



Working Within

a community fundraising firm

Capabilities Statement

Working Within is a fractional fundraising services firm that specializes in helping nonprofit leaders access capital and diversify their revenue.

We drive new revenue growth by serving as fractional fundraising executives for solution-focused social entrepreneurs committed to community wealth-building. Our unique blend of market knowledge and a deep commitment to the business of social impact positions us as the premier partner for driving revenue growth in the social sector.

Company Data

LLC Name	Working Within, LLC
EIN	87-2223393
State of Incorporation	Colorado 2021
DUNS Number	082957907
CAGE Code	Z4N1MS5LAXX5
NAICS Codes	541611 <i>General Management Consulting Services</i> 541611 <i>Strategic Planning Consulting Services</i>
Certifications	Minority Business Enterprise Disadvantaged Business Enterprise Small Business Enterprise Emerging Business Enterprise

Core Services

Theory of Change Development
Fundraising Toolkit Development
Full Service Fundraising & Development Services
Fundraising Strategy Development
Grant Writing
Pitch Deck Creation
Funder Engagement
Earned Income Strategy Development
Competitor Analysis
Funder Research
Go-to-Market Strategy
Fundraising Training

Team



Charlyn Moss
Founder & CEO



Efrata Kirose
Associate Consultant

Contact



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Trusted by:



Colorado
NONPROFIT
Association





About Us

At Working Within, we help non-profit leaders access capital.

We drive new revenue growth by serving as fractional fundraising executives for solution-focused social entrepreneurs committed to community wealth-building. As your dedicated community consultants, advancing the sustainability of your venture is at the root of what we do.

Our Approach

Profit and Purpose

We recognize that profit and purpose are interlinked. Our approach ensures that organizations not only achieve financial success but also create meaningful social impact. By integrating economic strategies with mission-driven goals, we help clients scale sustainably while staying true to their core values.

Back to Business Basics

We deliver guidance on core business principles—strategic planning, evaluation, revenue generation, marketing, and partnerships—tailored to the unique needs of nonprofits and social enterprises. Our expert consultants empower organizations to overcome sustainability challenges and achieve their growth objectives.

Building Resilient Ecosystems

We strengthen communities by fostering robust connections and enduring partnerships. Our focus is on helping organizations expand their reach, scale their impact, and deepen their influence in key areas of economic mobility.

Our Packages



Theory of Change

Problem Definition
Program Refinement
Outputs and Outcomes

\$15,000



Fundraising Toolkit

Fundraising Strategy
Fundraising Materials
Grant Prospectus

\$30,000



Revenue Retainer

Grant Writing
Strategy Implementation
Funder Engagement

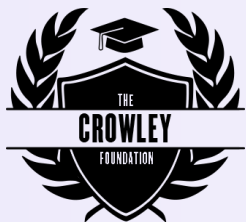
\$5,000/month
for 9 months



Working Within

a community consulting firm

Past
Client



THE CROWLEY FOUNDATION

Empowering young men of color to overcome challenges and lead communities

OBJECTIVES

The Crowley Foundation aimed to enhance the sustainability of its fundraising efforts, improve the performance of its fundraising events, establish an effective donor engagement strategy, and foster greater team collaboration in fundraising activities. By addressing these areas, the Foundation sought to create a more robust and efficient fundraising ecosystem, ensuring long-term success and greater impact.

SOLUTIONS

To address the challenges faced by the Crowley Foundation, Working Within implemented a multi-faceted approach. We developed a comprehensive fundraising strategy, including grant writing support and grant tracking, to improve fundraising sustainability. For enhancing event performance, Working Within organized and managed the Young Kings' Showcase, leading to a significant increase in funds raised. To establish an effective donor engagement strategy, they crafted the CO Gives Day Annual Strategy and facilitated personalized 1:1 donor meetings. Additionally, Working Within addressed the issue of team collaboration by launching the Donor Campaigning Team Competition and provided targeted fundraising training, which fostered a more cohesive and effective fundraising team.

At a Glance

Challenges

- Lack of sustainability in fundraising
- Poor performance in fundraising events
- No donor engagement strategy
- Lack of team effort in fundraising

Solutions

- Comprehensive fundraising strategy with grant writing support and tracking.
- Organized and managed the Young Kings' Showcase event.
- Developed the CO Gives Day Annual Strategy with 1:1 donor meetings.
- Initiated Donor Campaigning Team Competition and provided fundraising training.

Highlights

18

Grants Secured

\$600K+

secured in
grant funds

\$35K

raised for Young Kings'
Showcase Event

\$22K

raised during 2022
CO gives day



"Charlyn saves my life. She makes capital connections for us so effortlessly."

Kenneth Crowley Sr.
Chief Executive Officer