

We inspire and equip participants to achieve anything they can imagine in life through STEAM-based challenges that are designed to build confidence and develop extraordinary creativity, critical thinking, communication, and teamwork skills.

CASE STUDY DI COLORADO



Overview

The Destination Imagination (DI) is run through local affiliated licensees in countries, states and provinces around the world. Each Affiliate sets up the business model that suits their economy, culture and education system.

Destination Imagination Colorado, a non-profit affiliate since 1999, has played a pivotal role in fostering creativity and innovation in the Centennial State. To ensure sustainability, DI Colorado implemented key strategies. Firstly, at the board level, they transitioned

fundraising, and professionalism. Facing challenges, they sought a grant to expand capacity, but when experts withdrew due to a reluctance to change the board, the organization underwent healing. The new president dismissed program directors from the board,

Goals

- Remain affordable and relevant.
- Maintain a solid business model.
- Continue to explore funding streams.

Funding

DI Colorado has a commercial model with supporting funding through individual giving. Program and affiliate fees, tournament fees, and merchandise sales create financial stability.

DESTINATION IMAGINATION IS AN INVESTMENT IN CREATIVITY, COMPARABLE TO WHAT FAMILIES PAY FOR A MOVIE, AND IT REMAINS THE MOST ACCESSIBLE AVENUE FOR FOSTERING INNOVATION.

from a program-oriented approach to a governance board, introducing diverse members with skills beyond Destination Imagination. This shift, initiated in 2014, involved setting term limits and fostering a dynamic environment for strategic thinking,

enabling a strategic transformation. Emphasizing the board's legal and fiduciary roles, they elevated fundraising by transitioning from a fee-based model to Kris Besiel's successful individual giving campaign since 2010, raising \$50,000 annually. Lastly, they actively recruit and rotate Challenge Masters (CMs) to prevent burnout, following a structured three-year apprenticeship model inspired by ICMs.

We think of our organization as a business and are clear about the value DI provides.



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Result

- 2012 Colorado Extreme Creativity switches its name for a shift in branding strategy.
- 2014 Significant changes in the board structure, transitioning from a program-focused board to a governance board.
- 2019 Notable strategic financial developments with \$225,000 income

Conclusion

Destination Imagination Colorado's journey, from strategic governance to creative fundraising, reflects its commitment to sustained creativity. The organization remains a cost-effective investment, comparable to family entertainment, fostering a culture of innovation.

Business-Oriented Leadership

Destination Imagination offers exceptional value as the most economical option, challenging perceptions about cost and value.

Destination Imagination Colorado maintains a full-time professional staff, prioritizing strategic thinking by professionalizing roles, such as the Assistant Director (AD). The organization runs camps and events with a straightforward focus, facilitated by dedicated office and storage space. An Opportunity Fund supports underserved families/teams. Financially, they've diversified with \$50,000 from individual giving, \$33,000 in program and affiliate fees, \$60,000 from tournaments, and \$80,000 from merchandise sales in 2018-2019, totaling \$225,000. They charge a modest affiliate fee (\$250), emphasizing affordability compared to a movie ticket.

DI Colorado collaborates closely with schools and school districts. Particularly in larger school districts, they contribute fees to manage

like recruitment, organization, and fiscal responsibilities. This approach is especially prevalent in larger districts, opting for external management rather than hiring an in-house person. The collaboration is formalized through a Memorandum of Understanding (MoU) outlining responsibilities. Regional directors receive stipends to aid in organizational efforts. Additionally, the organization has a working partnership with the Metro Boys and Girls Club in the Denver Metro area, although they face challenges in finding suitable staff for this collaboration.

The Lesson

Innovating governance, embracing individual giving, and navigating challenges with flexibility have transformed DI Colorado into a sustainable model, emphasizing the value of creativity.