



POV 3RD STREET

Strategic Plan Followed by Fundraising Plan

S. Sutton & Associates Inc. was honored to develop a Strategic Plan and subsequent Fundraising Plan for POV 3rd Street, a Toronto-based organization devoted to helping marginalized youth break into the media industry through training, mentorship, job placement and professional development opportunities.



The Strategic Plan resulted in strategies to strengthen operational performance and governance, specific recommendations to improve donor engagement and retention, and enhance marketing and communications campaigns and functions.

The Development Plan focused on three key areas: (1) Enhancing back-office operations by putting the systems, tools, and processes in place to fundraise more effectively; (2) Staffing and training recommendations both in-house and for the Board of Directors; and (3) Recommendations to maximize current donors and grow the donor base.

After conducting a comprehensive assessment of current programs, marketing campaigns, and development procedures, S. Sutton & Associates Inc. provided 36 targeted recommendations to improve POV 3rd Street's revenue-generating results ranked according to priority level with recommended timelines for completion.

"We hired S. Sutton & Associates Inc. first, to develop a Strategic Plan. Executive Associate Georgina Steinsky helped us learn how to create the plan for our organization. She didn't just come in and do the work for us, she helped us understand the steps needed to complete the job. She was there every step of the way to step in, give suggestions and advise us on approaches.

Later that year, we re-hired S. Sutton & Associates Inc. to develop a fundraising strategy. This experience was amazing because it brought a group of nine subject experts in different fields to the table to brainstorm ideas and approaches. This was very innovative and brought many perspectives. It made the experience fruitful and created clear value." – Agapi Gessesse, Former Executive Director POV 3rd Street, Executive Director, CEE Center for Young Black Professionals

