

AN INNOVATIVE STRATEGY: **THREE-STREAM FUNDING FRAMEWORK** FOR NONPROFITS

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WHY THIS INNOVATIVE STRATEGY COULD WORK FOR YOUR NONPROFIT:

Most nonprofits rely too heavily on one funding stream and struggle to achieve long-term sustainability. The **Three-Stream Funding Framework** helps organizations identify, diversify, and activate multiple revenue channels that are authentic to their mission and audience.

Philanthropic Revenue

Primary Function

Provide mission-aligned funding to seed growth, deliver direct impact, and sustain programs that serve vulnerable or underserved populations.

Top Channels & Strategies

Institutional & Foundation Grants

Seek alignment with large institutional funders (e.g., community foundations, corporate foundations, government agencies). Build proposals around measurable outcomes and storytelling that reflects real community impact.

Individual Donors & Major Gifts

Design giving programs that create emotional connection and recognition. Utilize legacy giving, donor circles, and donor-advised funds (DAFs).

Corporate Philanthropy & Sponsorships

Develop corporate impact campaigns and co-branded giving opportunities tied to measurable social outcomes.

Events & Campaigns

Create giving moments that blend storytelling and community activation — from annual galas and peer-to-peer events to Giving Tuesday and online challenges.

Digital Fundraising & Grassroots Engagement

Use QR codes, mobile giving, influencer storytelling, and regional ambassadors to drive micro-donations and social reach.

Earned Revenue

Primary Function

Generate independent income that advances mission, increases self-sustainability, and creates a buffer from donor cycles.

Top Channels & Strategies

Program-Related Sales & Services

Charge modest fees for mission-aligned services such as trainings, workshops, or consulting. Position earned income as value exchange, not charity.

Social Enterprise Ventures

Launch mission-driven products or services that reinvest profits into programs — such as thrift stores, cafés, online shops, or digital learning products.

Memberships & Subscriptions

Create recurring revenue through membership models, subscription learning, or community-of-practice networks.

Licensing & Brand Extensions

License intellectual property, branded materials, or curricula developed through your programs to other organizations or schools.

Facilities & Asset Rentals

Leverage existing physical spaces or assets for income — such as venue rentals, shared workspace, or retreats — while aligning with mission use.

Hybrid Revenue

Primary Function

Blend philanthropic and earned income strategies to build sustainable ecosystems, create community ownership, and open pathways for shared impact.

Top Channels & Strategies

Cause Marketing & Corporate Partnerships

Co-develop campaigns with brands that tie product sales or services to your mission. Design win-win models that generate both funding and awareness.

Impact Investments & Program-Related Investments (PRIs)

Collaborate with investors seeking both social and financial returns through recoverable grants, low-interest loans, or shared equity models.

Fee-for-Service Contracts & Government Partnerships

Provide mission-based services under contract with municipalities, schools, or healthcare systems.

Community-Based Ventures

Support local micro-enterprises, co-ops, or social franchising that advance your mission while creating local jobs and reinvestment.

Collaborative Impact Networks

Develop regional or cross-sector networks where partners co-fund shared goals, pooling philanthropic and commercial resources.