Translate

□□ Our income has reduced or remained the same over the last 3-years (negative growth)

> High risk: Revenue did not grow at all in the last few years. It might be a combination of reasons- capacity, intent/culture, and nearly 2- year period of a global public health emergency.

Reflection:

- Consider reducing costs until future growth path is not clear.
- Will it help to create a core team for delivering growth strategy; or at least provide some momentum in this direction.
- Understand reasons for no growth.
- Others -

Action:

- Identify key people from Senior Management and assign a new growth project.
- Crate a Board managed sub-committee to figure out a growth plan.

- Others -

Notes for Development:

1. Revenue did not grow at all in the last few years. It might be a combination of reasons - capacity, intent/culture, and nearly 2-year period of a global public health emergency.

2. Lack of progress in acquiring any new donor over a considerable period might be indicative of a general absence of strong fundraising culture in the organisation as well, along with capacity.

3. Conduct a detail fundraising efficacy diagnostic to identify areas for immediate and longer-term changes. The problem areas would be around- investment, people, process, and system only. It is easier to gather evidence around these; much tougher to demonstrate strong intent to change the status quo.

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