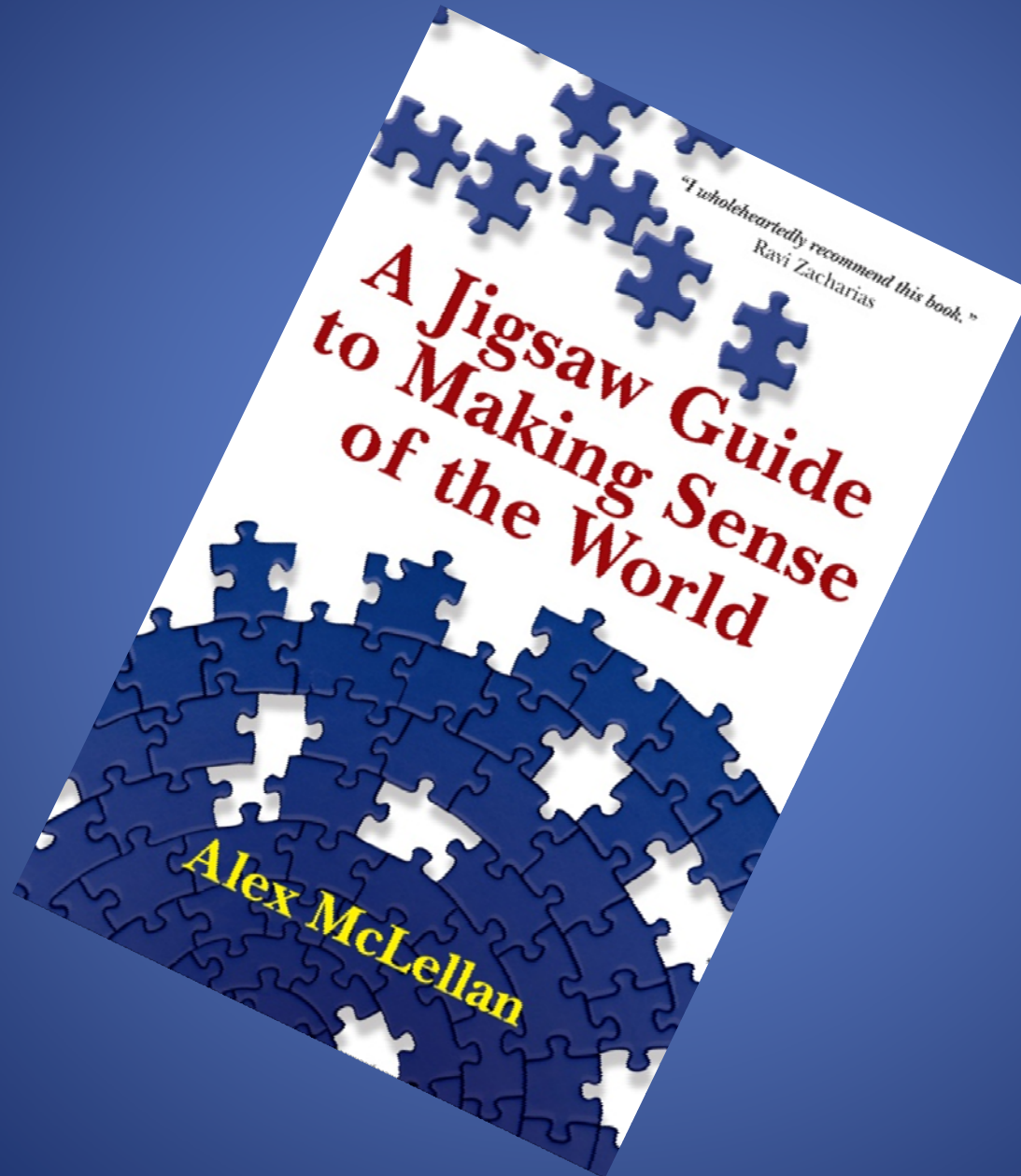




Alex McLellan

Executive Director, *Reason Why International*



Building a board for small NPO's



“A corporation or an association that conducts business for the benefit of the general public without shareholders and without a profit motive.”



“Non-profit organizations are institutions that conduct their affairs for the purpose of assisting other individuals, groups, or causes rather than garnering profits for themselves. Non-profit groups have no shareholders; do not distribute profits in a way that benefits members, directors, or other individuals in their private capacity; and (often) receive exemption from various taxes in recognition of their contributions to bettering the general social fabric of the community.”

There's tremendous profit in a
not-for-profit!



The Mission



- to **understand** the mission
- to have **passion** for the mission
- to take **ownership** of the mission
- to **establish policy** that supports the mission
- to **invest** in and raise support for the mission
- to **oversee the implementation** of the mission
- to **evaluate the success** of the mission
- to remain **faithful** to the mission
- to **cheer on** those carrying out the mission
- to ensure **financial responsibility** while fulfilling the mission

The main thing is to keep the
main thing the main thing



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FINANCIAL

The question of skill-sets

LEADERSHIP

BUSINESS

LEGAL

The relationship between the board and the Executive Director/CEO



The Mission



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