



CASE STUDY

# CREATING A NEW ROADMAP FOR TARGETING NPO FUNDING

OPTIMIZE & EXECUTE

A New Program Helps Better Match Projects and Funding Opportunities

## THE BUSINESS CHALLENGE

An international NPO with operations across the world was challenged with **finding ways to increase funding and traceability** across its organization. With operations so extensive, it was often very difficult to quickly identify projects that met certain funding requirements. And because this capability did not exist in a way that effectively supported the business, **overall funding capacity was negatively impacted**.

Historically, documents and forms had been gathered across the various areas for donors of multiple types. Communication with different task forces was required to review the needed capacities and create capacity assessment tools so that appropriate data could be shared. This all took time – valuable time during which a potential donor could choose another organization for that contribution. The NPO had attempted to address this issue many times in the past, but the problem had always proved to be too complex.

Using our program management framework, AGSI defined an appropriate team structure and drove the detail plan development and execution to complete the design of a new system that would address project-based funding.

## AGSI'S HIGH-LEVERAGE SOLUTION

Given the fact that this business issue had been the subject of multiple attempts at a solution in the past, the AGSI team utilized a Program Impact Management approach to drive effectiveness of execution for this initiative. Microsoft Project was used to create a reasonable, detailed plan given the unique requirements and constraints of the impacted business units. This approach provided **consistent program management disciplines that drove project momentum**.



## VALUE TO THE ENTERPRISE

By applying AGSI's approaches to this initiative, the client was able to jumpstart an important initiative that always seemed to stall in the past. Even though it was a much-needed initiative, its complexity had challenged the organization's ability to sustain a core component required for long-term success: project-based funding. **AGSI's design facilitated donor management, fund accounting and project management capabilities for the hundreds of projects that occur across geographies, and generated new ways to engage donors.**

## IN BRIEF

### CLIENT:

International Non-profit Organization (NPO)

### ENGAGEMENT:

Business Impact Analysis & Risk Assessment

### CHALLENGE:

Overcome entrenched institutional roadblocks and develop a sustainable solution for identifying and targeting new funding opportunities

### OUTCOME:

A detailed new system effectively collates project and financial data from the entire organization, creating a more effective path to match projects and opportunities and to engage donors