



CLARIFYING MISSION & DIVERSIFYING FUNDING



INTRODUCTION

Under new leadership, a nonprofit enterprise that provides job skills training aimed to better align funding with its mission.



THE STORY

Tailored to meet people at various stages of their employment journey, this nonprofit offers various programs focused on encouraging career success through boosting confidence, enhancing skills, and supporting individuals on their path to greater independence.



THE CHALLENGE

The organization needed to diversify funding sources and synchronize operations with its mission, prompting [Bâton Global \(B|G\)](#) to guide strategy formulation.



THE CHOICE

Through workshops and analysis, [B|G](#) identified revenue diversification needs, developed key performance metrics, and aligned initiatives strategically. By facilitating communication strategies and ideation workshops, they enabled revenue diversification and leadership development, which enhance the nonprofit's community leadership and new revenue models that solidify its mission alignment and financial sustainability.



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A nonprofit social enterprise, focused on community development through job skills training, faced the challenge of aligning funding activities with its mission under new executive leadership. **Bâton Global (B|G)** facilitated a strategic transformation, guiding the organization to diversify funding streams, track performance, and coordinate operations with its mission.

With the help of interviews and workshops, a comprehensive analysis was conducted to identify the needs of diversifying revenue, enhancing performance, and developing human resources. Leveraging these insights, **B|G** collaborated to establish objectives and performance metrics, sequenced strategically to optimize resource allocation.

Through the execution of a clear communication strategy, **B|G** facilitated diversification through ideation workshops that fostered community engagement and leadership development. This transformative process fortified the nonprofit's position by launching new revenue-generating models, aligning operations, and strengthening community commitment.

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HELP YOU DESIGN A STRATEGY
THAT ACHIEVES YOUR GOALS.



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