

CHARITY MODEL CANVAS

Vision

What is the purpose of your organisation, what needed change should it bring about?

Key Activities

What are the most important activities our organisation carries out?

Key Cause Differentiators

What makes our organisation unique?

Audiences

Who are our most important audiences, what do they need from our organisation, and how do we reach them? (Include all your important audiences e.g. supporters, beneficiaries, researchers etc.)

Existing Partnerships

Who do we currently partner with to help carry out our key activities?

Key Competitors

Who are our most important competitors, both not-for-profit and commercial?

Measures

What are the key measures of our success? (Include only strategically important measures, both financial and non-financial.)

Key Challenges

What are the biggest challenges we face to carrying out our key activities?

Audience

Needs

Channels

Desired Partnerships

Who could help us carry out our key activities but aren't currently partners?

Potential Mergers

Who could we merge with to help carry out our key activities more efficiently or effectively?

Top Income Streams

What are our most important sources of revenue and how have they performed over the last three years?

Year 1

Year 2

Year 3

Cost structure

What are the most important costs associated with our model?