



KAUAI PLANNING & ACTION ALLIANCE

FOR IMMEDIATE RELEASE

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BUSINESS PLANNING FOR NONPROFITS

Lihu`e, Kaua`i, HI – 2/2/2010 Kaua`i Planning & Action Alliance (KPAA) is offering a workshop on **Business Planning for Nonprofits** in partnership with HANO, Hawai`i Alliance for Nonprofit Organizations on Tuesday, February 23 from 1:00 to 5:00 p.m. at the Kaua`i Humane Society Training Room, Puhi.

Nonprofits today are increasingly motivated to use business planning tools and models to communicate their visions and “value-added” to funders, investors, clients and the community. Whether you have plans for a revenue-generating social venture, or simply want to analyze and communicate your goals through a business development lens, this introductory workshop will highlight the critical elements and best practices in business planning for nonprofit organizations.

Any Kaua`i nonprofit staff can attend but this workshop is especially relevant for nonprofit executive directors and managers. The workshop will:

- Help you “tell the story” of your organization through a business plan tailored for the nonprofit context
- Discuss when a business plan is a good choice for your nonprofit and why
- Discuss business risks and the frame of mind needed for successful business planning
- Provide tips for what and how to prepare if you seek outside assistance
- Provide case study examples of successful nonprofit business plans
- Provide you with take-home Excel-based Cash Flow Projection, Start-up Budget and Fund Development Plan worksheets to use to develop the financial portion of your business plan.

BRINGING PEOPLE TOGETHER TO CREATE A BETTER FUTURE FOR KAUAI

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The Trainer is Marisa Castuera Hayase, President of Hayase Consulting, Inc. She has a Masters in Public Policy from the John F. Kennedy School of Government at Harvard University, with a focus on nonprofit management, education and community development. She has worked with non-profit and government organizations nationally and internationally in the areas of community and economic development, youth development, education, immigration and women's health, and she is an experienced foundation grantmaker.

The workshop is supported by the Annie Sinclair Knudsen Memorial Fund with the support of the Hawai'i Community Foundation.

The cost is \$30 per person (maximum two people per organization) and registration and payment by check or cash is required in advance. Seating is limited. The registration form and workshop flyer can be downloaded from KPAA's website at www.kauainetwork.org. Questions? Call 632-2005 or email kpaa@kauainetwork.org.

KPAA is a non-profit membership organization that serves as a neutral convener, providing a forum to the community to develop and implement effective solutions to issues that matter to Kaua'i.

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