



## The Frist Foundation Awards of Achievement – Revenue Development

This award category recognizes agencies that develop new or more effective ways to generate revenue. We are especially looking for new approaches – either to fundraising or diversifying revenue through nonprofit or for-profit activities. The revenue should be sustainable and ideally should help the organization weather the ups and downs of the economy.

An award of \$25,000 will be presented to the winner, and \$10,000 will be awarded to each of the two finalists at CNM's annual Salute to Excellence.

### Requirements for the Revenue Development Award:

- Must be an organization that has been a 501(c)(3) for at least three years and is a member of CNM providing significant services to residents of Middle Tennessee.
- Local chapters of national organizations may apply, provided the chapters are locally managed, have their own tax-exempt status, and have full financial information available on a local basis.
- In keeping with The Frist Foundation's general funding guidelines, hospitals, nursing homes, and retirement homes are not eligible.

### Previous Winners and Finalists:

- Previous \$25,000 winners of any of the Frist Awards of Achievement are not eligible to reapply for three years. (For example, if the agency was a Frist award winner in 2016, the agency is eligible to re-apply for a Frist award in 2020.)
- Previous \$10,000 recipients (finalists) may reapply, but not in the same category for three years. (For example, if the agency was a Frist Revenue Development finalist in 2016, the agency is eligible to re-apply for Revenue Development recognition in 2020.)

### Questions:

1. Describe the main revenue sources that your organization uses to sustain its operations. (Limit response to 200 words.) \*
2. What challenges have you faced in sustaining your revenue base that led you to look for new revenue sources? (Limit response to 200 words.) \*

3. How has your organization been creative in changing or adding to its revenue sources in new ways during the past three years? (Limit response to 200 words.) \*
4. Describe your success in enhancing or changing your revenue sources, including showing previous revenues, current revenues, and the mix of sources based on your innovation(s). (Limit response to 200 words.) \*