

Know Your Numbers: Empowering your non-profit to succeed

You're dedicated to making a difference, and so are we. At Xero, we understand that while your mission isn't always about profit, effectively managing your finances is crucial for your non-profit's success. That's why we created [Know Your Numbers](#), a free educational programme that helps equip non-profits and small businesses with the financial knowledge they need to succeed. In just five minutes a week, you can gain practical insights through our engaging videos and straightforward guides — all tailored to fit your busy schedule. Non-profits can also sign up for free mentoring from Xero accountants and bookkeepers to help apply their new insights and knowledge.



Marisa Vodanovich, Urban Floral Farmlet



Is Know Your Numbers right for your non-profit? Absolutely.

We know that as a non-profit, you might not immediately identify as a small business. Perhaps it's because your core work doesn't involve the sale of a product or service that generates a financial return. More often than not, there's a social or environmental benefit instead. Or you might be a community organisation like a club or association that operates on behalf of its members.

However, like any organisation, your non-profit manages resources, organises people, pays expenses, and likely reports to funders or a board. Effective cash flow management is also essential. You need to be able to pay bills on time and understand who owes you money to plan effectively for the future. These operational realities mean that understanding your finances is just as vital as it is for any for-profit business.

Know Your Numbers can help you:

- **Confidently manage your funds:** Gain a clearer understanding of your income, expenses, and cash flow.
- **Make informed decisions:** Use financial insights to plan effectively and allocate resources strategically.
- **Build a sustainable financial future:** Build a solid financial foundation for long-term impact.
- **Communicate effectively about your finances:** Feel more confident when reporting to stakeholders and funders.

Ready to start building your financial knowledge?

- **Discover your starting point:** Take our quick [financial quiz](#) on the Know Your Numbers website to understand your current financial knowledge.
- **Build your financial confidence:** Dive into our bite-sized [learning modules](#) at your own pace.
- **Get personalised guidance:** Connect with Xero accountants and bookkeepers for free mentoring to apply what you've learned directly to your organisation.

Ready to take control of your non-profit's financial future? Visit the [Know Your Numbers](#) website today!

Questions?

Reach out to us at xeroforgood@xero.com for additional questions.