



Nonprofit Health Check Evaluation Report

Sample Organization



Organizational Overview

Build Stronger Children is a passionate advocate for early childhood development, operating for 10 impactful years. Through its transformative First Five Initiatives, the organization delivers essential resources and programs to foster healthy growth in young children. With 15 full-time employees and an annual budget between \$1-5 million, Build Stronger Children has a strong foundation for change and a clear vision to make an even greater difference in the lives of children and families.

Strengths

Program Effectiveness

Rated 4 out of 5 for program effectiveness, Build Stronger Children is confident in its ability to deliver measurable results that align with its mission. By employing both quantitative metrics and specific outcome data, the organization tracks its progress effectively, ensuring programs are making a tangible difference. This robust approach demonstrates a commitment to continuous improvement and mission alignment.

Financial Management

Build Stronger Children is positioned well financially, supported by:

- **Professional Financial Oversight:** Outsourcing financial management ensures compliance, accuracy, and a strategic approach to budgeting.
- **Board Engagement in Giving:** A remarkable 76-99% of board members contribute financially, reflecting a high level of dedication and alignment with organizational goals.
- **Funding Diversity:** With 60% of funding from individual donations, Build Stronger Children has established strong community connections. This stable foundation is a springboard for future growth and innovation.

Governance Structure

The organization benefits from a robust governance framework that includes:

- **Quarterly Board Meetings:** Frequent meetings that maintain momentum and ensure alignment with strategic goals.
- **Key Committees:** Committees for Finance, Fundraising, and Governance enhance board functionality and focus on critical areas of operation.
- **Clear Policies:** Policies on conflict of interest, term limits, and executive compensation review ensure transparency and accountability, creating a trusted environment for decision-making.

Areas for Improvement

Governance and Leadership

Your board structure, while effective, could be elevated to foster faster decision-making and enhanced strategic oversight. Strengthening governance practices will unlock the full potential of your board to drive innovation and impact.



Marketing and Brand Recognition

Rated 3 out of 5 for community brand recognition, Build Stronger Children has significant potential to amplify its presence. Limited marketing resources are currently holding back your ability to establish a powerful identity and deepen community engagement.

Financial Sustainability

While the financial situation is stable, sustainability could be further enhanced by:

- **Building Reserves:** Operating reserves currently cover 6-12 months of expenses, which is adequate but could be strengthened to weather unforeseen challenges.
- **Reducing Dependency on Individual Donations:** Individual donations account for 60% of your funding, creating potential vulnerability. Diversifying income streams will reduce risk and increase resilience.
- **Expanding Earned Income:** Earned income contributes only 2% of funding, offering a largely untapped opportunity for growth.

Strategic Recommendations

Immediate Actions

Update the Strategic Plan

- **Why It Matters:** An up-to-date strategic plan serves as your organization's North Star, guiding priorities and aligning resources for maximum impact.
- **Action Step:** Host a strategic planning retreat with board members and staff to refresh goals and focus on measurable targets.
- **Example:** Establish a goal to increase program reach by 15% over the next year by forming partnerships with early childhood centers.

Enhance Board Governance

- **Why It Matters:** A highly engaged and strategically focused board can drive organizational success.
- **Action Step:** Introduce an annual self-assessment to identify strengths and opportunities within the board, followed by workshops to address key areas for growth.
- **Example:** Formalize committee roles and responsibilities to improve efficiency and delegate strategic tasks effectively.

Develop a Marketing Capacity-Building Plan

- **Why It Matters:** A strong marketing strategy increases brand visibility, attracts donors, and builds trust within the community.
- **Action Step:** Invest in professional development for staff, or engage a part-time consultant to build a marketing strategy.
- **Example:** Create a monthly content calendar focused on showcasing success stories, program milestones, and impact metrics to inspire stakeholder support.



Medium-term Goals

Expand Partnerships with Larger Institutions

- **Why It Matters:** Collaborations with universities, hospitals, or larger nonprofits amplify your reach, enhance your credibility, and increase access to resources.
- **Action Step:** Identify and target organizations aligned with early childhood development goals to establish mutually beneficial partnerships.
- **Example:** Partner with a local university to host parent education workshops, leveraging their expertise to enhance your program offerings.

Enhance Volunteer Program Infrastructure

- **Why It Matters:** Volunteers are an untapped resource that can significantly expand your capacity. A robust program ensures engagement, retention, and a positive experience for all.
- **Action Step:** Design a formal onboarding process and implement monthly recognition initiatives to keep volunteers motivated.
- **Example:** Establish a “Volunteer of the Month” program, shared on social media, to build morale and highlight contributions.

Integrate Donor and Financial Management Systems

- **Why It Matters:** Streamlined systems save time and provide actionable insights to optimize donor relationships and financial planning.
- **Action Step:** Evaluate and implement an integrated platform like Salesforce Nonprofit Success Pack (NPSP) or Blackbaud to enhance efficiency.
- **Example:** Automate personalized thank-you emails to donors and schedule reminders for follow-up, building stronger connections.

Long-term Initiatives

Increase Brand Recognition

- **Why It Matters:** A recognizable brand attracts donors, fosters trust, and builds community loyalty.
- **Action Step:** Launch a year-long community awareness campaign centered around your First Five Initiatives, using diverse media channels.
- **Example:** Share powerful testimonials and program success stories through local newspapers, social media, and community events to create a lasting impression.

Diversify Funding Sources

- **Why It Matters:** A diversified funding portfolio increases financial security and mitigates risks from over-reliance on any one source.
- **Action Step:** Seek out government and foundation grants while exploring earned income opportunities like workshops or services.
- **Example:** Develop a workshop series for parents on child development strategies, offering it as a paid program to generate revenue.



Broaden First Five Initiatives

- **Why It Matters:** Expanding your core programming to underserved communities aligns with your mission and increases your impact.
- **Action Step:** Use community needs assessments to identify areas where resources are scarce and prioritize outreach efforts there.
- **Example:** Establish mobile programming to bring services directly to families in need, such as a traveling playgroup or parenting workshop.

Innovation and Adaptability

Build Stronger Children has demonstrated its adaptability, scoring 3 out of 5. Expanding virtual programming is a positive step, and focusing on further innovation—especially in governance, technology, and volunteer engagement—will position the organization as a leader in early childhood development.

Future Outlook

With a 4 out of 5 optimism rating, Build Stronger Children is primed for growth. Expanding the First Five Initiatives into underserved areas and strengthening internal systems present significant opportunities. However, navigating increasing competition for funding will require a sharp focus on branding, partnerships, and innovative approaches to fundraising.

Priority Focus Areas

- Refining Governance Structures for Efficiency and Strategic Leadership
- Building a Comprehensive Marketing Strategy to Amplify Brand Recognition
- Developing Strategic Partnerships to Broaden Reach and Impact
- Leveraging Technology to Streamline Operations and Enhance Donor Engagement
- Strengthening Volunteer Program Infrastructure to Scale Capacity