

STONE SOUP CONSULTING

CASE STUDY: GECORPA'S FINANCIAL SUSTAINABILITY

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The challenge

GECORPA is an association of companies dedicated to the preservation of historical buildings and to sustainable building practices, which has been working in Portugal for over 13 years.

Known for the technical expertise of their members and their involvement in important preservation initiatives, GECORPA felt it was time to focus on their membership support and the financial sustainability of the organisation, deciding to invest in creating and implementing a Financial Sustainability Plan for 2011-2013.

The process

Always working together with the organisation and not for them, Stone Soup worked with the board, the staff and the members to create a coherent plan that could lead GECORPA to financial sustainability, facilitating strategic discussions, providing on the job training and helping the organisation to prepare for the changes that the implementation of such a plan entails – in terms of communication, human resources, administrative and financial structure. Training sessions with the staff consolidated the whole process.



The results

At the end of the process, GECORPA has a new Financial Sustainability Plan for 2011-2013, which, if successful, could lead to GECORPA's sustainability not only in the short term but long term. The process to achieve this plan led to new knowledge about fundraising techniques, communication strategies and a new found sense on the potential of the organisation itself and the important role in building preservation it has played in Portugal.

The future



GECORPA now faces the hard task of implementing a plan that will ask much of the small staff and will need a great deal of volunteer work to be implemented. GECORPA has asked Stone Soup to assist in the implementation, in an advisory capacity, assuring that the Plan is the success the organisation expects.

More information on GECORPA at www.gecorpa.pt