

# Measuring What Matters: Nonprofit Financial Metrics for Success

April 26<sup>th</sup> Webinar  
Presented by BlumShapiro

Thanks for joining us! A few instructions before we begin:

- You may **join the audio** by selecting the radio button for either “Telephone” or “Mic & Speakers.” If you are using telephone, please dial in with the conference line and audio pin provided.
- If you are having any technical issues, please let us know in the chat box.
- We will have time for **Q&A**. Please enter your questions in the chat box at any time.
- This webinar is being recorded, and we will distribute the **recording** after the webinar.



**Marta Hodgkins-Sumner**  
Director of Membership and Programs



# Measuring What Matters – Non-Profit Financial Metrics for Success

Webinar Wednesday April 26, 2017 – 10:00 PM EST

Presented by: David J. Fionda, MS, CPA



Let's imagine doing.

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# Agenda

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- » Introductions
- » Success Metrics
- » Performance vs. Outcomes
- » Resources and Next Steps
- » Question and Answer
- » Summary and Wrap Up

# Webinar Tools



## Your Participation

- » Please submit your questions and comments using the Questions panel. Please see example to the left.
- » **Note:** Today's presentation is being recorded and will be provided within 48 hours.

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A blue-tinted photograph of a business meeting. In the foreground, a person's hand is gesturing over a document with bar and line charts. In the background, another person is holding a pen over a document. The word "Introductions" is overlaid in white text.

# Introductions



# Today's Presenter

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## David J. Fionda MS, CPA

David Fionda CPA, MS is a Director at BlumShapiro Consulting.



He has been working with finance and accounting systems for more than 30 years. Dave has also been a volunteer, fundraiser, executive and board member of several non-profits.

Dave is on the Executive Education faculty of Bentley University. Dave received his degree in Accounting from Bentley University and a Masters in Technology Commercialization from Northeastern University.

# Today's Presenter

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A blue-tinted background image showing a business meeting. In the foreground, a hand points to a bar chart on a document. In the background, another person is writing on a notepad with a pen. The overall scene suggests a professional discussion or presentation.

# POLL QUESTION #1



A blue-tinted background image showing a business meeting. In the foreground, a hand points to a bar chart on a document. In the background, another person is writing with a pen on a notepad. The overall scene is professional and focused on data analysis.

# Success Metrics

# Competition for Dollars

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# Success Metrics Defined

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- » Demonstrate Accountability and Transparency
- » Define Outcome Indicators
- » Balance Organizational Health and Sustainability



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# POLL QUESTION #2

# Mc Kinsey Strategic Planning Model

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**Mission &  
Vision**

**Goals &  
Strategies**

**Tactics &  
Activities**



# The Nature Conservancy



The Nature Conservancy addresses the most pressing conservation threats at the largest scale.

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**65**

Years

**1M**

Members

**600**

Scientists

**100M**

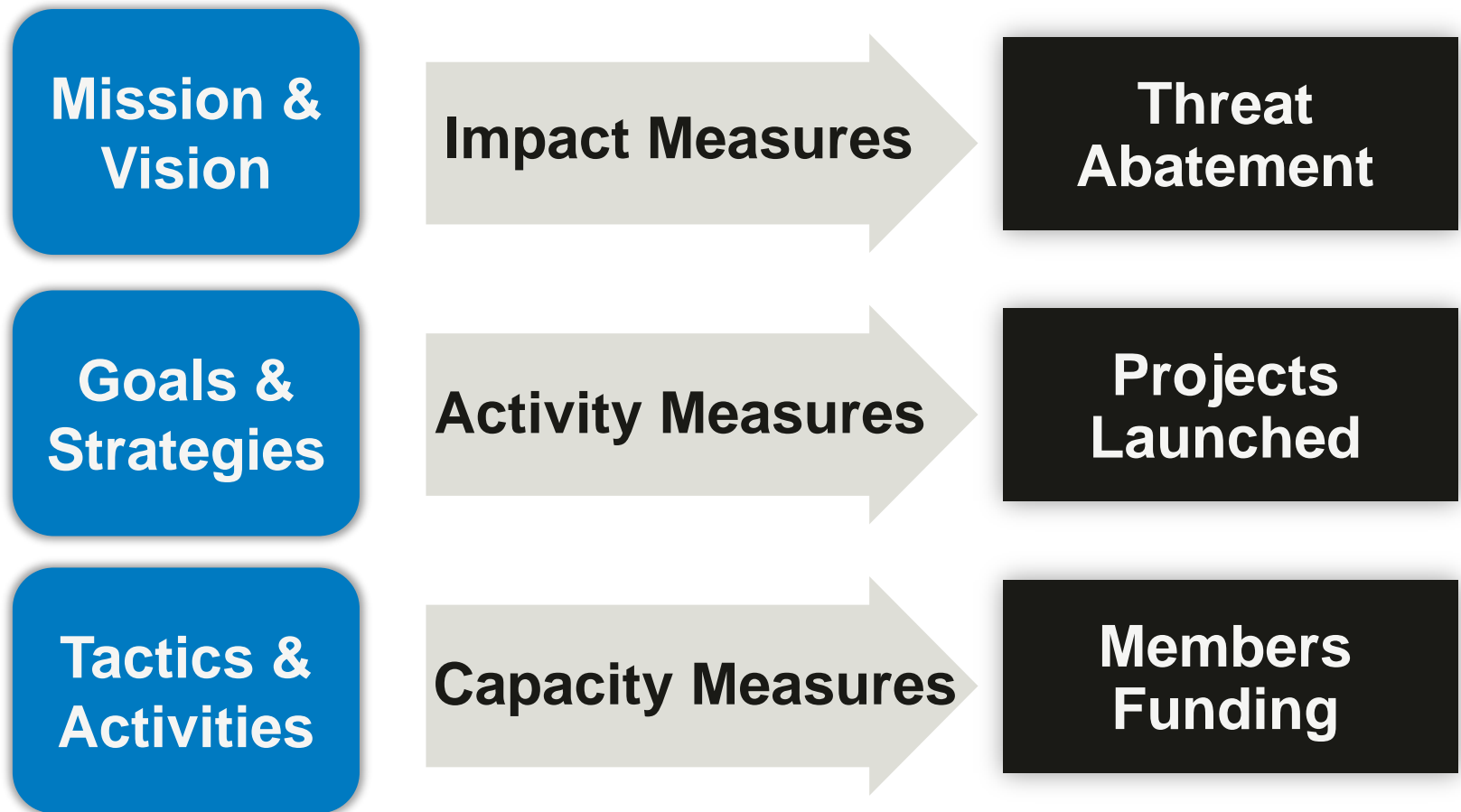
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**72**

Countries

# Link Metrics to Your Vision

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# The Pan Mass Challenge

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**Riders**

**Volunteers**

**Raised**

**6,200**

**4,000**

**\$ 47 million**

# Link Metrics to Your Vision

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# The Pan Mass Challenge

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**100% of every rider-raised dollar  
directly to the Jimmy Fund**



# Wounded Warrior Project

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## Wounded Warrior Project accused of wasting donation money

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A CBS News investigation into a charity for wounded veterans, the Wounded Warrior Project, looks into how the charity spends its donation money.

What caught our attention is how the Wounded Warrior Project spends donations compared to other long-respected charities.

For example, Disabled American Veterans Charitable Service Trust spends 96 percent of its budget on vets. Fisher House devotes 91 percent. But according to public records reported by "Charity Navigator," the Wounded Warrior Project

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# Who's Keeping Track?

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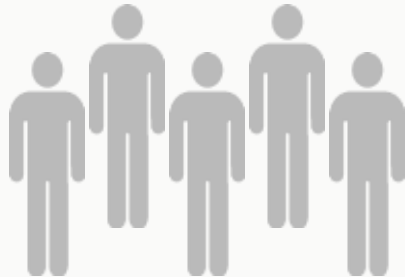
Potential Donors



Charity  
Evaluators



Community



Other  
Non-Profits



*Fiscal Responsibility **WITH** Impact and Outcomes*

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# Performance vs Outcomes

A blue-tinted background image showing a business meeting. In the foreground, a hand is gesturing over a document with a bar chart and a line graph. In the background, another person is holding a pen over a document. The overall scene suggests a professional discussion or presentation.

# Performance or Outcomes?

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What is most important to measure?

Financial Performance & Outcomes

Capacity & Sustainability

Activity/Program Success

Fundraising

*Balanced Approach*

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# Key Metrics – Getting Started

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- » The key non-profit metrics

- » Fundraising efficiency
- » Operating reliance
- » Program efficiency

- » Resources to help

- » [NTEN](#)
- » [Charity Navigator](#)
- » [National Council of Non-Profits](#)
- » [Urban Institute](#)



# Ratio Calculations

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Program Efficiency  
Ratio

$$\frac{\text{Program Service Expenses}}{\text{Total Expenses}}$$

Operating Reliance  
Ratio

$$\frac{\text{Unrestricted Program Revenue}}{\text{Total Expenses}}$$

Fundraising  
Efficiency

$$\frac{\text{Unrestricted Contributions}}{\text{Unrestricted Fundraising Expenses}}$$

# Step 1 – The Right Financial System

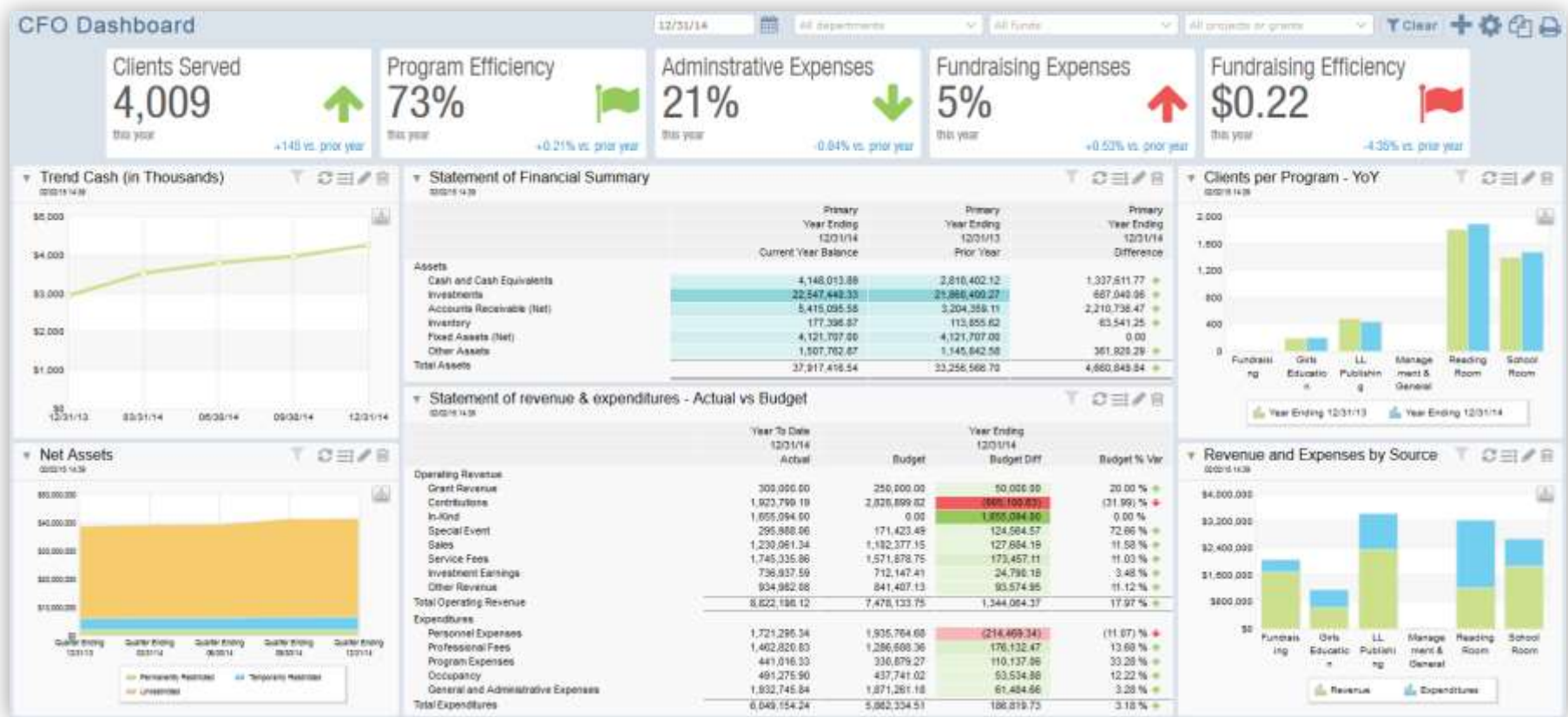
- » Statistical objects
- » Operational and financial metrics
- » Business intelligence and visibility
- » Comprehensive automation
- » Lower TCO
- » Access and availability
- » Easy integration



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# POLL QUESTION #3

# Intacct: Metrics at Your Fingertips





# Conclusions

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**Q & A**

# Thank You

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- » For the next 30 days, we are offering you a **complimentary review and analysis of your finance system** with a prepared report on its ability to measure outcomes and success metrics.
- » We will also provide you with a free subscription to our Cloud Accounting Blog , which focuses on technology for Non-Profits.
- » You will receive an email following the webinar with additional details on these offers.



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