

# Sustainable Revenue and Marketing Strategy

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## **Our Client:**

Formed in 1997, the Ontario Women's Health Network (OWHN) is a network of individuals and organizations that promotes women's health. OWHN works with women, health and social service providers, community organizations and others to support equitable, accessible and effective health services for all women in Ontario. Their mission is to link women to health information and resources; and to address the health and healthcare barriers faced by women in Ontario, particularly women who are marginalized, through our research and advocacy work.



## **The Challenge:**

Approximately 50% of the total OWHN funding came from one source; and this funding was set to end soon. OWHN needed to diversify its sources of funding and develop a more sustainable revenue in order to keep their organization running. Marketing and awareness was another challenge for OWHN as they were not well-known by most in their particular industry. Thus, OWHN engaged Collaboration Partners (CP) to develop a sustainable revenue and marketing strategy.

## **The Process:**

CP worked with OWHN to gather information which helped fully understand OWHN's current sources of revenue and expenses. The team identified relevant stakeholders and staff members and conducted interviews to seek insights on the business and operations at a high level. This helped provide direction to the team to conduct research on various types of revenue sources suitable for OWHN. The team also conducted extensive research on ways to spread awareness about OWHN amongst its potential clients, partners and donors.

## **Solution:**

The team proposed OWHN to align their goals, activities and programs to their mission so that a consistent message is sent to their potential clients and donors. The team also included specific programs and services that OWHN can offer in order to reach their clientele and secure funding from a broader donor-base. Grants and Corporate support were identified as key pillars for OWHN to secure a sustainable source of revenue. Finally, the team also recommended various marketing channels such as social media, events, local media outlets and publication materials, along with specific marketing content that could be used in order to spread awareness about OWHN.

## **Result:**

Along with the recommendations, OWHN also received an analysis of their current state and opportunities for improvement. The team provided a high-level timeline to implement the recommendations in order for OWHN to be sustainable. With specific content for marketing, OWHN was empowered to start implementing some of the recommendations immediately.