

WHAT DOES A GREAT CHARITY LOOK LIKE TO TANARRA SOCIAL PURPOSE?

We've developed this self-analysis check list for charities, based on our work directly with the sector. Use it as the conversation starter with your Board and leadership team.

NEED, PURPOSE & STRATEGY

- Absolute clarity about the need you're addressing.
- A clear, simple and memorable purpose or mission that resonates.
- A Strategic Plan with everyone aligned: board, staff & volunteers.

WHAT YOU DO

- The program you deliver responds brilliantly to the need. The what correlates with the why.

LEADERSHIP & PEOPLE

- You're led by an effective, respected, and admired leader that gets results. There's also a succession plan in place or on the agenda.
- The lived experience of those you serve is embedded in your work and improves it.
- Your people, volunteers and partners feel valued and supported.

HANDS-ON BOARD

- Each board member rolls up their sleeves and actively uses their skills and networks to contribute, including revenue generation (there's no passengers).

OPERATING ENVIRONMENT

- You have one eye firmly on your external environment - opportunities, competitors, strategic challenges, government, and funders.
- The other eye is on your internal operations - your people, risks, systems, finances, culture and programs.

COMMUNICATION

- Your stories and evidence of change and impact are continually captured and shared publicly.
- You actively seek feedback and listen to those you serve as well as funders.
- No radio silence. Consistently and authentically are the way you engage with donors. Not just EOFY.

MONEY & IMPACT

- The impact on those you serve justifies the cost of delivery and you can prove it.
- You are not reliant on one income source.
- You know and act on changing tack and loosen or tighten the money belt to achieve your mission.

NO EGO. NO SECRETS

- You're willing to join forces with others to achieve a common goal, rather than compete.
- We can easily access your strategy, annual report, outcomes, financials, and board details on your website.

TECHNOLOGY & DATA

- Technology is your friend. You invest in it for greater effectiveness and efficiencies.

GOOD, NOT STIFLING GOVERNANCE

- Good governance and compliance are part of your DNA but they don't block innovation.
- You're not afraid to say NO to programs or funders to retain a razor focus on what you do well.