



The Frist Foundation Awards of Achievement: Revenue Development

Award Summary:

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

Finalists Awards:

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 2017, the agency is eligible to re-apply for a Frist award in 2021.)
- 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 2017, the agency is eligible to re-apply for Revenue Development recognition in 2021.)

Questions:

Because the Salute to Excellence Awards were cancelled in 2020, we welcome responses relevant to the unique challenges of 2020 as well as 2019. It's helpful to provide specific examples to help guide our panelists in getting to know your revenue strategies.

CNM believes in creating an equitable, connected community. We aspire to be a brave, inclusive, collaborative space for nonprofits, their partners, and the communities they serve. If applicable, we

encourage responses that include examples of diversity, equity and inclusion considerations in your approach to revenue generation.

Thank you for taking the time to share this nomination – we look forward to learning about your exceptional work!

1. Describe the main revenue sources that your organization uses to sustain its operations; try to use percentages when possible. (400 words.) *
2. Given the challenges of 2020, how has your organization been creative in changing, replacing or adding to its revenue sources? (400 words.)
3. How have your recent revenue-generating efforts altered your future approach to raising revenue? (Limit response to 400 words.)