

The background of the entire page is a photograph of string lights at night. Several incandescent bulbs are visible, some in sharp focus and others blurred in the background, creating a bokeh effect. The lights are warm and yellow, contrasting with the dark blue and black tones of the text overlays.

3 CASE STUDIES

Increasing Funding For Your Nonprofit

**How Future-Ready Nonprofits Are
Creating New Funding Streams**

NONPROFITS FOR THE FUTURE

Roadmap to New Funding Sources

How Are These Case Studies Different?

It's likely you've read tons of posts, reviewed countless case studies, and even sat through a few webinars on increasing funding for your nonprofit. What makes this different?

We take a new wave approach. Rather than having conversations about grants and donations, we look at nonprofits that took a "business for good" by generating their own funding through creative revenue sources.

This is a bit out of the box and against the grain. But bear with us. We will show you how these nonprofits used "business for good" tactics to not only create more reliable funding, but also deepened their impact.

Because of everything that is going on in the world, the stakes are high for nonprofits. It's time to start looking at new approaches to achieve your mission.



**APPROACH GOALS
THROUGH NEW
LENS**



**USE "BUSINESS FOR
GOOD" METHOD**



DEEPEN IMPACT

CASE STUDY 1

Mile High WorkShop



MILE
HIGH
WORK
SHOP

CASE STUDY 1

Mile High WorkShop

DENVER, CO // HOMELESSNESS // JOB TRAINING

MISSION

To create employment opportunities and provide job training for those seeking to rebuild from addictions, homelessness, and incarceration.

VISION

A more prosperous city where barriers to employment are eliminated and every member of the community is empowered with dignity through meaningful work.



CASE STUDY 1

Mile High WorkShop

DENVER, CO // HOMELESSNESS // JOB TRAINING

THE CHALLENGE



By and large, the public sector does not provide employment opportunities or training for those who have experienced homelessness, are in addiction recovery, or were previously incarcerated. Lack of stable employment can lead to a high rate of recidivism and cyclic homelessness.

ORGANIZATION BASICS



MHWS's lifeblood is its employees. They hire individuals from the communities they serve to fulfill orders. The 6-month training program provides 32 hours a week of paid work, on the job training, and professional development.



CASE STUDY 1

Mile High WorkShop

DENVER, CO // HOMELESSNESS // JOB TRAINING

ORGANIZATIONAL ASSETS



MHWS is a fully functioning manufacturing facility with equipment and manpower. Services can include woodworking, laser engraving, sewing, shipping and more. Their committed workforce is ready and able to meet deadlines and ensure quality control.

CREATING REVENUE



MHWS provides contract manufacturing services to small businesses that cannot afford their own production facilities. MHWS also produces its own products and conducts an online retail operation.



CASE STUDY 1

Mile High WorkShop

DENVER, CO // HOMELESSNESS // JOB TRAINING

STARTING WITH THE END IN MIND



Orders under 50
units: \$50/hr

Orders of 50+
units: \$30/hr

MHWS is unique. Rather than trying to create new revenue streams inside an already-existing organization, they identified the problem from the very start, and worked backwards.

They decided that the manufacturing sector was the best approach to creating the greatest number of jobs, preparing employees with both the hard and soft skills necessary for long term success.

EQUIPPING GRADUATES TO SECURE JOBS

Coming out of the 6-month training program, employees master soft skills, learn technical skills, and have a solid work history. This enables them to land permanent jobs.



CASE STUDY 2

Ocean Connectors



OCEAN
CONNECTORS



CASE STUDY 2

Ocean Connectors

SAN DIEGO, CA // EDUCATION // CONSERVATION

MISSION

To educate, inspire, and connect underserved youth in Pacific coastal communities through the study of migratory marine life.

VISION

To cultivate a future generation of passionate, globally-aware, and empowered coastal residents who take active steps to enjoy and protect ocean health.



CASE STUDY 2

Ocean Connectors

SAN DIEGO, CA // EDUCATION // CONSERVATION

ORGANIZATION BASICS



Ocean Connectors developed a marine conservation curriculum for coastal community schools, grades 4th-6th. They partner with 8 schools in National City, CA to engage students in hands-on environmental education. They work to connect the students to the marine life and teach students how to be good environmental stewards.

THE CHALLENGE



Ocean Connectors was offering the program in 8 out of 10 of the National City schools. However, the district didn't have the ability to support implementing the curriculum or funding for the eco field trips. Ocean Connectors couldn't count on grants or donations to fund existing classes or grow the program.

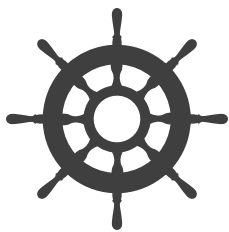


CASE STUDY 2

Ocean Connectors

SAN DIEGO, CA // EDUCATION // CONSERVATION

ORGANIZATIONAL ASSETS



Eco-friendly field trips for students around the San Diego region.



Existing partnerships with a whale watching company and wildlife refuge.



Marine conservation curriculum for students in coastal communities.

CREATING REVENUE

As Ocean Connectors continued to take their students on these engaging eco tours, they had community members request the opportunity to join. This evolved into offering eco-friendly whale watching, bird watching, and sea turtle kayaking tours to the public.



CASE STUDY 2

Ocean Connectors

SAN DIEGO, CA // EDUCATION // CONSERVATION

REVENUE THAT DEEPENS THE IMPACT



\$30.00 Adult
\$25.00 Child



\$40.00 Adult
\$32.00 Child



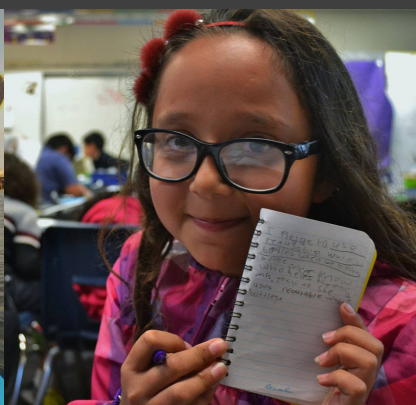
\$17.00 Adult
\$15.00 Child

Tourists and locals who go on these eco tours not only have an incredible experience, they leave the experience realizing the importance of reducing trash, taking care of the environment, and working to keep the oceans clean.

This helps achieve the overall vision of Ocean Connectors at a larger scale than just through the school programs.

SUPPORTING PROGRAMMING

After covering trip costs, all funds generated by the tours go directly back into the nonprofit to cover overhead costs and fund student trips.



CASE STUDY 3

Bikes Together



CASE STUDY 3

Bikes Together

DENVER, CO // COMMUNITY HEALTH // TRANSPORTATION

MISSION

Promote active and healthy living by increasing access to bicycles and promoting safe, bike-friendly environments.

VISION

Get people on bikes and keep them there. Foster bicycling as a viable means of transportation, and as a way to address wealth and health disparities. Empower individuals to take control of their transportation, health, and sense of community.



CASE STUDY 3

Bikes Together

DENVER, CO // COMMUNITY HEALTH // TRANSPORTATION

ORGANIZATION BASICS



Bikes Together creates multiple different free opportunities to acquire a bike, earn a bike, or maintain an existing bike. To date, they have given away over 3,700 bikes. The youth program gives away a bike, helmet, and bike lock to children ages 3-13. Ages 14 and up can earn a bike through volunteering. They provide a free volunteer-run bike workshop to teach the community how to maintain or fix their bike.

THE CHALLENGE



How to sustain continuously giving away bikes through the youth and earn a bike programs.



CASE STUDY 3

Bikes Together

DENVER, CO // COMMUNITY HEALTH // TRANSPORTATION

ORGANIZATIONAL ASSETS



Fully equipped bicycle workshop filled with used bike parts.



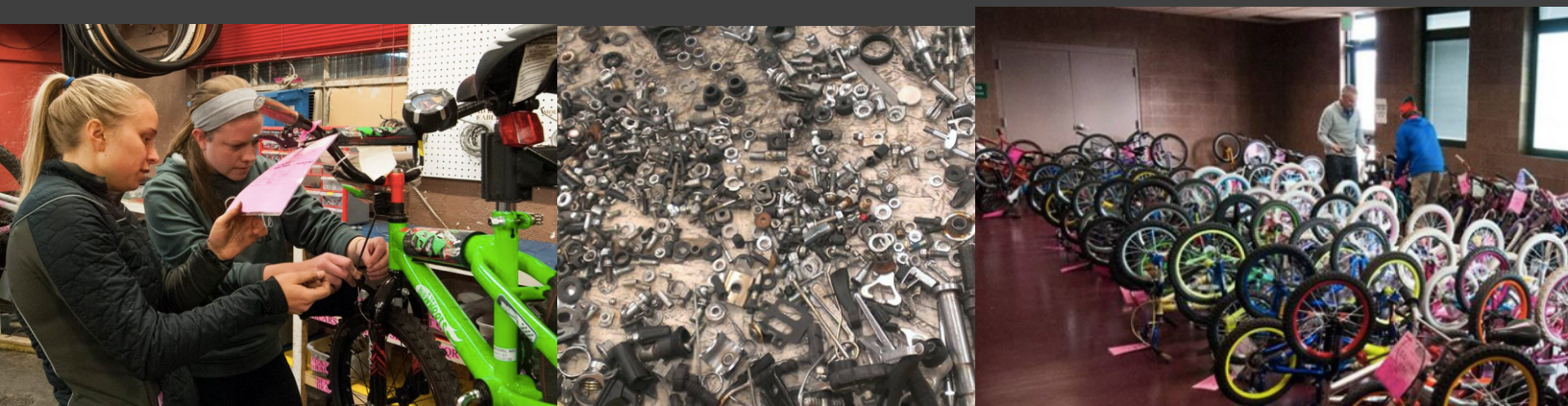
An engaged bike community with ability to work on bikes.



Supply of used bikes that need to be refurbished.

CREATING REVENUE

Bikes Together refurbishes adult bikes to sell at an affordable price. They sell both new and used bike parts in the workshop. Additionally, they created member benefits, including exclusive workshop days, and discounts.



CASE STUDY 3

Bikes Together

DENVER, CO // COMMUNITY HEALTH // TRANSPORTATION

REVENUE THAT DEEPENS THE IMPACT



\$250 - \$550
Refurbished
Adult Bikes

These services and products provide a more affordable option than designer shops. Different price points help build relationships with different communities.



\$75.00
Bike Tune Ups

All of their offerings and programs work to further their mission: more individuals biking. This increases community health and creates transportation alternatives.



\$40.00 Annual
Membership

SUPPORTING PROGRAMMING

Funds generated through the shop, bike sales, and membership fees all go back into supporting the various different programs. These include the youth bike program, earn a bike, bike rodeos, and classes.





TAKING THE NEXT STEP

Is Your Organization Ready to Start Exploring New Funding Streams?

If you've made it this far, you're hopefully gaining value from these case studies. All around the nation, organizations just like yours are using "business for good" tools to create funding streams for their nonprofit. We want to help you go from the idea phase to implementing new funding streams in your organization.

Join us in a FREE webinar to take the next step for your organization. Because the stakes are so high for nonprofits in today's world, we need to be considering every option to move your mission forward.

**FREE WEBINAR: How to Create
New Funding for Your Nonprofit**

SIGN UP NOW!



NONPROFITS FOR THE FUTURE

Roadmap to New Funding Sources