



SUNFLOWER FOUNDATION

Seeding Hope Through Education

FY19 Revenue Generation Strategy

Document overview

This document sets out a high level strategy and framework for revenue generation in FY18.

<u>Reference</u>	<u>Date</u>	<u>Revision History</u>
Version 0.1	17 November 2017	Document Creation

Overview

- Foundation Goals
- Revenue in Context



SUNFLOWER
FOUNDATION

Seeding Hope
Through Education

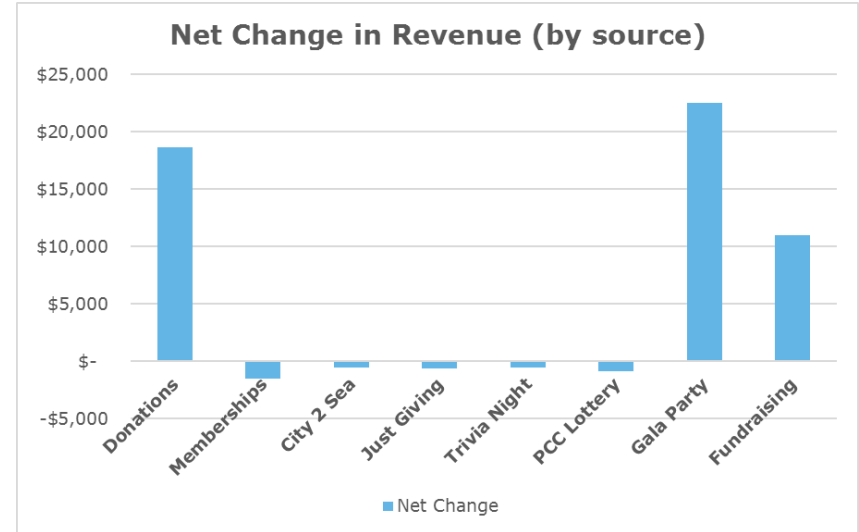
Sunflower Foundation: Goals

- *Improving the socioeconomic conditions of communities by empowering and providing opportunities to the women within them*
- *Changing cultures that diminish the dignity and rights of women*
- *Removing obstacles and changing attitudes towards women's equality*

Revenue in Context

1. *Lack of annuity revenue resulting in high variability in size and frequency of distributions.*
2. *Donations and gala event primary sources of revenue.*
3. *Significant growth in YOY donations and fundraising.*
4. *Minor decrease in net revenue across 5 of 8 revenue sources.*
5. *ROE increase by 93% in FY17.*
6. *Positive ROI on key events.*

FY16 - FY17 Net Revenue Change



Key Events: High Level P&L

Key Event	Revenue:	Estimated Costs:	ROE:
Trivia	\$ 4,001	\$ 1,500	267%
City to Sea	\$ 7,634	\$ 1,800	424%
Gala Dinner	\$ 22,515	\$ 10,000	225%

Revenue Strategy

- Objective
- Guiding Principle
- Tactics



SUNFLOWER
FOUNDATION

Seeding Hope
Through Education

Sunflower Foundation: FY19 Revenue Strategy - Objective

Increase the Foundation's ability to make a higher number/value of sustainable distributions to high impact projects.

Sunflower Foundation: FY19 Revenue Strategy - Guiding Principles

1. Sustain high ROE revenue generation activities; and,

2. Establish annuity revenue streams.

Sunflower Foundation: FY19 Revenue Strategy - Tactics

1. Sustain high ROE revenue generation activities

- a) Cost control of existing events.
- b) Structured approach to event marketing to increase ROE.
- c) Leverage external events.
- d) Appraise existing revenue streams and allocate resource.

2. Establish annuity revenue streams

- a) Revenue generating alliances with corporate organisations.
- b) Subscription based memberships.

1. Sustain high ROE revenue generation activities

- a) Cost control of existing events.
- b) Structured approach to event marketing to increase ROE.
- c) Leverage external events.
- d) Appraise existing revenue streams and allocate resource.



SUNFLOWER
FOUNDATION

Seeding Hope
Through Education

1 A: Cost control of existing events.

Executive Sponsor:		Action Owner:	
Activity	Deadline	Resources	Constraints
Quantify and profile costs by event.			
Review each cost item and identify opportunities to reduce or maintain costs.			

1 B: Structured approach to event marketing to increase ROE.

Executive Sponsor:		Action Owner:	
Activity	Deadline	Resources	Constraints
Identify key activities required for each event, assign accountabilities and identify timeframe.			
Develop event specific marketing strategy.			
Profile events attendees / contributors to focus on HNIs.			

1 C: Leverage external events.

Executive Sponsor:		Action Owner:	
Activity	Deadline	Resources	Constraints
Establish event investment criteria (i.e. suggested acceptable investment costs per event).			
Establish simple business case model (i.e. investment versus potential revenue).			
Identify external events which meet the criteria.			
Shortlist and prepare business case for each event.			
Shortlist and select additional external events.			
Consult with shared services to ensure that additional events can be fully supported.			

1D: Appraise existing revenue streams and allocate resource.

Executive Sponsor:		Action Owner:	
Activity	Deadline	Resources	Constraints
Identify all existing sources of revenue.			
Calculate (high level) investment / expenditure costs per revenue source and identify resource constraints.			
Identify negative margin or poor margin revenue sources.			
Identify potential new revenue sources, or opportunities to improve margin.			
Prepare a plan (for approval) which allocates available resource by revenue source in the way which delivers most value (profit and revenue).			

2. Establish annuity revenue streams

- a) Revenue generating alliances with corporate organisations.
- b) Subscription based memberships.



SUNFLOWER
FOUNDATION

Seeding Hope
Through Education

2A: Revenue generating alliances with corporate organisations.

Executive Sponsor:		Action Owner:	
Activity	Deadline	Resources	Constraints
Prepare corporate due diligence pack.			
Prepare corporate media pack.			
Prepare foundation products (i.e. sponsorship, affiliation etc.).			
Design corporate alliance profile (i.e. list of targets suitable for investment in the foundation).			
Identify a list of alliance targets based upon the profile.			
Identify accountable parties for each target (including financial target).			
Design a communications and engagement plan.			
Execute plan.			

2B: Subscription based memberships.

Executive Sponsor:		Action Owner:	
Activity	Deadline	Resources	Constraints
Review existing membership base.			
Design subscription based products: <ul style="list-style-type: none">- Annual fees- Specific annuity sponsorships- Last will & testament appeal- 'Sponsor a child'			

Appendix

- a) Due diligence
- b) Media packs
- c) Product definition



SUNFLOWER
FOUNDATION

Seeding Hope
Through Education

Due diligence pack

- Charity overview
- Corporate details (i.e. ABN, address, trustees, financial records etc.)
- Accreditations
- Existing corporate relationships
- Register of policies, process and key controls (specifically relating to AML, terrorist financing, KYC etc.)
- Key risk register and mitigating activities
- Details of grant review procedures and recipient due diligence activities
- Information on Charity Directors

Media pack

- Case studies i.e. success stories, high impact, high visual profiles
- Key news bulletins of recent activities
- Profile on Kim and committee
- History of the charity
- Mission statement and objectives
- Details of existing partnerships
- Contact points (i) affiliation (ii) media (iii) vision (iv) case studies etc.
- Available products
- Key legal conditions and engagement letters (i.e. media control approach, liability etc.)

Product definition

Specify 'methods of engagement' into products in order to promote consistency between conversations. Specific examples could include:

- Corporate sponsorship packages i.e. gold, silver, bronze
- Corporate affiliation i.e. website, newsletters, press releases etc.
- Project sponsorship packages
- Skills transfer i.e. skills and expertise in exchange for access to speakers, assets or engagement.
- Event sponsorship / corporate stands at events.
- Last will and testament beneficiary.