

The Nonprofit's Guide to *dashboards*

From program managers to board members, know who needs to see what.

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Everybody wants to see data.

Managing finances for a nonprofit organization means getting visibility into how your organization is achieving its mission.

Program managers, CFOs, CEOs, and board members all need insight into different aspects of the financial and operational data to make the right decisions.

Show them the data they need to see.

How can you be sure every decision maker on every level is equipped with the right tools to gain insight and act on data?

Instead of one dashboard for everyone, **each decision maker** should have a **specific dashboard** to view **exactly what they need to see**.

why *dashboards*



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Why Dashboards?

Dashboards are valuable tools for nonprofit finance teams.

Dashboards are visual aids that:

- Give quick insight.
- Provide access to actionable data.
- Inspire empowered decision making for everyone at every level.
- Support a strong operational foundation and healthy systems.
- Offer transparency to secure and keep donors on board with your organization.

Why Dashboards?

Transparency is a non-negotiable best practice for leading nonprofits today.

How do you secure and keep donors on board with your organization? Transparency, one of the most valuable aspects of dashboards.

What can transparency do?

- 'Know and Show' what funders want to see with speed and accuracy.
- Instill confidence in stakeholders and donors that discretionary investments are well-managed.
- Gain edge over other agencies competing for those same dollars.

dashboards



who wants to
see what?

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dashboards

- Program
- Manager CFO
- Board Member
- CEO

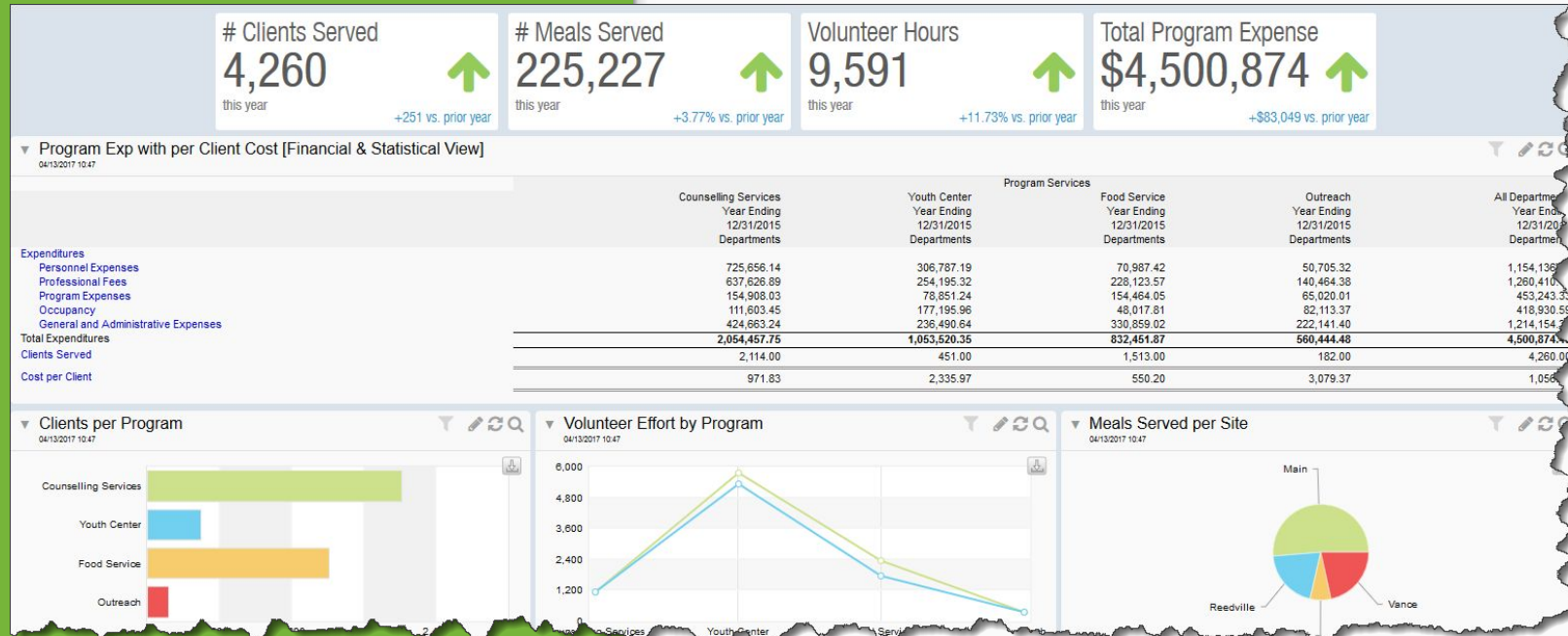
Program Manager Dashboard

A nonprofit program manager will want to see information that is relevant to their specific job: How much of each program's grant or contract has been spent down (if they are grant or contract funded)?

A program manager dashboard should include:

- Data related to their specific job (not just an agency overview)
- Program-specific metrics
 - Number of used beds vs. open beds
 - Number of meals served vs. meals available
- Any missed revenue opportunities
 - What did the open beds 'cost' the organization?
- Trend data in addition to snapshot and at-a-glance data

Sample Program Manager Dashboard

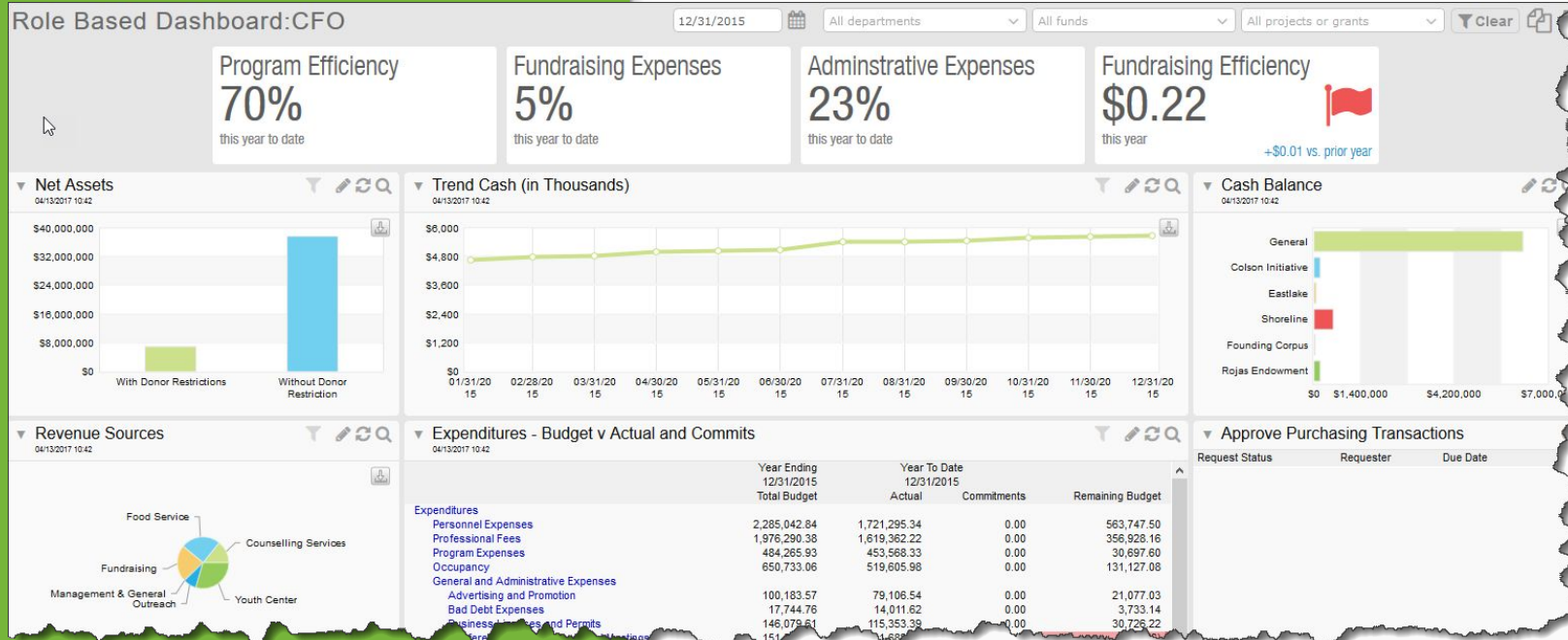


CFO Dashboard

A successful CFO dashboard will measure the following KPIs:

- Actual budget variance
 - consolidated for the organization as a whole
 - For each program and/or grant
- Cash basis summaries as a trend graph
- Cash balances
 - In the bank
 - By contract, grant, program, etc.
- Accounts Payable and Accounts Receivable Balances

Sample CFO Dashboard



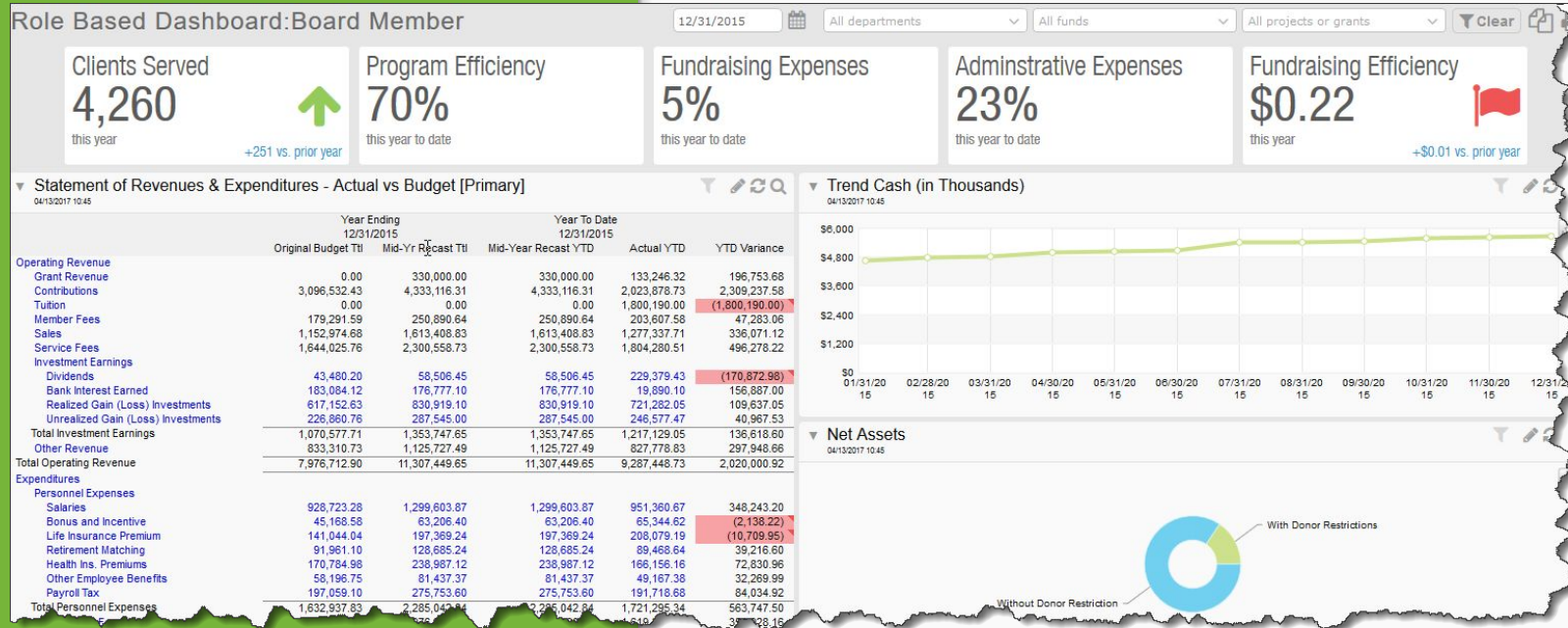
Board Member Dashboard

A board member dashboard should:

- Give a high-level view of the organization and its performance.
- Be in plain English language (layman's terms).
- Highlight financial data such as the Quick Ratio*.
- Include key metrics showing how the organization is achieving its mission and impact.

*The Quick Ratio shows how much the organization's assets exceed its liabilities. The higher the ratio, the more dollars are available to pay off its bills, and the healthier an organization is. A Quick Ratio of 1 would mean the organization has just enough liquid assets to pay its bills.

Sample Board Member Dashboard



CEO Dashboard

A CEO dashboard should consist of some elements of the CFO and board dashboard metrics, combined with a higher level view of the mission metrics from the program manager, all on a consolidated level.

The CEO dashboard formula:

CFO dashboard + Board Member dashboard + Program Manager dashboard (higher level view of mission metrics), consolidated

= CEO dashboard

Sample CEO Dashboard

