

FUND SUSTAINABILITY

HERITAGE CHRISTIAN ACADEMY

What I Did

Heritage Christian Academy needs a strategic sustainability plan that will establish long term financial stability strategies and raise funds for facility enhancement and development.

The HCA board choose to hire a Development Officer to be responsible for enrollment and fund development. Together we met with Zach Clark and his team to put together a plan for long term financial sustainability.

Some key parts of this plan include:

- We created a plan for the future with measurable goals and objectives
- Developed a steering committee to determine the long term capital needs of the school
- Developed a fund development committee to focus on strategies for long term financial sustainability. The capital needs of the school had to be tied to revenue generation strategies

What I Learned

Clarity is essential - I learned the value of using a 6 X 6 plan. This is having 6 key initiatives that I focus on for 6 weeks. It kept me focused.

I needed to dedicate specific time blocks to work on developing relationships; phoning and meeting with people takes time.

It is valuable to find ways to connect each person's passion with the funding need.

What Is and Will Be Different:

1. HCA knows what is needed to develop fund sustainability
2. There is a plan in plan to continue to develop relationships
3. There is a plan to find alternative sources of revenues
4. There is a clear understanding of the capital needs of the school and why these capital needs are important.



Fund Sustainability

Develop Strategic
partnerships

Revenue Generation

Develop a culture of
philanthropy

Strategic
Communications

