
Social Enterprise Roundtable Revenue Diversification A Panel Discussion

February 28th, 2024

Our Panel Members

Duncan Whittier [The Outdoor Learning Store](#)
Mike Greer [Elevation Outdoors](#)
Alyssa Farr [Purpppl](#)

What Does It Mean To You?



Duncan

“**strategic shift** from reliance on one funder to a diversified revenue model, **reducing overall risk** and **allowing them to thrive**. He details the success of their social enterprise, the Outdoor Learning Store, which offers resources and tools with **net proceeds supporting outdoor learning non-profit initiatives**, and their partnerships with international organizations to promote shared revenue models.”

What Does It Mean To You?



Mike

“We do have a few different types of earned revenue streams. Our first one that we delved into was summer camps. Seemed like a **natural extension of the work that we do because we were able to take the activities and the programs that we already do and the knowledge that we already have** and provide it at a cost to families who need childcare in the summertime.”

What Does It Mean To You?



Alyssa

“consider the distribution of revenue, the difference between revenue and market diversification, and the importance of understanding an organization's risk threshold in revenue diversification strategies”.

Will It Limit My Access To Grants?



Duncan

“accessing funding for social enterprise development has brought in **new grant revenue and changed the perception of nonprofits' financial management, ultimately increasing their ability to apply for grants.**”

Will It Limit My Access To Grants?



Mike

“boost in grant application success due to diversifying revenue streams?”

Will It Limit My Access To Grants?



Alyssa

“what happens if your grantors changed their mind? You'll be in trouble? So it sounds like you have a lot more risk

Is this a risk?... I like to **think of it as a differentiator**, not as a risk.

I can **distinguish myself as moving in a different direction thinking innovatively- it's a competitive advantage”**

How Do You Reconcile Risk

RISK MANAGEMENT



Duncan

“the need to **be agile and responsive to changes**, especially in the context of climate change and external factors.”

How Do You Reconcile Risk

RISK MANAGEMENT



Mike

“emphasizes the need to **invest in new initiatives to decrease organizational risk**, highlighting the impacts of climate change on his organization's revenue streams and the challenges of board perception regarding social enterprise.”

How Do You Reconcile Risk

RISK MANAGEMENT



Alyssa

“stresses the significance of environmental analysis and risk management when transitioning to a commercial mindset, urging the need to consider multiple external factors.”

Finally, Don't Underestimate



Duncan

**The value
of
curiosity**

“

Finally, Don't Underestimate



Mike

The importance of knowing and aligning with core values in decision-making, to avoid straying from the intended path.

Finally, Don't Underestimate



Alyssa

**Self-understanding
and
reflection**