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	Liklihood that stream will suddenly reduce or end. Not likely = Low Somewhat Likely = Med Very Likely = High	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				
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				
	Add pe											
INCOME MIX SUMMARY	Total High:	60%	Total Med	25%	Total Low:	12%						

DO YOU NEED TO DIVERSIFY? - ASSES YOUR INCOME MIX										
INCOME STREAM	Number of providers	Funding length	Decision Makers	Funder Motivation	% Total Funding	Level of Dependency	Level of Risk of Funding Stream Liklihood that stream will	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	Liklihood that stream will suddenly reduce or end. Not likely = Low Somewhat Likely = Med Very Likely = High	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		
CONTRIBUTIONS										
Gifts/ Donations										
Grants										
EARNED-INCOME										
Contracts										
Open market										
INVESTMENT INCOME										
	Add pe	percentages from column "% of Total Funding" based on the answer in column "Overall risk"								
INCOME MIX SUMMARY	Total High:		Total Med:		Total Low:					
Produced by the Community Development Unit of Alberta Culture. For more information contact Stuart Clark at stuart.clark@gov.ab.ca. adapted from William Landes Foster, Peter Kim and Barbara Christiansen, "Ten Nonprofit Funding Models," Standford Social Innovation Review, Spring 2009, 32-39; and National Council of Voluntary Organizations (NCVO), Income Spectrum: Helping you find the right income mix, accessed September 14, 2013. http://www.ncvo.org.uk/images/documents/practical_support/funding/sustainable-funding/NCVO%20Income%20Spectrum.pdf.										