

## Fiscal Oversight – Streams of Income

Multiple streams of income are necessary for survival and sustainability of your organization.

SPONSORS	PARTNERS	DONORS	FUNDRAISERS	CITY SUPPORT	GRANTS
<p>Those who are your signature sponsors for events. You place their logo on flyers, social media, posters, etc.</p> <p>These are the people who “get” something in exchange for their investment.</p>	<p>Those who serve alongside you but there is no money exchange. But likely MOU’s are in place to ensure everyone knows their roles and responsibilities.</p> <p>Example: Chamber, Tourism, EDA, etc.</p>	<p>Organizations, Businesses, Individuals that give to fulfill the mission.</p> <p>Those who donate to your cause don’t “get” anything. That is why we do not call them “MEMBERS”.</p>	<p>The efforts your board and committees execute with the goal of raising funds specially for your organization, grants, and business support.</p>	<p>The city is the direct beneficiary of your efforts. Their financial support is crucial to ensure the sustainability of your program and to see the transformation you both wish to have.</p>	<p>There are dollars that you go after to help you fulfill your organization mission. These are competitive.</p> <ul style="list-style-type: none"> <li>Arts</li> <li>Music</li> <li>Streetscapes</li> <li>Walkability</li> <li>Wayfinding</li> <li>Education</li> <li>Business Improvement</li> </ul>