

Nonprofit Organization Business Plan

Sample plan for Riverbend Community Kitchen (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Riverbend Community Kitchen is a new nonprofit organization business based in [City, State]. We will serve program participants and beneficiaries and individual donors, offering core mission programs, community events and volunteer programs. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$250,000, growing to \$359,000 by year three. Startup costs are estimated between \$13,000 and \$141,000. We are seeking \$77,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Nonprofit plans replace profit with impact, but they still need sound finances. Funders want to see the need you address, your programs and outcomes, your funding mix of grants, donations and earned income, and the board and staff who will carry out the mission.

Item	Details
Legal name	[Riverbend Community Kitchen LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Core mission programs	[Describe]	[\$]	[\$]
Community events	[Describe]	[\$]	[\$]
Volunteer programs	[Describe]	[\$]	[\$]
Earned income such as fees or a social enterprise	[Describe]	[\$]	[\$]

Revenue streams:

- Grants
- Individual and major gifts
- Events and earned income

4. Market Analysis

Target customers:

- Program participants and beneficiaries
- Individual donors
- Foundations and grant makers
- Corporate sponsors and volunteers

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Impact stories and photos
- Annual giving campaigns
- Grant applications
- Corporate partnerships

Channel	Monthly budget	Goal
Impact ...	[\$]	[#]
Annual ...	[\$]	[#]
Grant ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- State nonprofit incorporation [] obtained
- IRS 501(c)(3) determination [] obtained
- State charitable solicitation registration [] obtained
- Annual Form 990 filing [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
People served	Program reach.	[Target]
Outcome measures	Changes your programs create.	[Target]
Program expense ratio	Share of spending on programs.	[Target]
Donor retention	Share of donors who give again.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Dependence on a few grants	[Your plan]
Volunteer turnover	[Your plan]
Founder burnout	[Your plan]
Compliance with nonprofit rules	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Incorporation and 501(c)(3) application	\$500	\$3,000	[\$]
Program startup costs	\$5,000	\$50,000	[\$]
Office or program space	\$0	\$30,000	[\$]
Donor database and website	\$500	\$4,000	[\$]
Insurance (including directors and officers)	\$1,000	\$4,000	[\$]
Fundraising launch	\$1,000	\$10,000	[\$]
Operating reserve	\$5,000	\$40,000	[\$]
Total	\$13,000	\$141,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$250,000	\$312,000	\$359,000
Cost of sales	\$0	\$0	\$0
Gross profit	\$250,000	\$312,000	\$359,000
Operating expenses	\$237,500	\$261,250	\$282,150
Net income before tax	\$12,500	\$50,750	\$76,850

Example assumptions: 100% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$77,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Incorporation and 501(c)(3) application	[\$]
Program startup costs	[\$]
Office or program space	[\$]
Donor database and website	[\$]
Insurance (including directors and officers)	[\$]

Fundraising launch	[\$]
Operating reserve	[\$]

Appendix

Writing tips for a nonprofit organization plan:

- Write a logic model linking activities to outcomes.
- Show a diverse funding plan.
- Introduce your board and their roles.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.