

Importance of Business Plan in Nonprofit Organizations:  
Accountability and Sustainability

by

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## Abstract

The purpose of this project was to assist with the development of a structured business plan for a nonprofit organization based in Central Illinois. The mission of this faith-based organization is to connect United States citizens with Guatemala residents in an effort to inspire holistic growth through cross-cultural education and experience. The mission of this organization strives to meet the *Healthy People 2010* focus areas including access to quality educational and community based programs, health communications, and public health infrastructures. The current atmosphere in Guatemala fits into the libertarian perspective on social justice, advocating maximum individual freedom with minimal governmental influence. As in most nonprofit organizations, volunteer and mission driven models are utilized, often relying on dedicated volunteer staff who share the passion and desire to meet community and societal needs independent of financial profit. Despite this altruistic plan, financial strategies need to be in place to ensure that the nonprofit organization will remain sustainable. The success of this organization will be dependent on strong leadership from a dedicated board of directors, realistic vision and mission statements, effective fund-raising and management of funds, well managed volunteers and staff, and regular assessment of the progress, accountability and performance of the organization.