



Working Within

a community fundraising firm

Past
Client



SVP DENVER

SVP Denver is a nonprofit who serves as a vital connector between local change-makers across the Denver metro area and beyond.

OBJECTIVES

SVP Denver identified the need to support nonprofit leaders looking to diversify their revenue streams, recognizing that who face challenges due to underfunding and lack of support, hindering sustainability and operations.

SOLUTIONS

Working Within supported SVP Denver by leading a series of impactful workshops focused on social impact business planning, aimed at increasing sustainability and providing access to funding and resources for nonprofit leaders looking to operate more like social enterprises. Working Within also developed a comprehensive program plan consisting of five sessions covering mission alignment, understanding target audiences, differentiation, financial planning, and pitching, ending in a pitch competition for those nonprofit leaders with feedback from industry experts.

At a Glance

Challenges

- Many participating organizations lacked a clear strategy for generating sustainable revenue while maintaining their social missions.
- Founders and leaders often had strong programmatic visions but needed guidance in formal business planning processes.
- Difficulty in articulating unique value propositions and differentiating services in a crowded social impact sector.

Solutions

- Facilitated and structured a 9-week program combining in-person and virtual sessions, providing a structured approach to business plan development.
- Covered essential topics such as defining minimum viable services, customer feedback integration, marketing strategies, partnership development, and resource management.

Highlights

10+

Organizations completed tailored social impact business plans, ready to guide future revenue-generating activities.

10+

Organizations completed resource planning and projections to understand the profitability of their new ventures



"I gained new tools to think through revenue streams at our current stage of growth and developed a pitch deck I could use in my fundraising efforts."

Susie Roman

Program Participant, YouthRoots