

## Connecting Finance to Nonprofit Success

The growth and survival of nonprofits often depend on their ability to assess and plan for the likely financial outcomes of program and management decisions. As Nonprofit Finance Fund's (NFF) flagship consulting service, the Nonprofit Business Analysis (NBA) provides executives and board members with guidance on ways to balance financial management with mission-driven priorities, helping to connect financial decision-making with nonprofit success.

## How the NBA Works

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The NBA provides an in-depth consultation on your organization's financial condition and story over a five-year period. Our NBA team:

- Analyzes five years of your audited financial statements and current budget;
- Meets with members of your nonprofit to discuss key financial trends, challenges and opportunities;

- Offers a fresh, objective perspective to help balance financial considerations with program goals;
- Creates a clear, comprehensive report that communicates underlying business dynamics;
- Offers recommendations and a continuum of financial services tailored to meet your needs.

## The Benefits of the NBA

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Unlike other analyses, the NBA reveals key indicators that more accurately reflect year-over-year financial performance. The NBA is ideal for organizations considering or experiencing significant change, such as a capital project, change in leadership, financial or fundraising challenges and program expansion. It can benefit your nonprofit in the following ways:

- Improves your organization's understanding of its business model and financial condition.
- Teaches you to analyze and interpret financial statements in

a way that tells your organization's financial story accurately and comprehensively.

- Provides language and tools for articulating financial information and resource needs to staff, constituents, board members and potential funders.
- Better equips your nonprofit to plan for the future given current and historical financial context. You will learn to make decisions that strengthen the financial health of your organization, thereby supporting more effective program delivery.



*"I don't think an auditor would be able to spend the time looking at the big picture like NFF can - trends, warning signs, benchmarks and goals. One of NFF's consultants might even join our finance committee. It's a wonderful marriage."*

Daniella Topol, Former Artist Program Director,  
Lark Theatre Company, New York