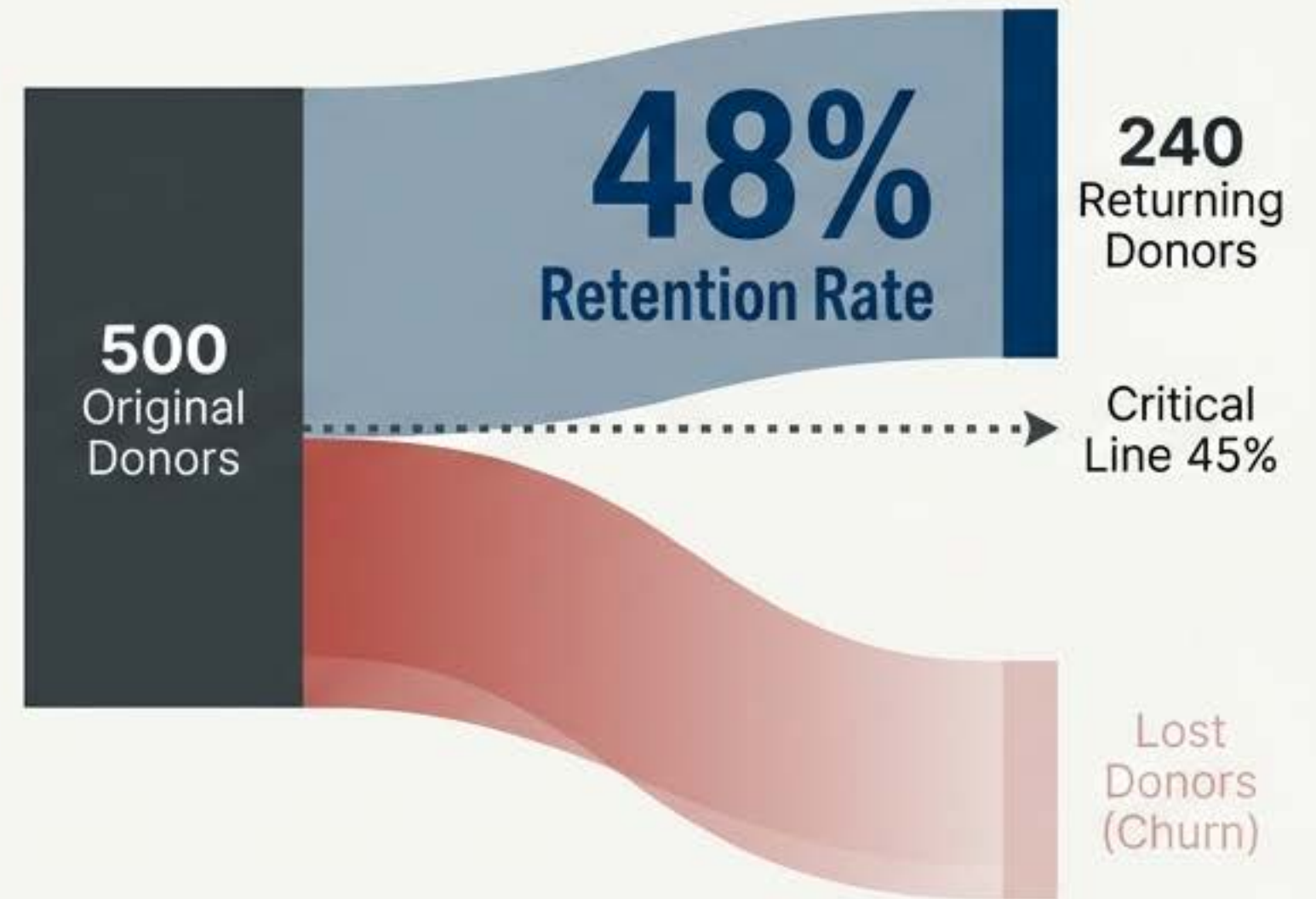
Returning Donors (Y1 & Y2)



Total Donors (Y1)



Donor Retention Rate (DRR)



Action: Retention is cheaper than acquisition. **Tactics:** Personalize thank-yous within 48 hours and convert 30% of first-time donors.

Measuring Donor Capacity & Wealth



Total Individual Donations

(÷)



Unique Donors

= **Average Gift Size (AGS)**

\$300

Average per Donor
(January Performance)

\$150,000 Total / 500 Donors



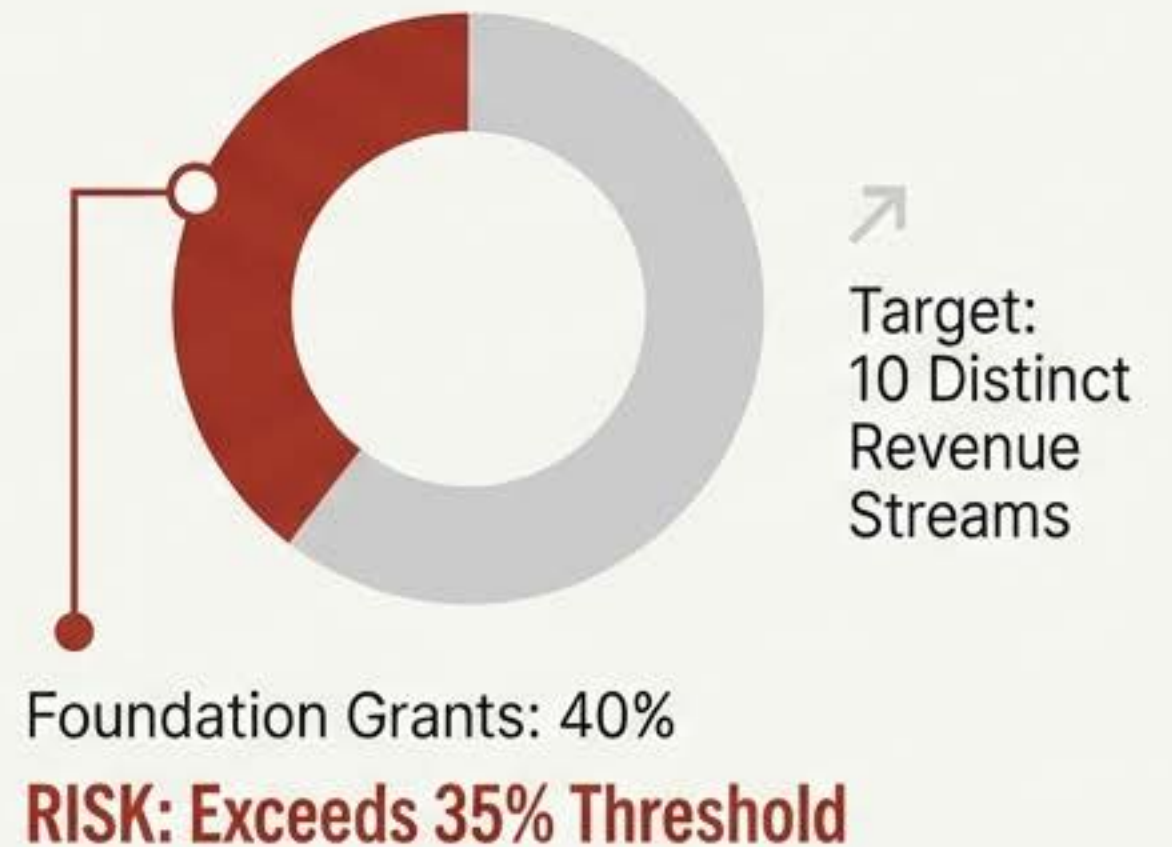
Strategic Note: Consistently low AGS indicates a need for wealth screening. Exclude large institutional grants from this metric to track individual pipeline health.

Pillar 3: Resilience

Managing Dependency Risk



Calculates concentration of funding sources to assess vulnerability.



Risk Mitigation: If a source hits 34%, pause major asks to that channel and pivot to earned income or corporate sponsorship to rebalance.

Pillar 3: Resilience

The Safety Net for Volatility



Liquid Assets
(Unrestricted)



Monthly
Expenses



**Operating
Reserve Ratio
(ORR)**

Danger Zone

Safety Target



0

3.0

6

Current Status: 3.0 Months
(\$600k / \$200k Burn)

Definition: Liquid Assets must exclude donor-restricted funds. Holding >6 months suggests inefficient capital deployment.

Survival Timing & The Cash Floor



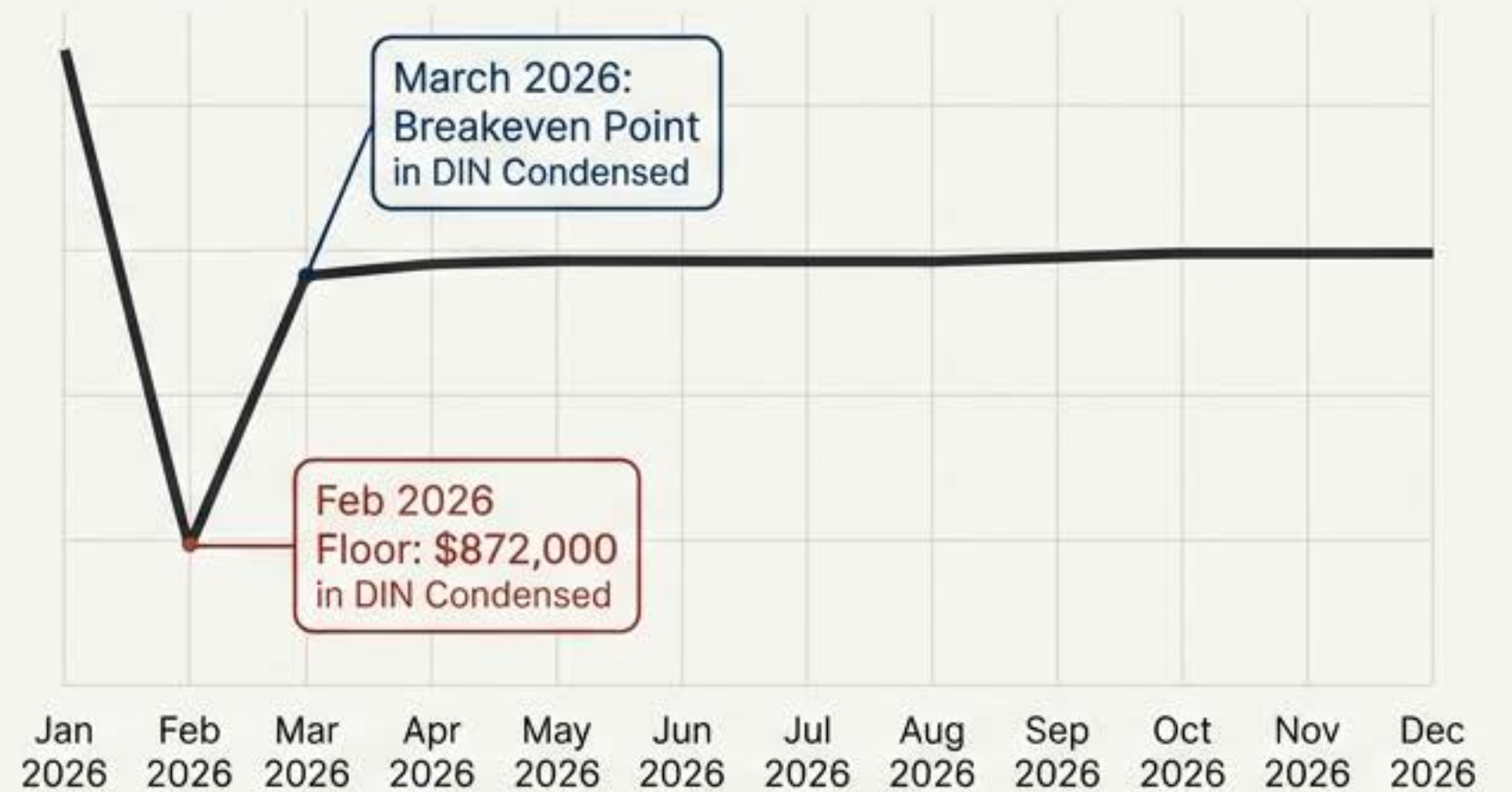
Total Cash

 \div 

Net Monthly Burn

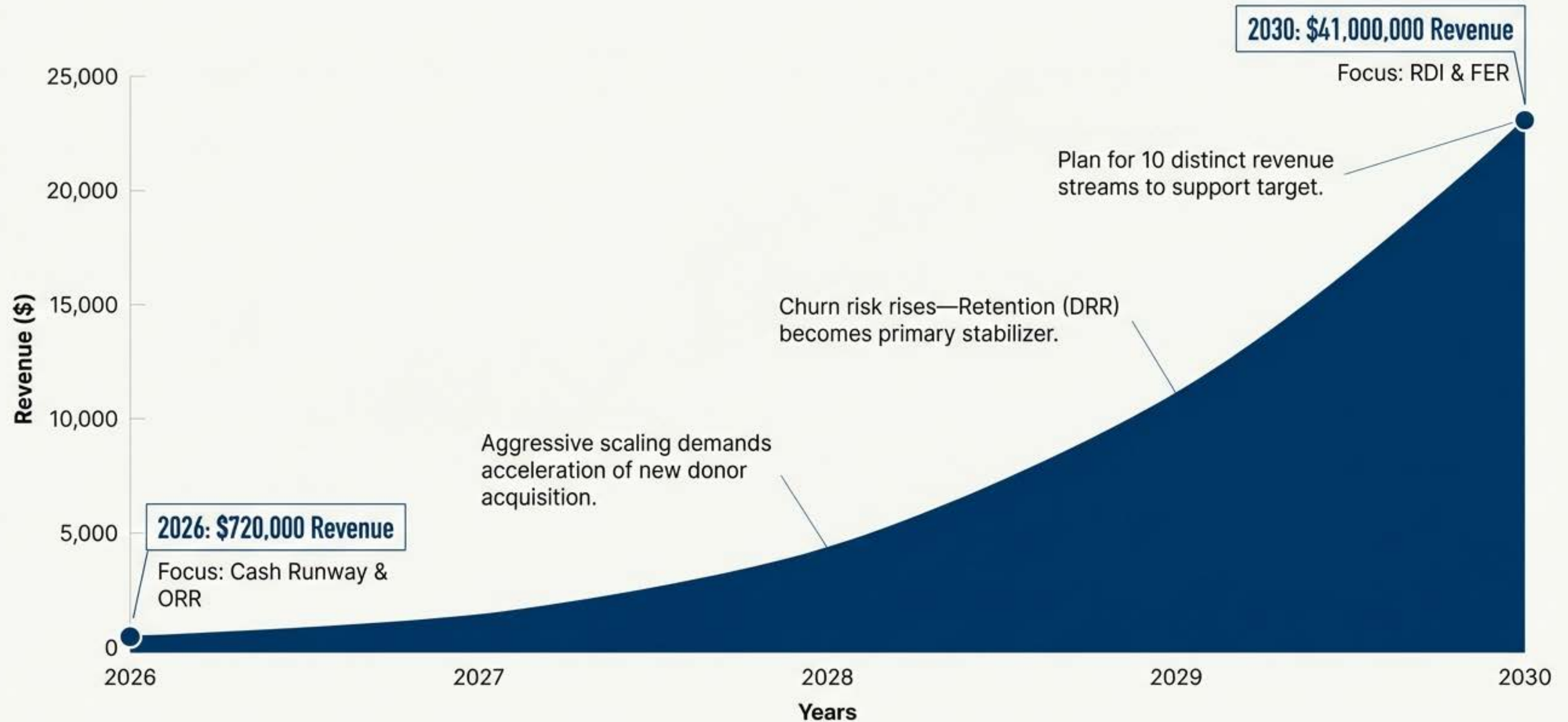
= **Cash Runway**

Cash Balance
Inter Regular



Warning: Breakeven isn't safety. Monitor weekly. Timing issues with grant payments can cause liquidity crises even when profitable.

The Trajectory: From Startup to Enterprise



Executive Governance Dashboard

PER

Target: 75%+

(Program / Total Exp)

FER

Target: 4:1

(Raised / Cost)

DRR

Target: >45%

(Returning / Total)

AGS

Target: Growth

(Donations / Donors)

ORR

Target: 3-6 Mo

(Liquid / Burn)

RDI

Target: <35%

(Source / Total)

Cash Runway

Floor: \$872k

(Cash / Net Burn)