



The Limitless Women Podcast How to Choose the Right Non-Profit

As a business owner you want to make a difference. Now is the time for you to incorporate giving back as part of your business model. So, how do you decide which charity to partner with? In today's episode you'll learn three easy tips that will help you find the way.

Laura Gisborne, Founder of Limitless Women, is thrilled to show you how best to share your big heart while making a difference!

Want to skip head? Episode Highlights

- [00:08] Find out what today's episode is all out!
- [00:55] Discover which aspect of a non-profit you can look at first before deciding to partner with them.
- [01:41] Learn what next aspect you should focus on when deciding a non-profit to partner with.
- [02:11] You'll hear about the final aspect you can focus on when choosing a non-profit to partner with.
- [03:27] You'll review the three aspects to pay attention to when finding a non-profit to partner with.
- [03:50] Find out why the bonus aspect is the most important when choosing the non-profit that is right for you!

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners like you grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] You know you want to make a difference. You know that it's time for you to incorporate giving back as part of your business model. Now, how do you decide which charity to partner with? In today's video, I've got three easy tips that will help you find the way.



[Laura] Thank you so much for taking a moment to watch this video and to consider how you can make a difference with your business. We've been supporting non-profits for close to 30 years at this point and I can tell you that it's not -- there's a lot of great causes out there and it's not always easy to decide which one to partner with, so I would like to share with you three things that we look at each time we partner with a charity in the hopes that it'll help you decide which one is right for you.

The first thing that we look at is the age of the organization. Non-profits are organizations that are started by passionate people just like you and I. They have a big heart for making a difference, but if they're brand new, often they haven't had time to get a proof of concept. We look for organizations that have been around for at least five years. I get introduced to startups all the time both in the private sector and in the non-profit sector. It is my pleasure to help them in any way I can with ideas, strategies, and the tools and resources they need to build, but we're not always in a hurry to give them funding until we know that they have some infrastructure, so the first thing we look for is, how long have they been around? Are they actually in action, making a difference with their work?

The second thing we look for is team. Do they have a team? Now, this is not something that requires a lot of funding, but it does require an effective vision. The founder of the organization has to know like you and I have to know that in order to build a sustainable, scalable organization, they need other people on their team, so we look for boards of advisors, boards of directors, who's playing with them, and what skills and talents are they bringing to the game.

The third thing we look for is their financials. Now, this is not about how much have they raised in dollars and cents. It's about are they transparent and are they using their dollars and cents for effective programming that's creating the impact that's aligned with the vision and the mission of the organization. Now, that's a lot of language, but in a short version, what I mean is this. Are they taking the dollars and cents that are coming in and doing a lot of stuff like admin and office work or are those dollars and cents actually getting to the folks that need the resources?

One of the models that we love, love, love and we encourage lots of small, burgeoning, growing non-profits to incorporate is to find donors in the form usually of businesses that understand the cost of doing business. When you have a non-profit that's small that has a benefactor that takes care of administration, secretarial fees, overhead, what we can then do is encourage donors to make a donation because 100% of the dollars are getting right to the causes. It's putting food in children's mouths. It's providing direct education. It's doing resources for research. This is the kind of stuff we're looking for. So the three things that I want you to be looking for is the age of the organization, what's happening with the team, is it a solopreneur with a great idea or is it an organization that's actually built with likeminded individuals who want to grow in scale, and then the third piece is where are they at with their dollars and cents. Are they using the funds that are coming through them wisely to help those in need?



As a bonus little caveat here, I want to add one piece to our one, two, three, and that is choose causes that you feel inspired about. One of the things that happens is that we get passionate. We hear something that sounds good. I want you to just do a gut check and check in and see. Is this something that's aligned with my vision and my mission and my purpose? As a second bonus, is it someplace that I can align my business with? Is it something that makes sense for what I believe in in my core values and is it aligned with the culture of what we're here to do as a business on the planet?

[Laura Gisborne] Thanks for listening to the Limitless Women Podcast. This episode is an excerpt from a video series on business tips I created for you. If you find this valuable and want to have a deeper, longer training, visit the Limitless Women YouTube Channel, subscribe and check out the rest of the series.

[MC] Did you know that Limitless Women offers an online community, a premier business school and annual live events? Find out what Limitless Women has for you at LimitlesWomen.com