

## Maximising Income Generation

This booklet is a concise reference guide intended for non-profit organisations who wish to be more entrepreneurial. Social sector entrepreneurship may include starting an earned income trading business, but this does not need to be the only definition. Entrepreneurship is really an attitude, rather than an activity.

The booklet particularly explores a guide to enterprise development including setting the strategic context, idea creation, developing a business, partnerships, business planning, marketing, organisational structure, financing and general resources.

Each page of this book is a self-contained list of tips, resources or concepts pertaining to a specific topic. Any page can be read in isolation, or you can read the guide cover-to-cover.

These tips were created out of the experiences of JPA in working with its clients.

## JPA

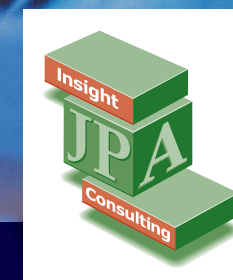
is a consulting firm working within the social, corporate and public sectors. Our diverse team brings extensive and complementary experience from both the corporate and non-profit sectors.

The firm has offices in the United Kingdom and in North America (where we operate under the name Aperio).

We encourage you to contact us for additional information about the concepts in this booklet.

Please visit our website for additional information ([www.jpa-group.com](http://www.jpa-group.com)) or call us at 44 (0) 20 7240 7788 to explore how we may be able to help your organisation achieve its objectives.

You can email us at [info@jpa-group.com](mailto:info@jpa-group.com)



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**Quick tips for non-profits to achieve sustainability through trading, earned income, social enterprise and commercial ventures.**

By John Pepin, Warren Tranquada, John Baker, Tanya Pepin and Mike McGee

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With contributions from the staff of JPA and Aperio.



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## About this Book

This booklet is a concise reference guide intended for social sector organisations who wish to be more entrepreneurial. We define social sector in the broadest sense, including any organisation that is primarily organised to achieve a social mission, whether that be through the means of a for-profit company, non-profit charitable organisation, philanthropic foundation, or a membership association. We also define entrepreneurship in a very broad sense, as described on page 4.

Each page of this book is a self-contained list of tips, resources or concepts pertaining to a specific topic. The topics have been organised arranged by the phase in the cycle of new initiative development, from strategic planning, to finding the right idea, to managing and growing a mature business.

This booklet has been designed to be a starting point to stimulate thoughts on how to develop and improve your social sector organisation. We have kept our comments brief - this is not an academic paper, but rather a practical tool to be used on an ongoing basis.

If you would like to explore any topic in this book in more detail, especially in terms of how it can be applied to your specific situation, or if you would like a copy of our templates, articles and papers, please feel free to contact us at info@jpa-group.com

This is the second UK edition of the book. Beyond updating out-of-date links and information, the spirit of this revision is exploring the broader concept of the social entrepreneur described on page 4.

## Acknowledgements

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