



THE FORBES FUNDS



## Strategic and Sustainable Business Planning Cohort with C-leveled

In today's market, nonprofits are constantly changing to meet the needs of others and continue to produce an impact. With change comes risk, and organizations often fail when pivoting to a new strategy. With the current political climate and the state of funding in the nonprofit community, financial sustainability is a vital component to any organization. The key for nonprofits is to develop a strong business plan that mitigates risk and promotes long-term growth and sustainability.

If your organization is looking to strengthen its current business plan, consider applying to participate in a cohort opportunity with C-leveled. The cohort will focus on building an understanding of what goes into a successful business plan and how to maximize short-term accomplishments without compromising long-term sustainability.

**Applications to join the cohort are now open!** Those selected to participate will engage in a series of workshops, one-on-one technical assistance, and peer learning opportunities. By the end of the cohort, participants will have created a strategic and sustainable business plan that is ready for implementation.

For organizations that need more in-depth consulting assistance, an opportunity to dive deeper with C-leveled consultants will be offered.

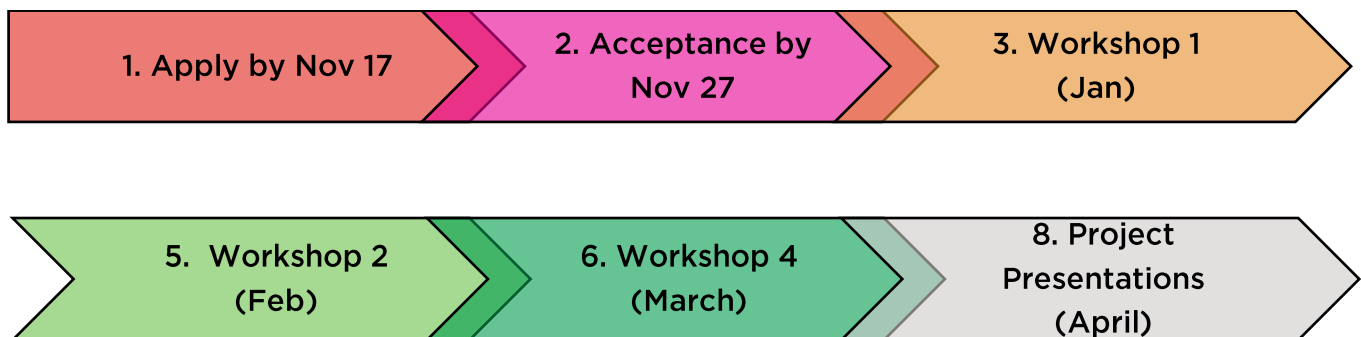
### How to Apply

- ✓ Head to our application site: <http://tinyurl.com/za8zhhl>  
Note: This application system uses The Pittsburgh Foundation's online grant portal. If your organization already has an account with The Pittsburgh Foundation's site, you can use the same login information. If not, please click "Create New Account" and fill out the required information. For questions and technical issues related to your account, contact Jennifer Steinmetz at [steinmetzi@pghfdn.org](mailto:steinmetzi@pghfdn.org) or (412) 394-4272.
- ✓ Once your account has been created you can log in and click "Apply" on the left sidebar. Scroll down to find the application called "The Forbes Funds – Strategic & Sustainable Business Planning Cohort."
- ✓ Want to see the application questions before deciding to apply? Click "Preview" under this section. Ready to begin filling out the application? Click "Apply" under this section.
- ✓ Submit your application by midnight on **Friday, November 17<sup>th</sup>, 2017**. Decisions will be made by November 27<sup>th</sup>.



## What to Expect

- ✓ If your organization is accepted into the cohort, a team of up to three appropriate staff will commit to attending all sessions, completing a strategic business plan, and presenting the final product at the last session in February.
- ✓ 3 three-hour educational workshops will be held from January through March on topics of interest to participants. Topics might include the following:
  - Identify the key differentiators that set the organization apart and re-positioning the organization within its strategic space
  - Converting strategy to actionable plans that will push the organization forward
  - Identifying and executing the most efficient ways to manage and stretch resources to minimize debt
  - Setting financial objectives and measuring progress against those targets
- ✓ Participants will be eligible for one-on-one consultation with Dan Seitem and Paulette Duderstadt for a more personalized approach to strengthen your business model.
- ✓ In January a final meeting will be held. Each organization will be responsible for reporting on their business plan and next steps for implementation. This will also be a time for peer learning with your colleagues.
- ✓ 90 days after the last cohort meeting, The Forbes Funds will reconvene cohort participants to provide feedback on the overall process, receive updates on project implementation, etc.



Questions? Contact Elizabeth Heft at [heft@forbesfunds.org](mailto:heft@forbesfunds.org) or Dan Seitam at [dseitam@c-leveled.com](mailto:dseitam@c-leveled.com).