

DO YOU NEED TO DIVERSIFY? - ASSES YOUR INCOME MIX

EXAMPLE

INCOME STREAM	Number of providers	Funding length	Decision Makers	Funder Motivation	% Total Funding	Level of Dependency	Level of Risk of Funding Stream	Overall Risk	
	How many funders provide this type of funding?	For how long is the funding provided?	Who are the decision makers for this funding?	What are the motivations of these decision-makers?	What percentage of your total funding does this funding represent?	<10%=Low < 50%=Med >50%=High	Likelihood that stream will suddenly reduce or end. Not likely = Low Somewhat Likely = Med Very Likely = High	<i>Based on 2 previous columns: Low-Low, Low-Med, Low-High or Med-low= Low Med-Med or High-Low = Med Med-High, High-Med or High-High = High</i>	
CONTRIBUTIONS									
Gifts/ Donations									
Individual Donors	Many	Ongoing	Many individuals	Altruism/ personal philsophy	4%	Low	Med	Low	
Private organizations	Many	Ongoing	Many individuals	Altruism/ aligned with mission/ CSR	5%	Low	Med	Low	
Grants									
Public organizations (Gov.)	2	<1 yr	Few Individuals	Giving mandate	15%	Med	High	High	
Private organizations	3	<1 yr	Grant Committee - 7 individuals	Giving mandate	45%	High	High	High	
EARNED-INCOME									
Contracts									
Public sector agencies	1	2 yr	Few individuals	Policy mandate	25%	Med	Med	Med	
Private organizations	0								
Open market									
Individual Customers	Some	Ongoing	Many individuals	Value of product or service	1%	Low	Med	Low	
INVESTMENT INCOME									
Endowment	Self	Ongoing	Endowment Trustees	Endowment preservation	0.5%	Low	Low	Low	
GIC	Self	Ongoing	Our board	Supporting income	1.0%	Low	Low	Low	
<i>Add percentages from column "% of Total Funding" based on the answer in column "Overall risk"</i>									
INCOME MIX SUMMARY	Total High:	60%	Total Med:	25%	Total Low:	12%			

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Gifts/ Donations								
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Open market								
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	<i>Add percentages from column "% of Total Funding" based on the answer in column "Overall risk"</i>							
INCOME MIX SUMMARY	Total High:		Total Med:		Total Low:			