

**FREE VERSION OF GROWTHINK'S  
ULTIMATE NON-PROFIT BUSINESS PLAN  
TEMPLATE**

**[Company Logo]**  
(if applicable)

[Company Name]  
**BUSINESS PLAN**  
[Current Month], [Year]

[Name]  
[Title]  
[Company Name]  
[Address 1]  
[Address 2]  
[City, State Zip]  
Tel: [ ]  
Fax: [ ]  
Email: [ ]  
Website: [ ]

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Non-Profit Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate Non-Profit Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Non-Profit Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate Non-Profit Business Plan Template, please go to <https://businessplantemplate.growthink.com/non-profit/>**

# I. Executive Summary

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## **Sample from Growthink's Ultimate Non-Profit Business Plan Template:**

[Organization Name], located at [insert location here] is a non-profit organization that provides assistance to at-risk youth in Westchester County, NY. Since 20XX, [Organization Name] has helped over 10,000 teenagers learn valuable skills and become more education-focused in order to improve their ability to live fulfilling lives .

### Services Offered

[Organization Name] offers group counseling services as well as one-on-one mentoring to youth. We also provide training, individualized coaching and support, and numerous group activities to supplement the one-to-one support.

### Customer Focus

[Organization Name] primarily serves the at-risk youth within a 5-mile radius of our Somers, NY. The demographics of these customers are as follows:

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

### ***Sample from Growthink's Ultimate Non-Profit Business Plan Template:***

[Organization Name], located at [insert location here] provides assistance to at-risk youth in Westchester County, NY. Since 2004, [Organization Name] has helped over 10,000 teenagers learn valuable skills and become more education-focused in order to improve their ability to live fulfilling lives.

[Organization Name] offers group counseling services as well as one-on-one mentoring to youth. We also provide training, individualized coaching and support, and numerous group activities to supplement the one-to-one support.

[Organization Name]'s mission is to support 100% of at-risk youths in our community. We hope that through our training and support programs, that all youth in our community will have the opportunity to achieve success in their lives.

## III. Industry Analysis

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### **Market/Industry Overview**

- *In what market(s) do you compete?*

### **Market/Industry Trends**

- *What are the key market trend(s) and how does that effect you?*

### **Relevant Market Size**

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### **Sample from Growthink's Ultimate Non-Profit Business Plan Template:**

The following market size facts and statistics define the U.S. youth mentorship market.

The 2018 US Census showed that the United States has over 35 million young people between the ages of 10 and 18.

While all youth can benefit from youth mentoring, it is obvious that some young people, as a result of life circumstances, could benefit more than others from quality mentorship.

In order to determine the number of young people who need mentors the most, we can assess the work of youth expert and researcher Joy Dryfoos.

Dryfoos, who authored the book, *Adolescence at Risk*, identified a number of factors that put youth particularly at risk of not becoming successful adults. Those factors include:

- performing poorly in school and dropping out
- engaging in substance abuse
- having sex at an early age
- engaging in delinquent behavior

Dryfoos then categorized youth by risk status:

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate Non-Profit Business Plan Template:***

We primarily target the following three "customer" segments:

1. Very high-risk youths.
  - a. As mentioned previously, these youths generally have committed serious offenses or dropped out of school.
  - b. For these youths, we offer intensive one-on-one counseling, mentorship and training.
2. High risk youth
  - a. As mentioned above, these youths participate some problem behaviors but at a lower frequency.
  - b. These youths are also offered intensive one-on-one counseling, mentorship and training
3. Moderate risk
  - a. These youths tend to experiment in committing minor delinquent offenses
  - b. [Organization name] offers these youths training programs and mentoring to improve their life skills and train them to achieve success.

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Non-Profit Business Plan Template:***

The following organizations provide related services either nationwide or locally to our customers:

Boys & Girls Club of America

Boys & Girls Clubs of America (or BGCA) is a national organization whose mission is to “enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.”

Boys & Girls Clubs of America has a lineup of tested and proven nationally recognized programs that address today's most pressing youth issues, teaching young people the skills they need to succeed in life.

National programs are available in the areas of education, the environment, health, the arts, careers, alcohol/drug and pregnancy prevention, gang prevention, leadership development and athletics...

## **VI. Marketing Plan**

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Non-Profit Business Plan Template:***

The Marketing Plan describes the type of brand [Organization Name] seeks to create and the Organization's planned promotions and pricing strategies.

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### **The [Organization Name] Brand**

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The [Organization Name] brand will focus on the Organization's unique value proposition:

- Providing assistance to at-risk youth.
- Offering one-on-one mentorship and training programs.
- Providing a safe haven for youth

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### **Promotions Strategy**

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[Organization Name] promotes itself to the community in order to reach at-risk youth and potential donors. The Organization's promotions strategy to reach these individuals includes:

#### **Direct Mail**

[Organization Name] blanket neighborhoods with direct mail pieces. These pieces will provide general information on [Organization Name], and discusses program offerings and donation and volunteer opportunities.

#### **Public Relations**

We frequently contact local and area newspapers and television stations to tell them about the unique value proposition of [Organization Name].



## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate Non-Profit Business Plan Template:***

In order to execute on [Organization Name]'s business model, the Organization needs to perform many functions including the following:

#### Executive Functions

- General management of the organization
- Meeting with key constituents including local government officials
- Hiring and training staff
- Maintaining the vision of the organization

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### ***Management Team Members***

- *Who are the key members of your management team?*

### ***Management Team Gaps***

- *Who do you still need to hire?*

### ***Sample from Growthink’s Ultimate Non-Profit Business Plan Template:***

[Founder’s Name] currently serves as Executive Director for [Organization Name].

Prior to joining [Organization Name], [Founder’s Name] managed GE’s East Coast philanthropic and volunteer initiatives for more than ten years. She has served in the field as an educator, program manager, grant maker, and advisor for nonprofits and corporate philanthropy programs for the past 20 years.

[Founder’s Name] has directed partnerships with a diverse group of education based community organizations including The National Literacy Program, and the At-Risk Technology Grant Initiative.

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to <https://businessplantemplate.growthink.com/non-profit/> for the paid template that automatically generates your 5-year financial projections**

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

***Sample from Growthink's Ultimate Non-Profit Business Plan Template:***

### ***Revenue and Cost Drivers***

[Organization Name]'s "revenues" come from donations and the solicitation of donations from both individuals and corporations.

### ***Capital Requirements and Use of Funds***

[Organization Name] is currently seeking donations totally \$300,000 in order to hire new staff and expand its program offerings.

Specifically, these funds will be used as follows:

- Salaries: \$X,000
- Administrative Expenses: \$X,000 to pay for lease costs and ongoing operational expenses

## Key Assumptions & Forecasts

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years. Please see the Appendix for more detailed financial forecasting information.

	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues/Donations</b>					
Individual Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Corporate Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
<b>Total Revenues</b>	<b>\$200,000</b>	<b>\$300,000</b>	<b>\$400,000</b>	<b>\$500,000</b>	<b>\$600,000</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$0	\$0	\$0	\$0	\$0
Lease	\$40,000	\$41,000	\$42,025	\$43,076	\$44,153
Marketing	\$0	\$0	\$0	\$0	\$0
Salaries	\$136,390	\$189,030	\$208,406	\$218,826	\$229,767
Other	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$0	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$176,390</b>	<b>\$230,030</b>	<b>\$250,431</b>	<b>\$261,901</b>	<b>\$273,920</b>
<b>EBITDA</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Depreciation	\$0	\$0	\$0	\$0	\$0
<b>EBIT</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Interest	\$0	\$0	\$0	\$0	\$0
<b>PRETAX INCOME</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$38,125	\$55,455	\$149,569	\$238,099	\$326,080
Income Tax Expense	\$13,344	\$19,409	\$52,349	\$83,334	\$114,128
<b>NET INCOME</b>	<b>\$10,266</b>	<b>\$50,561</b>	<b>\$97,220</b>	<b>\$154,764</b>	<b>\$211,952</b>
Net Profit Margin (%)	5.1%	16.9%	24.3%	31.0%	35.3%

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Non-Profit Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growthink's Fully Customizable Non-Profit Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
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