

Closing the Nonprofit Equity Gap

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The session was about how nonprofit organizations can close the equity gap, considering the fact that few organizations are able to reach their full potential. Nonprofits also need to understand who they are talking to – there is a difference between the builder and the buyer.

Summary

- Mission, capital and capacity are the three legs of a nonprofit stool.
- The key for nonprofits is to know how to change their language, depending on who they are speaking with.
- Funding from a “buyer” is to invest in a program. Funding from a “builder” is to provide capital to get your organization/program up and running.
- It is not necessarily harder to raise capital for a more innovative program, you just need to be able to tell your story.
- There are three types of revenue – (1) Business revenue is ordinary and often repeatable. (2) Extraordinary revenue is one time and usually not repeatable. (3) Growth capital is brought into an organization to make the organization happen.

Memorable quote

“Changing the language is key. Know who you are talking to: a buyer or a builder?”