



Delivering Performance Measures to Decision Makers

Sage Intacct Dashboards

Katie McCloskey

Introductions



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20+ years helping nonprofit organizations with financials



Today's Agenda

- Who: Decision Makers
- What: Key Insights – Performance Data
- When: On-Demand Access
- Where & How: Secure, Cloud Solution with Meaningful Dashboards



Baseline

- Most organizations have a set of key performance measures
- Value add opportunities
 - ★ Moving toward more real-time views
 - ★ Expanding analysis
 - ‘Industry champions’
 - Comparative organizations
 - Internal conversation



Trend: Moving from Annual Report to Real-time Views

For Internal Managers, Boards, Funding Sources

How do we get there?



Converting to 'Real Time' On-Demand Views

- **Step #1 – Access Goal:** Self-Service or Data Delivery or BOTH
 - Evaluate Toolset
 - Consider both Laptop/Desktop & Mobile Support
 - Security



Converting to 'Real Time' On-Demand Views

- **Step #2 – Data Goal:** Marry financial & statistical data in single place
 - Ease of data centralization & interval
 - Accuracy & trust [verifiable data]
 - Consider importance of access to detail including source documents
 - List of known key performance measures by audience
 - Seek buy-in for data to be most useful
 - Flexibility to adjust based on feed-back & over-time as operations change



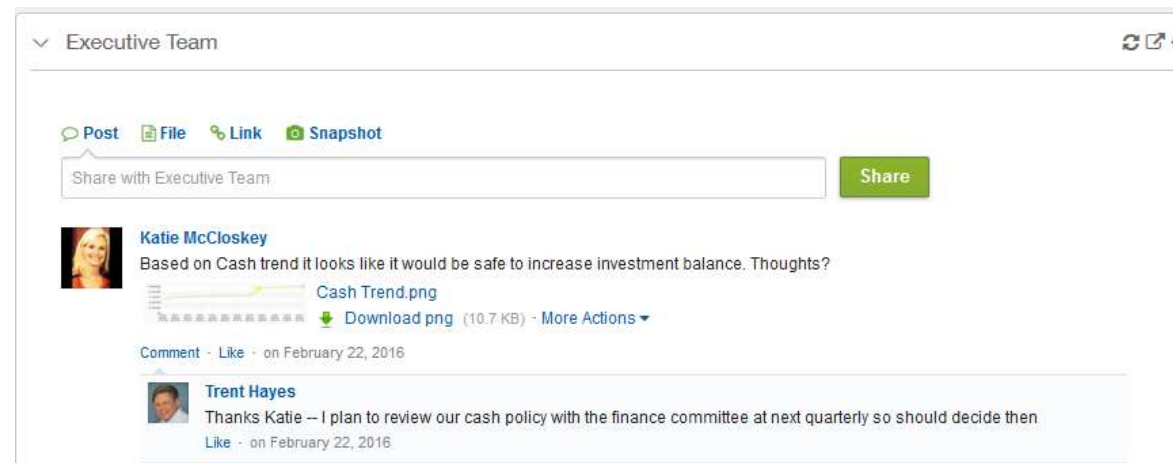
Converting to 'Real Time' On-Demand Views

- **#3 – Ideal Presentation: Meaningfully arrange information**
 - Graphical views vs. statement style vs. key performance indicators
 - Ease of consumption
 - Elicit feedback again
 - Consider point and time capture



Converting to 'Real Time' On-Demand Views

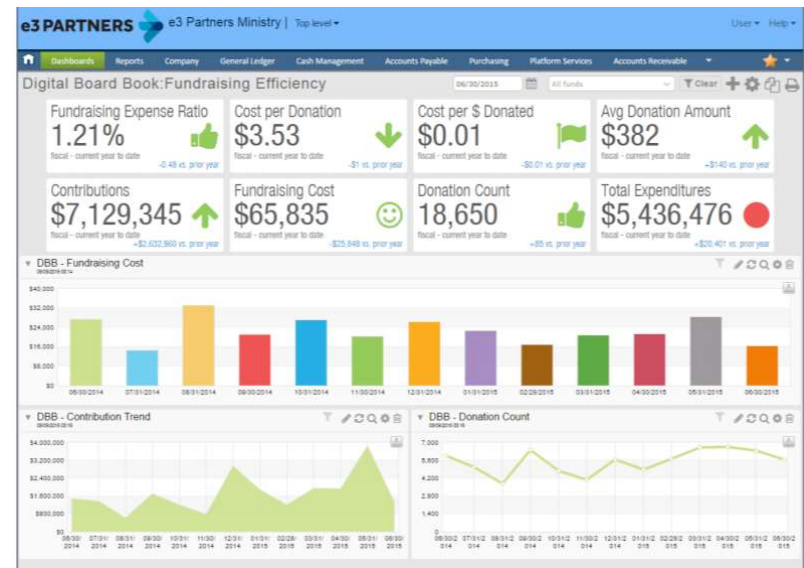
- **#4 – Action Goal: Conversation & Analysis**
 - Not enough to have it, must consider it and act
 - Collaboration often a critical element
 - Well documented action for history of quality, data-driven decision making



Impact

*“The Intacct Digital Board Book for Fundraising is transformational for E3Ministries. I now have a tool that can **crush the data silos**. We get real time KPIs, with data pulled from multiple systems, that keeps everyone focused on the right information. This allows us to **respond faster, make better decisions, strengthen stewardship, and achieve greater impact**.”*

Mark Lincoln, CFO E3 Ministries



Foundations: Tracking What Matters

sage Intacct Sample Nonprofit Organization Top level ▾

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< SERVICES ALLOCATION MANAGEMENT REPORTS **DASHBOARDS** FIXED ASSETS COMPANY GENERAL LEDGER ACCOUNTS PAYABLE PURCHASING TIME & EXPENSES ACCOUNTS RECEIVABLE ORDER EN >

Outcomes ▾ Sample Foundation Metrics ▾

12/31/2016 📅 Clear + ⚙️ 📄 🖨️



Applications Reviewed

1,754

this year



+342 vs. prior year

Awards Issued

1,158

this year



+6.43% vs. prior year

Volunteer Hours

10,132

this year



+10.21% vs. prior year

Publications

104

this year



+6 vs. prior year

Revenue & Expense by Month

01/16/2018 10:06

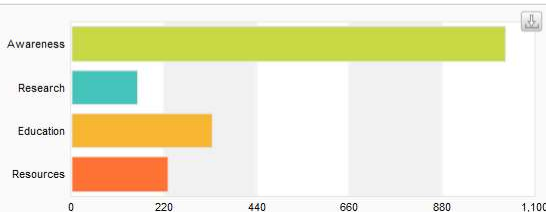
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Applicants per Initiative

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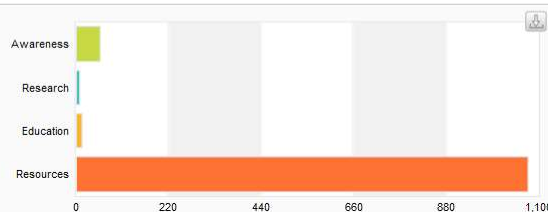
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Awards Issued by Initiative

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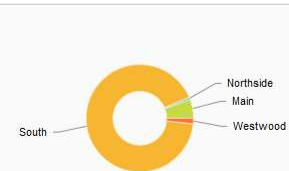
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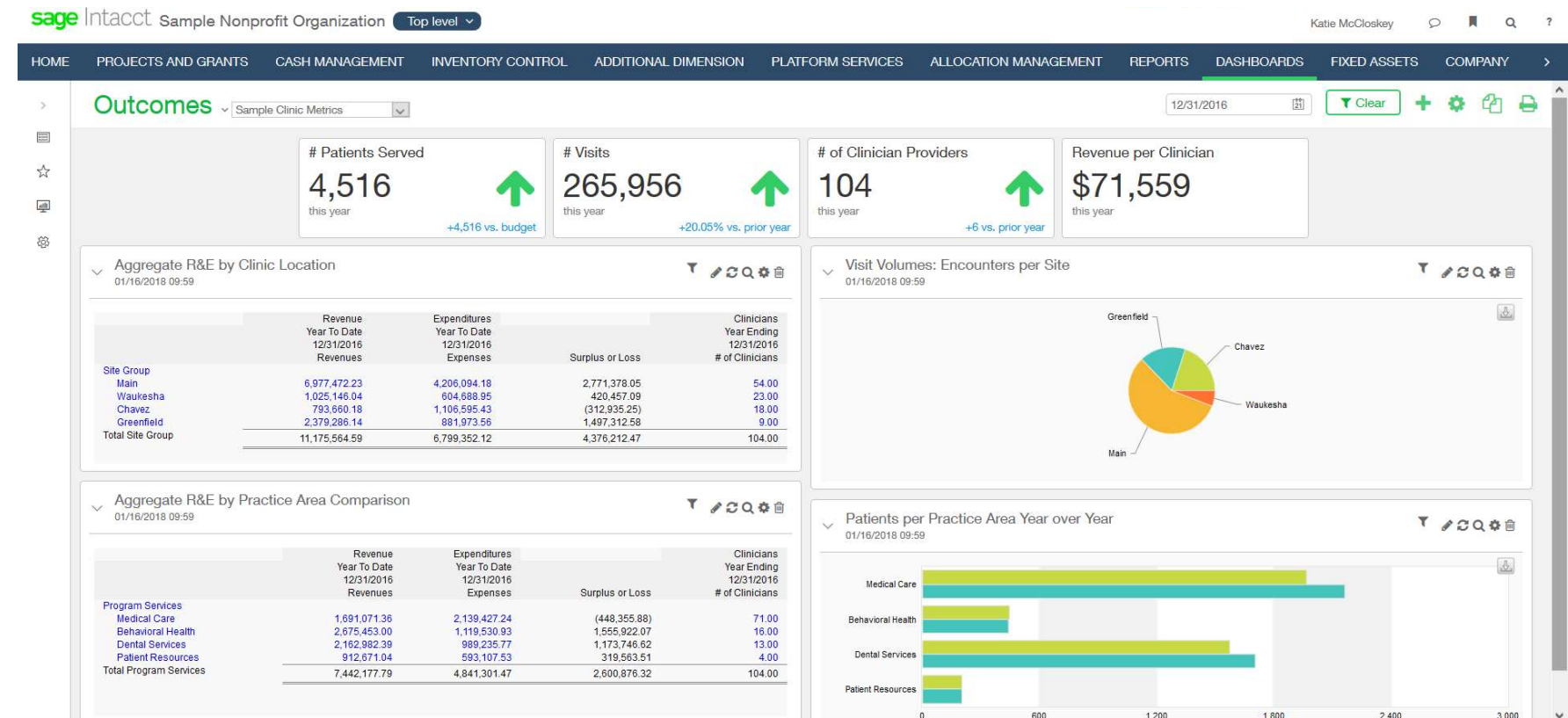
Awards Issued by Region

01/16/2018 10:06

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Nonprofit Healthcare: Sustaining Impact



Association/Membership Metrics

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Outcomes

Sample Association Metrics

12/31/2016

Clear

+ ⚙️ 📄 🖨️

Member Count

10,984

this year



+1,802 vs. prior year

Membership Renewals

8,772

this year

no change vs. prior year

Avg Revenue per Member

\$20

this year



-\$5 vs. prior year

New Members

2,212

this year

Conferences

51

inception to date

Program Exp with per Member Share

01/16/2018 10:13

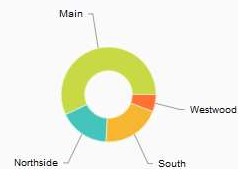
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	Membership Year Ending 12/31/2016 Departments	Publications Year Ending 12/31/2016 Departments	Program Services Education Year Ending 12/31/2016 Departments	Resources Year Ending 12/31/2016 Departments	All Departments Year Ending 12/31/2016 Departments
Expenditures					
Personnel Expenses	761,938.66	322,126.50	74,536.72	53,240.52	1,211,842.40
Professional Fees	679,446.53	269,472.09	341,602.15	146,756.28	1,439,277.05
Program Expenses	102,397.60	83,832.68	183,962.38	69,303.96	419,496.62
Occupancy	125,069.69	187,303.85	50,756.85	86,833.29	449,963.68
General and Administrative Expenses	470,574.76	256,795.81	358,377.67	234,973.48	1,320,721.72
Total Expenditures	2,139,427.24	1,119,530.93	989,235.77	593,107.53	4,841,301.47
Members	9,273.00	1,189.00	326.00	193.00	10,981.00
Cost per Member	230.72	941.57	3,034.47	3,073.10	440.88

Tennis Time by Facility

01/16/2018 10:15

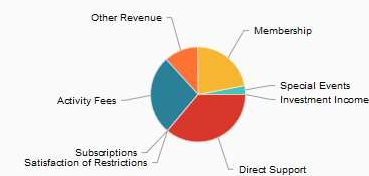
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Assn Revenue Sources

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Education: Real Time Insights

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Outcomes Sample School Metrics

12/31/2016

Clear



Student Enrollment

1,655

this year



+72 vs. prior year

Staff Count

51

inception to date

Avg Tuition per Student

\$1,057

this year



+\$1 vs. prior year

Annual Tuition Total

\$1,750,856

this year



+\$78,417 vs. prior year

Volunteer Hours

10,132

this year



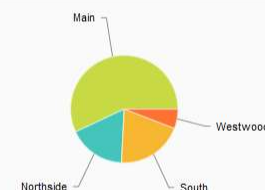
+10.21% vs. prior year

Tuition by Campus with Student Count
01/16/2018 10:10

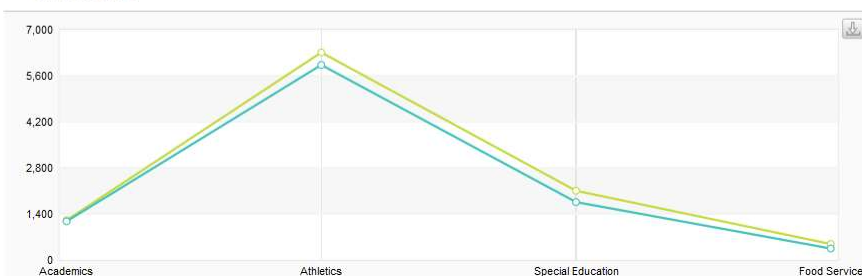


	Main Year Ending 12/31/2016	Northside Year Ending 12/31/2016	South Year Ending 12/31/2016	Westwood Year Ending 12/31/2016	All Sites Year Ending 12/31/2016
	Actual	Actual	Actual	Actual	Actual
Tuition	870,651.68	315,100.00	245,400.00	319,705.00	1,750,856.68
# of Students	925.00	265.00	325.00	140.00	1,655.00

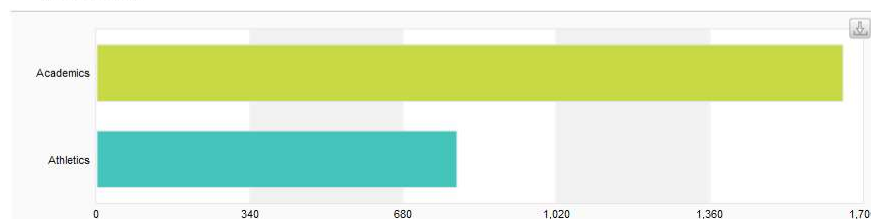
Classes per Site
01/16/2018 10:10



Volunteer Effort by Program
01/16/2018 10:10



Student Participation
01/16/2018 10:10



Analytic Paths

What is most important to measure?

Financial Performance & Outcomes

Capacity & Sustainability

Activity/Program Success

Fundraising

Balanced Approach

Monitoring Financial Health + Benchmarking

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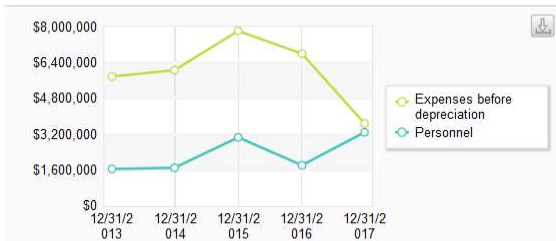
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HOME PROJECTS AND GRANTS CASH MANAGEMENT INVENTORY CONTROL ADDITIONAL DIMENSION PLATFORM SERVICES ALLOCATION MANAGEMENT REPORTS **DASHBOARDS** FIXED A' >

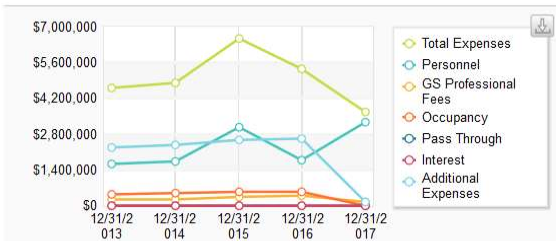
Guidestar Board Book My Income Stmt Graphs ▾



Expense & Personnel Costs 01/16/2018 09:53



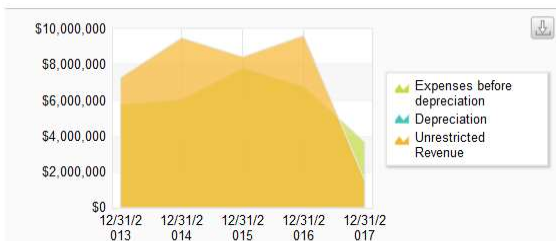
Major Expense Categories 01/16/2018 09:53



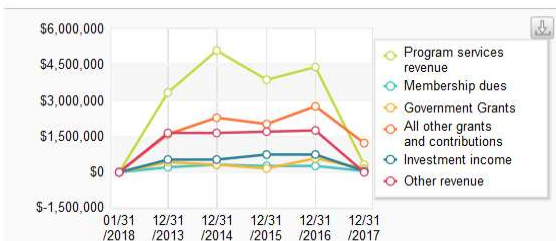
Questions to Consider

- Which expense categories have grown?
- Which expenses are fixed? flexible?
- Has the revenue mix stayed stable?
- How much non-operating revenue?
- Are revenue streams matched to mission?
- Have results been improving or worse?
- Is surplus cash being created to reserve?
- Can unrestricted revenue cover costs?

Estimated Full Costs 01/16/2018 09:53



Revenue Composition 01/16/2018 09:53



Benchmarks

Financial SCAN

The fastest, easiest, and most comprehensive way to analyze a nonprofit's financial health.

Fundraising Efficiency

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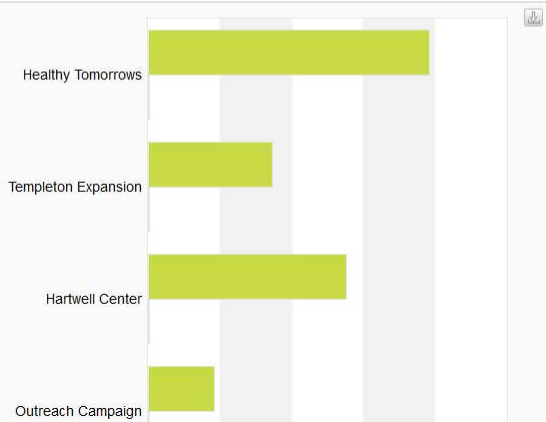
HOME ADDITIONAL DIMENSION DASHBOARDS REPORTS COMPANY GENERAL LEDGER ACCOUNTS PAYABLE PURCHASING TIME & EXPENSES ACCOUNTS RECEIVABLE PROJECTS OR GRANTS CASH MANAGEMENT INVENTORY CONTR

Fundraising Efficiency Fundraising Efficiency III

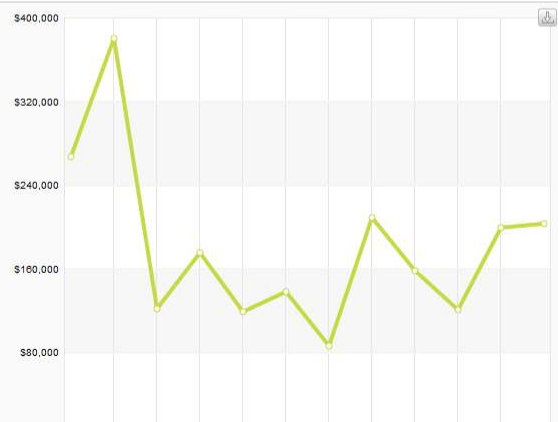
12/31/14 All funds All projects or grants All customers Clear + ⚙ 📄 🖨

Avg Gift Amount \$185 this year +\$23 vs. prior year ↑	Avg Donor Giving \$596 this year +\$190 vs. prior year ↑	Fundraising Cost per Donor \$75 this year +\$17 vs. prior year ↑	Cost per \$ Donated \$0.21 this year -\$0.02 vs. prior year 👍	# of Giving Donors 3,655 this year -278 vs. prior year ↓	# of Major Donors 73 this year +12 vs. prior year ↑
Avg # of Gifts per Donor 3.21 this year +0.72 vs. prior year ↑	Net Per Active Donor \$501 this year +\$178 vs. prior year ↑	Active Donor Ratio 35.98% this year -34.81 vs. prior year ↓	Fundraising Expense Ratio 5% this year +0 vs. prior year ↑	Contributions \$2,181,256 this year +\$584,077 vs. prior year ↑	Grant Awards \$300,000 this year -\$110,000 vs. prior year ↓

Contributions by Campaign 01/16/18 10:37



Contribution Trend 01/16/18 10:37



Giving by Restriction 01/16/18 10:37



Sources to Expand Analysis

- Industry Champions: Associations, Nonprofits for Nonprofits
- Peer Organizations: Collaborate
- Internal Feedback: Keep Data Delivered Relevant



Your Data is Telling Your Story:

Meaning = Results, Respect, Relationships, Reward

Proven Cloud Access



+

Financial & Operational Insight



=

Better Decisions for
Mission Success

