

Demonstrate **organizational efficiency** and sound performance measurement to maintain donor confidence.

Organizations in the non-profit sector face unprecedented scrutiny. Demand for financial transparency is greater than ever, including demand for data about the use of funds. Before they give, donors want to know how effective an organization is at carrying out its mission and how efficiently it spends its money. Most donors believe that charities that are accountable are more likely to act with integrity.

There is less emphasis on traditional key performance indicators (KPIs), such as administrative and fundraising expenses as a percentage of total expenses, to determine organizational effectiveness. But to avoid being judged solely on these overhead rates, non-profits must provide other performance measures. Being able to demonstrate, for example, that a high percentage of total expenses go to program services that further your mission can be a persuasive metric. In any case, you need the kind of transparency and accountability that maintains confidence in your donor base and encourages it and new sources to support you.

The role of Finance is more central than ever. Today it extends beyond managing spending and preparing the budget to providing analysis of the financial implications of actions across the organization and advising decision-makers at all levels and departments.

Host Analytics can help. For more than 10 years, we have been helping dozens of non-profit groups such as you to improve these and other processes and realize significant benefits by using our Host Analytics Corporate Performance Management (CPM) suite. The suite includes fully integrated modules for budgeting and planning, revenue planning, reporting and analysis, financial consolidation, and scorecarding and dashboarding. It can help you improve performance in many critical tasks including these:

Program Service Ratio – Track percentage of total expenses used for program services. Model impacts of changes to individual programs on the overall ratio.

Revenue Source Mix – Compare number of revenue sources to total revenue. Model ways to increase sources to reduce dependence and financial vulnerability.

Fundraising Efficiency and Effectiveness – Calculate amount the organization spends to raise one dollar; track funds raised through various channels. Model scenarios to reduce amount spent per dollar and to reach fundraising goals sooner.

Cash Flow and Liquidity – Model impact on cash flow of economic conditions and donor trends. Create scenarios to increase liquidity and reduce vulnerability.

Transparency – Model cost vs. benefits of using technology to increase visibility for donors of expenses, outcomes and financial viability.



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- Donors demand greater transparency, accountability and proof of effectiveness
- Philanthropists are personally engaged in scrutinizing recipients, so legitimacy and reputation are critical factors
- Non-profits must find new metrics to avoid being judged solely on overhead rates
- Cash flow, liquidity and prompt collection of pledged gifts are more important than ever

benefits

- Forward-looking plans and forecasts help prepare for economic changes
- Revenue planning helps project funding levels and identify new sources
- Automated consolidation speeds the financial close and makes the latest information available to decision-makers
- Reporting and analysis turn data into actionable information to support decisions in finance and operations
- Using scorecards and dashboards, everyone can monitor performance in a visual environment that keeps them focused on goals and improvement

Host Analytics CPM helps you get the information you need to make decisions that determine the success of your organization. Finance professionals can take charge of their key responsibilities and provide valuable input into operations and executive strategizing and decision-making.

Budgeting and Planning enables forward-looking plans and forecasts so you'll be ready when market changes happen. You can compare actuals vs. budget, reforecast easily as necessary so the budget is always timely, and maximize cash flow.

Revenue Planning facilitates demand and forecasting so you put resources into the most profitable projects. It provides guidance to anticipate changes in funding, program costs and operating expenses, so each factor contributes to efficiency of operations and revenue generation.

Financial Consolidation automates and speeds the financial close, reduces the cost and effort of closing and lets you put the latest information in the hands of executives at once to prepare them better for decision-making.

Reporting and Analysis turn your data into actionable information to support key decisions in finance and operations. Workflow ensures that all people who should contribute to decisions do so in the proper order.

Scorecarding and Dashboarding provide the visibility required for employees, managers and executives to understand and track their performance and that of their reports. These easy-to-use tools keep everyone focused on the right objectives and provide direction for performance improvement.

Delivered through Software-as-a-Service (SaaS), Host Analytics CPM allows you to avoid significant costs for new hardware purchases, software licenses and IT staff, and its rapid implementation enables you to begin improving processes and performance right away.

Host Analytics knows what matters to finance professionals in your business and Host Analytics knows what matters to finance professionals in your industry. With our help you see the full implications of decisions, both risk and reward. You ensure that decisions are made on a sound financial basis that allocates money and resources wisely. You gain confidence that your operational processes are efficient, from all aspects of revenue and costs to managing fundraising, contributions and grants, leading to superior financial results in pursuing your charitable mission and satisfying demands for accountability



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