KPIs for NFPs
Understand, Sustain and Grow
by Mick Devine
Agenda

• Why KPIs?
• Financial KPIs
• Operational KPIs
• Cashflow KPIs
• Calxa – connecting the dots
What do you need KPIs for?
They’re a shortcut

1. Strategic Planning
   • Are we achieving our objectives?

2. Governance
   • Are we compliant?

3. Accountability
   • Are we doing what we said?

4. Fundraising
   • What do our funders need?
02 Spreadsheet Best Practices
SSRB Standards (ssrb.org)

1. Divide and Conquer
   - Assumption/Output/Presentation
   - Constant/Formula/Mixed
   - Blue/Black/Green

2. Document
   - It’s not just about you
   - Cover/Content/Sections
   - Comments everywhere

3. Check Everything
   - Validate data entry
   - Include error checks and alerts
   - Summarise alerts

4. Version Control
   - Know which is the right version
   - Share carefully
   - Check when combining
KPIs in Spreadsheets

1. Export Accounts
   • Export report to Excel

2. Combine Budgets
   • Export from accounting system
     • Link to Excel budget

3. Sort Rows
   • Add a sorting column
     • Remove rows not needed

4. Summarise
   • Group by sorting column
     • Add subtotals
Operational KPIs
Measuring Operations

1. Membership

2. Member Churn

3. Wages to Income

4. Admin to Revenue
04 Financial KPIs
Managing Finance

1. Debtor Days
2. Self-created Funds
3. Unit Costs
4. Net Equity Position
05 Cashflow KPIs
Managing Cashflow

1. Cash Balance
2. Days Cash Reserves
3. Working Capital
4. Creditor Days
07
Learn more about Calxa
What’s Next?

1. Donation
2. Free Trial
3. NFP Discount
I just want to say that automation with report emailing is a beautiful thing.

Michael Gordon-Smith, Australian Publishers Association
KPIs for NFPs

Happy Reporting!

.calxa
Business Insights. Automated.