



CAPITAL, REVENUE & INVESTMENT STRATEGY

Build financial resilience. Expand opportunity. Fund sustainable growth.

CCG helps organizations strengthen financial sustainability through diversified revenue, competitive funding strategies, strategic investment, and disciplined capital planning.

Financial sustainability requires more than fundraising. It requires a coordinated strategy that connects organizational priorities to the right mix of grants, contracts, corporate partnerships, philanthropy, earned revenue, and investment. CCG helps leaders build the infrastructure and pipeline needed to secure resources and sustain growth.

HOW WE HELP

- **Fund Development Strategy** — align funding priorities, prospects, relationships, and internal capacity.
- **Revenue Diversification** — reduce dependency and build a balanced, resilient revenue portfolio.
- **Grant Readiness & Proposal Development** — strengthen competitiveness from opportunity assessment through submission.
- **Government Contracting** — prepare for and pursue public-sector procurement opportunities.
- **Corporate Partnerships** — structure mutually valuable sponsorships and strategic investments.
- **Philanthropic Investment Strategy** — position priorities for foundation and donor support.
- **Earned Revenue Models** — evaluate and develop mission-aligned income opportunities.
- **Capital Campaign Planning** — establish the case, structure, leadership, and roadmap for major campaigns.

WHEN TO ENGAGE CCG

- **Depending heavily** on one or two revenue sources
- **Preparing for** a major grant, campaign, contract, or investment
- **Pursuing growth** without a clear funding strategy
- **Building** an inconsistent or underdeveloped funding pipeline
- **Exploring** government contracting or earned revenue
- **Positioning** programs and priorities for philanthropic investment
- **Strengthening** the case for support and return on investment

DESIGNED FOR

Nonprofits • Government agencies • Educational institutions • Healthcare organizations • Foundations • Economic development organizations • Mission-driven businesses • Cross-sector coalitions

WHAT A STRONG CAPITAL & REVENUE STRATEGY CAN ACHIEVE

Diversified revenue ♦ Stronger funding pipeline ♦ Investment readiness ♦ Grant competitiveness ♦ Earned revenue potential ♦ Long-term financial resilience

THE CATALYST GROWTH JOURNEY™

01	02	03	04	05
DISCOVER	DESIGN	DEVELOP	DEPLOY	DEMONSTRATE
Assess revenue mix	Set capital strategy	Build the pipeline	Pursue opportunities	Track returns

WHY CCG Integrated capital strategy, cross-sector funding expertise, and practical implementation support—aligned with your growth priorities, market opportunities, and organizational capacity.

STRENGTHEN YOUR REVENUE STRATEGY

[Schedule a Strategy Session](#)

Transforming ideas into investment, partnerships into progress, and vision into measurable, sustainable impact.