



SAMPLE VERBIAGE

Sustainability Plan

Overview

If you have written a grant proposal or met with prospective donors, chances are you have been faced with the questions related to "sustainability planning."

Donors might ask:

- a. How does your organization intend to sustain this program/project after initial grant funds expire?
- b. What is your organization's plan and capacity to ensure the long-term sustainability of the proposed program/project?

Whether your organization is in the initial planning stages or has an established development plan, we hope the following samples will help you better express the key components of your sustainability plan to potential supporters.

Right Answer #1

We have a long-standing commitment to the planning process, as reflected in our current strategic plan, which emphasizes funding and identifies the resources needed to continue our work in the future. A copy of our strategic plan is available upon request

Right Answer #2

We have a designated staff person responsible for raising these resources, and they have a successful ##-year track record of doing so. (Cite some indicator(s) of their success)

Right Answer #3

As the leadership of our organization, our BOD has an explicit and committed role as both fundraisers and donors, as stated in their description of responsibilities, which they all individually honor. Our Board of Directors Pledge is available upon request.

Right Answer #4

We have a track record of successful fundraising events, appeal letters, personal donations, and other initiatives for cultivating resources. *Give examples

Right Answer #5

We have a successful track record of managing projects of similar scope. *Give examples

Right Answer #6

We have established relationships with other community partners, service providers, volunteers, funders,

and other stakeholders who are committed to working with us to achieve our mutual missions through this project. *Give examples

Right Answer #7

We have an Operating Reserve that covers at least three months of operating expenses, and a policy that governs how our reserves can and cannot be used. Our Operating Reserve policy is available upon request.

Right Answer #8

Our grant writer and Board of Directors have received professional training from _____ on how to cultivate sustainable funding and other resources using proven, replicable strategies.

Sample Sustainability Plan:

[Insert organization name] is led by a board of dedicated volunteers who have the expertise and passion required to launch a successful expansion of the organization's primary initiatives including the [Insert the proposed program/project/initiative name]. Our board and core group of volunteers is committed to ensuring the long-term success and sustainability of this initiative by growing current revenue streams such as [insert current funding streams] and developing new ones [insert new funding streams]. Our local community demonstrates their ongoing commitment to our mission in a variety of ways. For example, on average local businesses, churches and individuals provide [Insert description of financial and/or in-kind support. This might include the fair market value of space your organization receives for free/at a reduced rate, professional support services, program materials, technology, business sponsorships, or volunteer hours] in support our mission/this program.

**Examples of diversified funding streams include contributions from individuals, corporate gifts/sponsorship, support from faith groups/churches, local foundations, fees for service, merchandise sales, planned giving, annual campaigns, crowdfunding initiatives, etc.*