



Thank you for joining us!

The presentation will begin shortly.



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2023 **Best Firms to Work For**

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2023 **Regional Leaders**

Illustrating Your Nonprofit's Story with Dynamic Dashboards

Thursday, April 4, 2024



CPAs & ADVISORS

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Presenters

Meet the instructors



Elinor Litwack, CPA

Partner, Outsourced Accounting &
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Manager, Outsourced
Accounting & Advisory Services



Housekeeping

Additional Information

Learning Objective To provide attendees with an overview of the benefits of dynamic dashboards.	Instructional Delivery Methods Group Internet-based
Recommended CPE 1 CPE Credit	Recommended Fields of Study Specialized Knowledge
Prerequisites None required	Advance Preparation None
Program Level Basic	Course Registration Requirements None
Refund Policy No fee is required to participate in this session.	Cancellation Policy In the event that the presentation is cancelled or rescheduled, participants will be contacted immediately with details.
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Topics

1. Benefits of Data Visualization
2. Understanding your Audience
3. Anatomy of a Powerful Dashboard
4. Dashboard Examples and Practical Takeaways



Polling Question #1

What is your role in your organization?

- A. *CEO/Executive Director*
- B. *Finance*
- C. *Operations*
- D. *Outside Consultant/Accounting*
- E. *Other*

Traditional Reporting Landscape

ABC Organization	
Profit and Loss	
February 2024	
	Total
Income	
4000 Individual Contributions	108,960
4050 Corporate Giving	1,086,500
4100 Program Revenue	864,500
4200 Grant Revenue	4,003,510
Total Income	\$ 6,063,470
Expenses	
7200 Salaries & Benefits	2,560,800
7300 Grants & Direct Assistance	1,860,000
7400 Program & Field	565,000
8100 Professional Services	380,000
8200 Facility Expenses	986,000
8300 Travel & Conferences	256,400
8400 Other Operating Expenses	458,300
Total Expenses	\$ 7,066,500
Net Income	-\$ 1,003,030

→ Exported from Accounting System to Excel

Potential Challenges

- Static data is error prone
- Format is too number-heavy for non-accountants
- Inability to drill down
- Focuses on the past
- Changes are made manually or reports re-exported

Benefits of Data Visualization

Makes complex data easier to understand

Allows finance to cater the visuals towards their audience

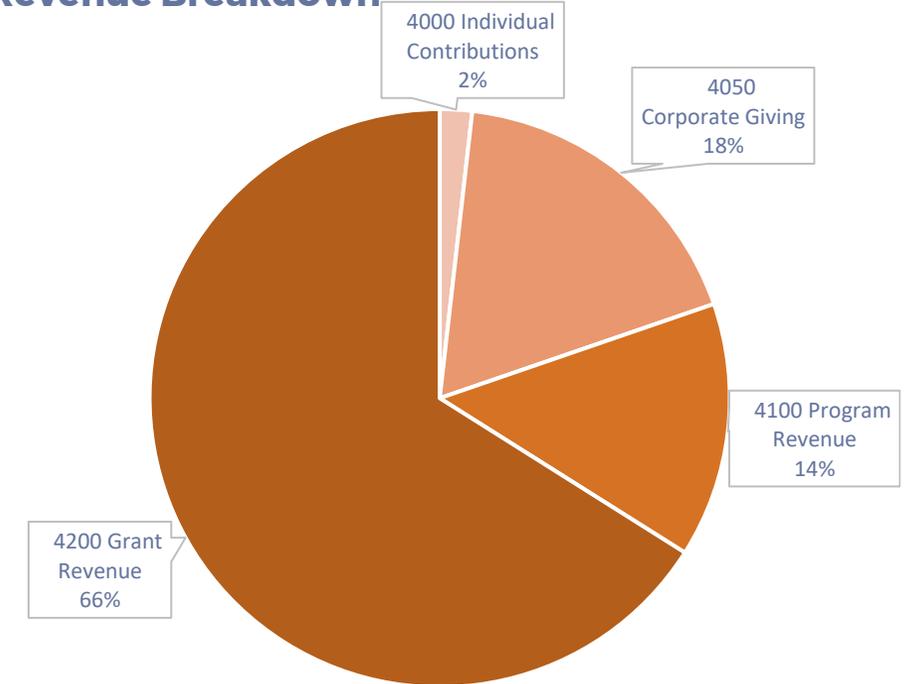
Enables faster and better decision making

Enhances collaboration and transparency

Meaningful reviews of the numbers lead to issues or errors caught earlier in the process

Enables storytelling

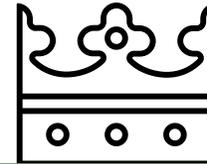
Revenue Breakdown

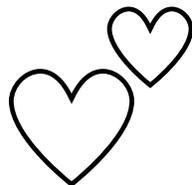


Challenges:

- May require new technology
- “Dynamic” aspect relies on sound accounting data
- Real-time dashboards require fully integrated systems

Ode to Excel



We  Excel

Know Your Audience

Accommodating Natural Learning Styles



Visual Learners

- Prefer to see information
- Charts, pictures, maps



Auditory Learners

- Prefer to listen to information
- Verbal explanations over written



Kinesthetic Learners

- Learn by doing
- Hands on problem solving



Reading + Writing Learners

- Prefer reading and notetaking
- Written instruction over verbal explanations

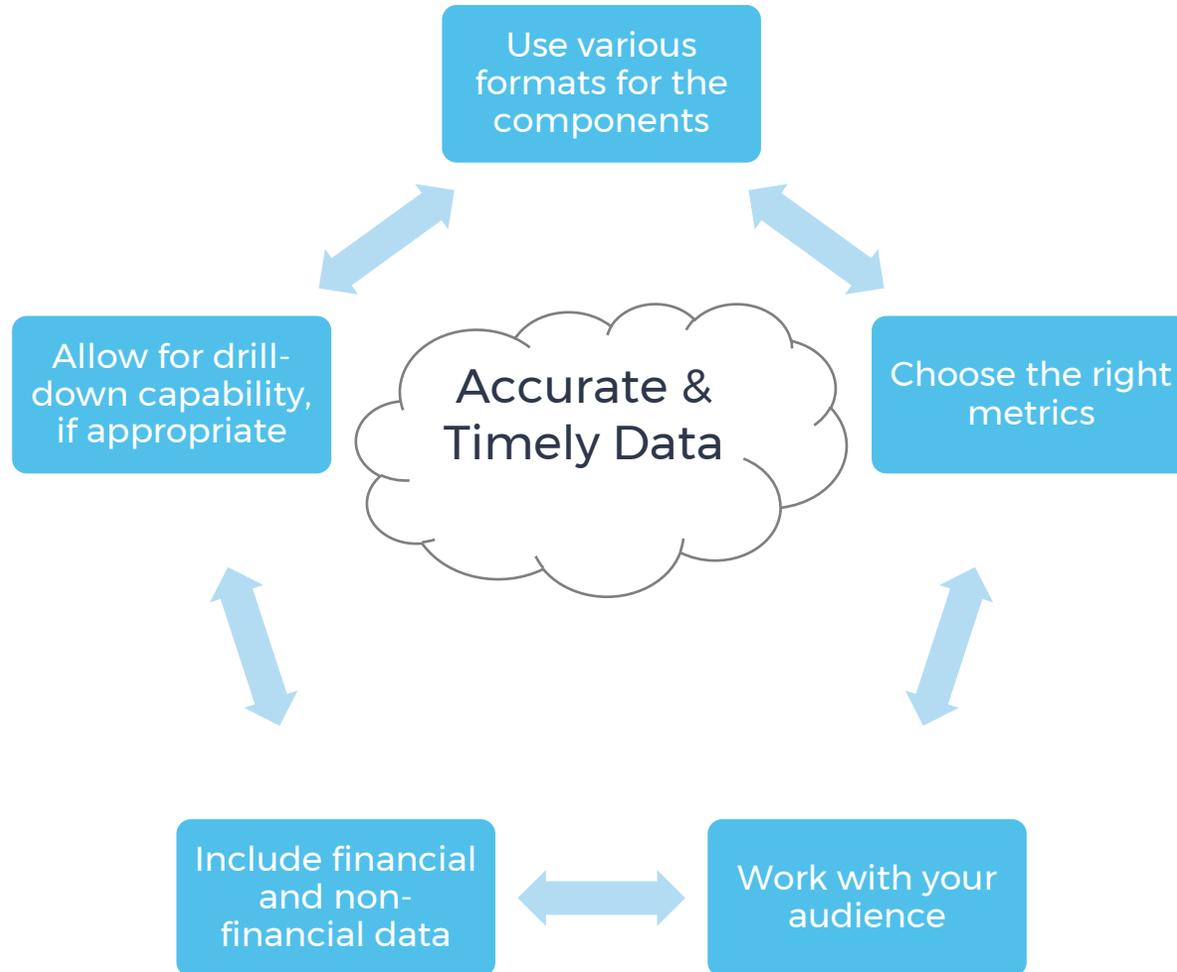
Polling Question #2

What type of learner are you?

- A. *Visual*
- B. *Auditory*
- C. *Kinesthetic*
- D. *Reading/ Writing*
- E. *It's a mix*
- F. *Not Sure*

Anatomy of a Powerful Dashboard

How to Determine the Components



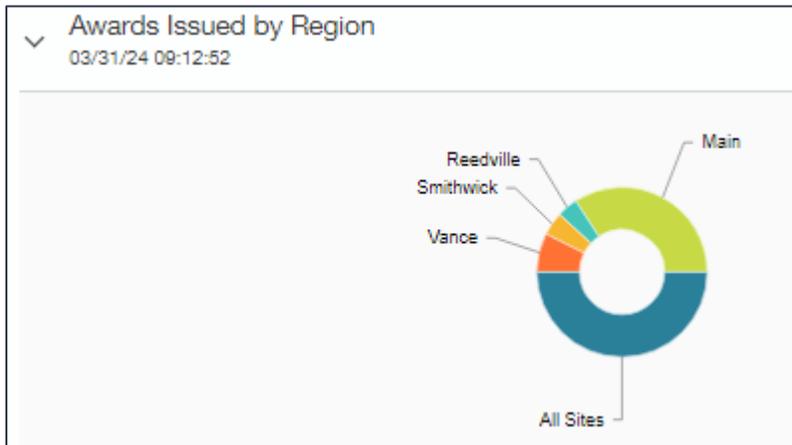
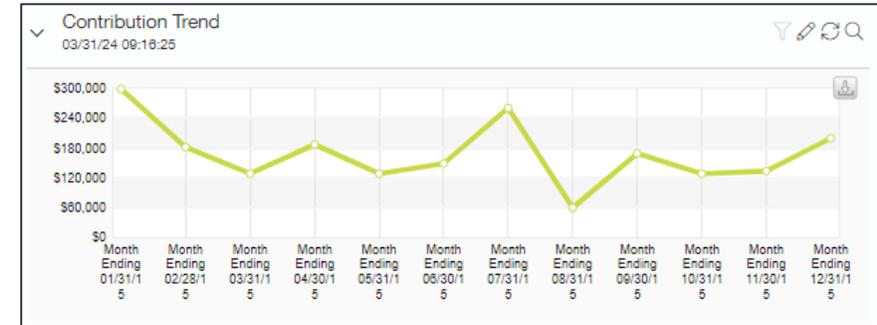
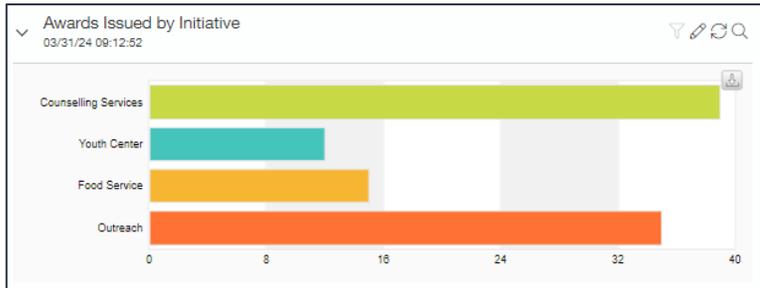
Anatomy of a Powerful Dashboard

Customized Metrics for Different User Groups

User	What Metrics Apply to Them?
Executive Director	Fundraising gaps, fiscal year projection, 3-5 year forecast, budget vs. actuals
Chief Operating Officer	Vendor breakdown, expense details, line item budget variances
Board Member	Fundraising gaps, 3-5 year forecast, budget vs. actuals, statement of financial position
Program Manager	Program actuals, funds available, program budgets

Anatomy of a Powerful Dashboard

Diverse Components to Please the Eye



Financial Highlights

In the fiscal year 2023, we achieved the following financial results:

- We raised a total of \$5.6 million in revenue, an increase of 12% from the previous year. This included \$4.2 million in donations, \$1.1 million in grants, and \$300,000 in other income.
- We spent \$4.8 million on our programs and services, which reached over 10,000 people in need across the country. Our program expenses accounted for 86% of our total expenses, demonstrating our commitment to efficiency and impact.
- We ended the year with a net surplus of \$800,000, which increased our net assets to \$3.2 million. This will enable us to invest in our future growth and sustainability.

Anatomy of a Powerful Dashboard

Use Financial + Non-Financial Data to Tell a Complete Story

Financial Data

Expenses

Revenue

Assets

Liabilities

Net Assets

Non-Financial Data

Current Headcount

New Donors

of Meals Served

of Students Mentored

Volunteer Hours

Meals Served

225,227

This year

+3.77% vs. prior year



Volunteer Hours

9,591

This year

+11.73% vs. prior year



Avg Gift Amount

\$206

This year

+\$20 vs. prior year



Cost per \$ Donated

\$0.22

This year

+\$0.01 vs. prior year



Polling Question #3

How do you currently look at financial data in your organization?

- A. *Excel export from accounting system*
- B. *Dynamic dashboard*
- C. *I don't review financial data (help!)*
- D. *Other*

Dashboard Examples

Role Based Dashboard: Board Member

12/31/15 | All departments | All funds | All projects or grants | Clear

Clients Served
4,260
 This year
 +261 vs. prior year

Program Efficiency
70%
 This year to date

Fundraising Expenses
5%
 This year to date

Administrative Expenses
23%
 This year to date

Fundraising Efficiency
\$0.22
 This year
 +\$0.01 vs. prior year

Statement of Revenues & Expenditures - Actual vs Budget [Primary]

	Year Ending 12/31/15		Year To Date 12/31/15		YTD Variance
	Original Budget Ttl	Mid-Yr Recast Ttl	Mid-Year Recast YTD	Actual YTD	
Operating Revenue					
Grant Revenue			330,000	133,246	196,754.00
Contributions	3,096,532	4,333,116	4,333,116	2,023,879	2,309,237.00
Tuition	-	-	-	1,800,190	(1,800,190.00)
Member Fees	179,292	250,891	250,891	203,608	47,283.00
Sales	1,152,975	1,613,409	1,613,409	1,277,337	336,071.00
Service Fees	1,644,025	2,300,559	2,300,559	1,804,281	496,278.00
Investment Earnings					
Dividends	43,481	56,506	56,506	229,379	(170,873.00)
Bank Interest Earned	183,084	176,777	176,777	19,890	156,687.00
Realized Gain (Loss) Investments	617,152	830,919	830,919	721,262	109,637.00
Unrealized Gain (Loss) Investments	226,861	287,545	287,545	246,578	40,968.00
Total Investment Earnings	1,070,578	1,353,747	1,353,747	1,217,129	136,619.00
Other Revenue	833,311	1,125,728	1,125,728	827,779	297,949.00
Total Operating Revenue	7,976,713	11,307,450	11,307,450	9,287,449	2,020,001.00
Expenditures					
Personnel Expenses					
Salaries	928,723	1,299,604	1,299,604	951,361	348,243.00
Bonus and Incentive	45,169	63,207	63,207	63,345	(2,138.00)
Life Insurance Premium	141,044	197,389	197,389	208,079	(10,710.00)
Retirement Matching	91,961	126,685	126,685	89,468	39,217.00
Health Ins. Premiums	170,785	236,987	236,987	166,157	72,631.00
Other Employee Benefits	56,197	81,436	81,436	49,167	32,270.00
Payroll Tax	197,059	275,753	275,753	191,719	84,034.00
Total Personnel Expenses	1,632,938	2,285,043	2,285,043	1,721,296	563,747.00
Professional Fees	1,443,142	1,976,291	1,976,291	1,619,362	356,929.00
Program Expenses	346,067	484,266	484,266	453,568	30,697.00
Occupancy	468,361	650,733	650,733	519,606	131,127.00
General and Administrative Expenses					
Advertising and Promotion	71,593	100,183	100,183	79,107	21,077.00
Bad Debt Expenses	12,681	17,745	17,745	14,011	3,733.00
Business Licenses and Permits	104,391	146,080	146,080	115,354	30,727.00
Conferences, Conventions, and Meetings	108,278	151,517	151,517	151,682	(165.00)
Insurance	249,789	342,656	342,656	259,320	83,336.00
Office Supplies	261,840	348,273	348,273	284,025	64,248.00
Other Expenses					
Janitorial Services	286,384	393,686	393,686	314,821	78,865.00
Professional Development	198,970	279,627	279,627	220,958	58,671.00
Special Events	360,742	504,902	504,902	197,794	307,007.00
Penalties, Judgements & Fines	12,043	16,652	16,652	13,321	3,532.00
Total Other Expenses	859,139	1,195,167	1,195,167	746,892	448,275.00
Taxes	107,778	150,619	150,619	119,089	31,730.00
Travel Expenses					
Travel - Lodging	95,213	133,235	133,235	105,205	28,030.00
Travel - Meals	59,128	82,741	82,741	63,334	17,407.00
Travel - Transportation	80,309	112,379	112,379	88,935	23,444.00
Travel - Other	19,400	27,148	27,148	23,290	3,858.00
Total Travel Expenses	254,050	355,503	355,503	280,764	72,739.00
Total General and Administrative Expenses	2,029,539	2,807,943	2,807,943	2,052,244	755,700.00
Total Expenditures	5,920,047	8,204,276	8,204,276	6,368,078	1,838,200.00
Change in Net Assets	2,056,666	3,103,174	3,103,174	2,921,373	181,801.00
+ Net Assets - Beginning				42,048,715	(42,048,715.00)
Net Assets - Ending	2,056,666	3,103,174	3,103,174	44,970,089	(41,866,915.00)

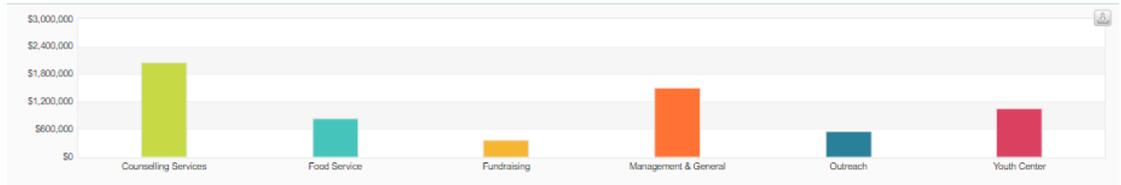
Trend Cash (in Thousands)



Net Assets



Expenses



FAS 117 - Statement of Financial Position

YTD Income
\$9,287,448 ↑
This year to date +\$1,310,735 vs. budget

YTD Expenses
\$6,366,075 ↑
This year to date +\$448,028 vs. budget

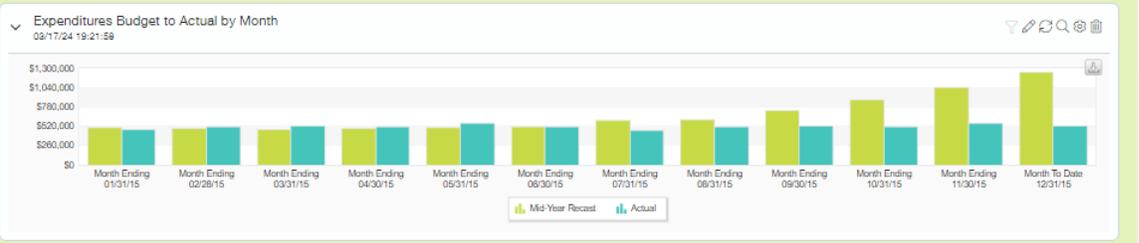
Monthly Burn
\$540,269 ↓
This month -\$34,849 vs. prior month

Cash Balances
\$5,695,712 ↑
This month +\$24,062 vs. prior month

Monthly Income
\$630,501 ↑
This month +\$14,369 vs. prior month

Quick Ratio
2.3
This month no change vs. prior month

Months of Cash
10.5 ↑
This month +0.6 vs. prior month



Actual vs Budget - SOA
09/17/24 19:19:09

	Year Ending 12/31/15		Year To Date 12/31/15		Actual YTD	YTD Variance
	Original Budget Ttl	Mid Yr Recast Ttl	Mid Year Recast YTD			
Operating Revenue						
Grant Revenue		330,000	330,000	133,248	196,754.00	
Contributions	3,096,532	4,333,116	4,333,116	2,023,879	2,309,237.00	
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Sales	1,152,975	1,613,409	1,613,409	1,277,337	336,071.00	
Service Fees	1,644,025	2,300,559	2,300,559	1,804,281	496,278.00	
Investment Earnings						
Dividends	38,206	53,483	53,483	42,215	11,268.00	

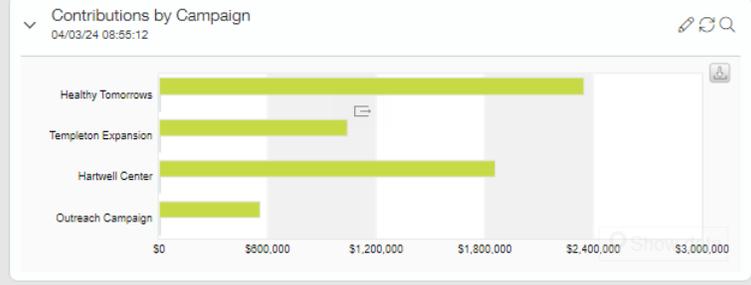


Fundraising Efficiency: Fundraising Efficiency

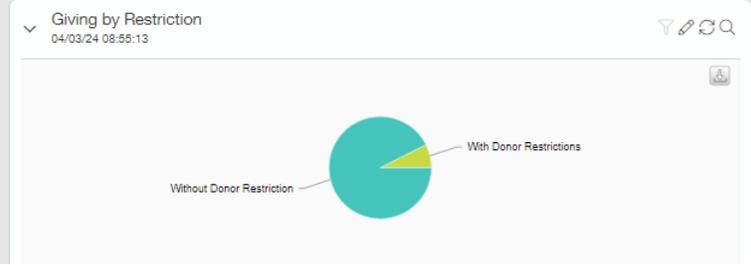
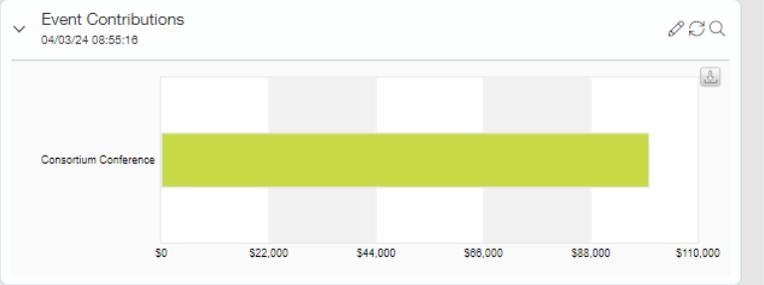
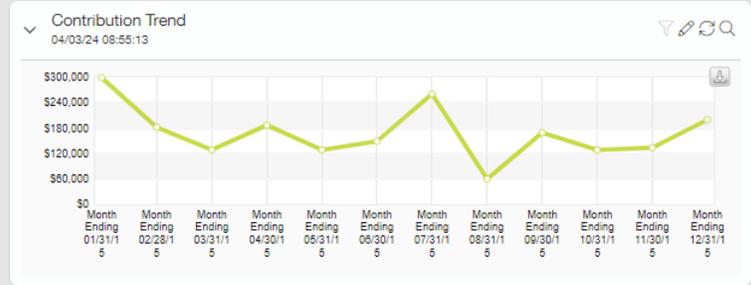
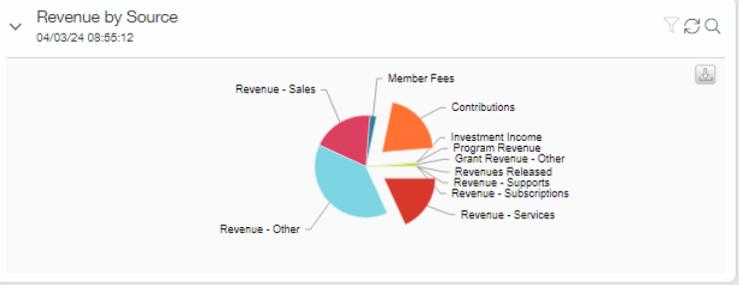
12/31/15

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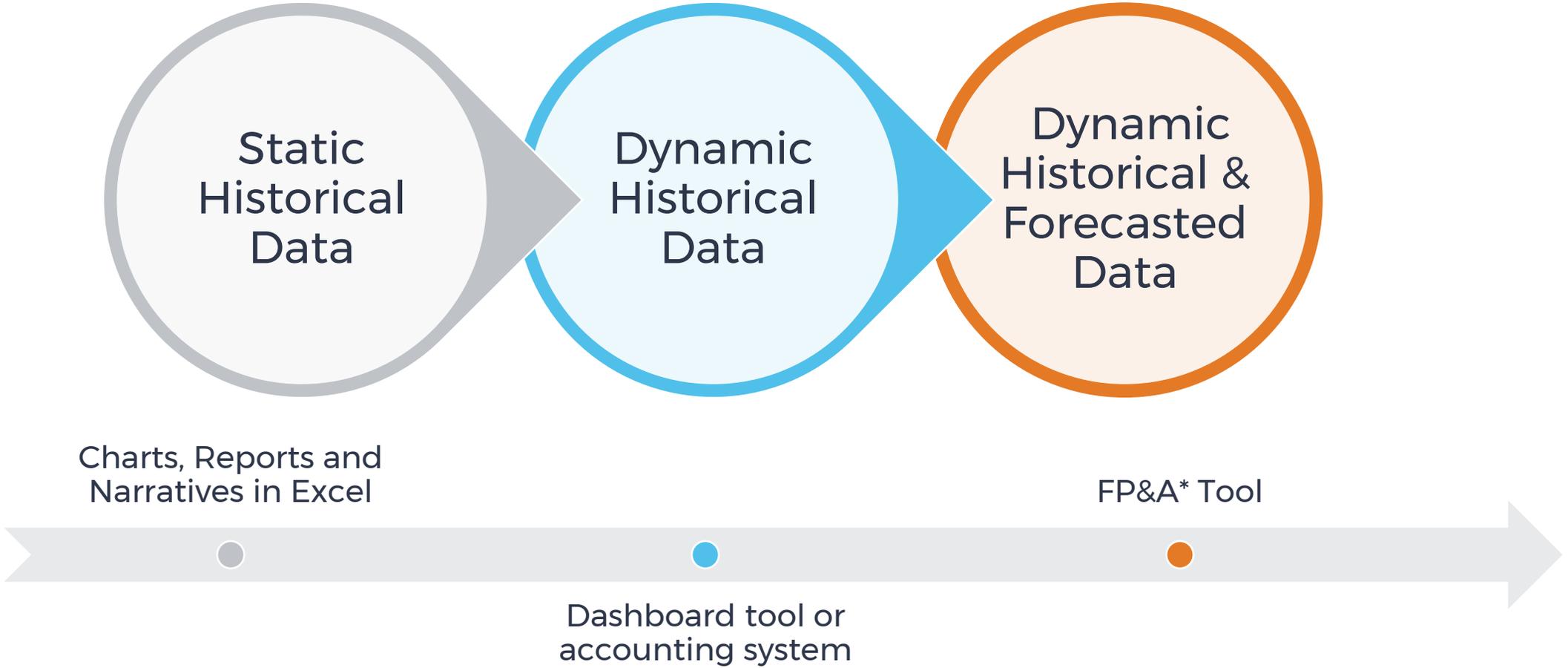
Avg Gift Amount \$206 <small>This year</small> ↑ +\$20 vs. prior year	Avg Donor Giving \$514 <small>This year</small> ↓ -\$82 vs. prior year
Avg # of Gifts per Donor 2.49 <small>This year</small> ↓ -0.72 vs. prior year	Net Per Active Donor \$422 <small>This year</small> ↓ -\$78 vs. prior year
Cost per \$ Donated \$0.22 <small>This year</small> ↓ +\$0.01 vs. prior year	Fundraising Cost per Donor \$64 <small>This year</small> ↓ -\$10 vs. prior year
Active Donor Ratio 25.03% <small>This year</small> ↓ -10.95 vs. prior year	Fundraising Expense Ratio 5% <small>This year</small> ↑ +0 vs. prior year



# of Giving Donors 3,933 <small>This year</small> ↑ +278 vs. prior year	# of Donors 15,715 <small>Inception to date</small>
# of Major Donors 61 <small>This year</small> ↓ -12 vs. prior year	# of Sponsors 13 <small>This year</small> ↓ -2 vs. prior year
YTD Grant Revenue \$133,246 <small>This year to date</small> ↓ -\$166,753 vs. prior year	Sponsorship Revenue \$1,800,190 <small>This year</small> ↑ +\$145,096 vs. prior year
Individual Contributions \$2,023,878 <small>This year to date</small> ↓ -\$157,377 vs. prior year	# of Individual Gifts 9,807 <small>This year</small> ↓ -1,928 vs. prior year



Where To Begin?





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