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

www.massnonprofitnet.org
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
Agenda

» 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.
Introductions
Today’s Presenter

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
Success Metrics
Competition for Dollars

goFundme

razoo

ciauses

crowdRise
Success Metrics Defined

» Demonstrate Accountability and Transparency
» Define Outcome Indicators
» Balance Organizational Health and Sustainability
POLL QUESTION #2
Mc Kinsey Strategic Planning Model

Mission & Vision

Goals & Strategies

Tactics & Activities
The Nature Conservancy addresses the most pressing conservation threats at the largest scale.
Link Metrics to Your Vision

- Mission & Vision
- Goals & Strategies
- Tactics & Activities

Impact Measures
- Activity Measures
- Capacity Measures

- Threat Abatement
- Projects Launched
- Members Funding

Let's imagine doing.
The Pan Mass Challenge

<table>
<thead>
<tr>
<th>Riders</th>
<th>Volunteers</th>
<th>Raised</th>
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<tbody>
<tr>
<td>6,200</td>
<td>4,000</td>
<td>$ 47 million</td>
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</table>
Link Metrics to Your Vision

- Funding
- Accountability
- Stewardship
- Reputation and Credibility
- Growth
- Impact
The Pan Mass Challenge

100% of every rider-raised dollar directly to the Jimmy Fund
Wounded Warrior Project

Wounded Warrior Project accused of wasting donation money

Comment / Share / Tweet / Stumble / Email

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
Who’s Keeping Track?

Potential Donors

Charity Evaluators

Community

Other Non-Profits

Fiscal Responsibility WITH Impact and Outcomes
Performance vs Outcomes
### Performance or Outcomes?

#### What is most important to measure?

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<tr>
<td>Financial Performance &amp; Outcomes</td>
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<tr>
<td>Capacity &amp; Sustainability</td>
</tr>
<tr>
<td>Activity/Program Success</td>
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<tr>
<td>Fundraising</td>
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*Balanced Approach*
Key Metrics – Getting Started

» 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

<table>
<thead>
<tr>
<th>Ratio</th>
<th>Formula</th>
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<tbody>
<tr>
<td>Program Efficiency Ratio</td>
<td>Program Service Expenses</td>
</tr>
<tr>
<td></td>
<td>Total Expenses</td>
</tr>
<tr>
<td>Operating Reliance Ratio</td>
<td>Unrestricted Program Revenue</td>
</tr>
<tr>
<td></td>
<td>Total Expenses</td>
</tr>
<tr>
<td>Fundraising Efficiency</td>
<td>Unrestricted Contributions</td>
</tr>
<tr>
<td></td>
<td>Unrestricted Fundraising Expenses</td>
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</tbody>
</table>
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
POLL QUESTION #3
Intacct: Metrics at Your Fingertips
Conclusions
Q & A
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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