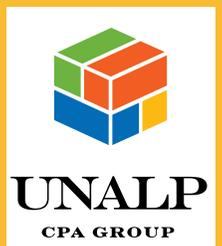




# 8 Myths of Nonprofit Accounting Outsourcing Uncovered



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## 8 Myths of Nonprofit Accounting Outsourcing Uncovered

There's a lot of misunderstanding about what nonprofit accounting outsourcing is and what happens when a nonprofit organization outsources their accounting.

Specialization and technology have revolutionized outsourcing – making the offering mobile, professional, and best of all for nonprofit organizations, affordable.

Let the myth busting begin!

### 1. "Outsourcing is just shifting manual processes to another location with limited access for me"

No, not at all. You will immediately benefit from the very best, most secure, nonprofit accounting solutions on the market. By taking advantage of the power and affordability of secure, cloud-base technologies, we can offer you a comprehensive range of services. Your information is always available via an internet browser – so no matter where you are, as long as you have access to the Internet, you have visibility into your accounting.



### 2. "Outsourcing is done by little Mom and Pop shops"



Outsourcing is a fast-growing, professional market niche. The three areas that are seeing the most growth are outsourced accounting, marketing and IT services. Technological advancements have made it possible for firms like ours to develop specialized services that can be deployed via the cloud. At Unalp we are made up of CPAs, accounting software technologists, and our founder is a CPA and an attorney. Your account team will be comprised of the best educated and best trained professionals in their fields.

### 3. “I don’t want my accounting done overseas”

Sometimes the terms ‘off-shoring’ and ‘outsourcing’ are used interchangeably. That has led to a lot of confusion and misunderstanding. While some outsourcing companies may “off-shore” some job functions, not all do. At Unalp CPA Group, everything is handled by our team located in Walnut Creek in Northern California.



### 4. “Accounting should be in house”



The in-house accounting model for most nonprofits, is a “last millennium” model. In the past, building a top-flight accounting function evolved like this: the organization began using QuickBooks or manual processes, more people were hired to address the accounting needs, the organization grew and acquired additional sources of funding, QuickBooks was replaced with a next-level nonprofit accounting solution, more people were hired, etc.

Today, you don’t have to wait until you grow to enjoy the best nonprofit software or the best nonprofit accounting expertise available. You can outsource and enjoy both. Today’s nonprofit thought leaders understand the benefit of expert accounting and realize that the options are better (and more affordable) under the 21<sup>st</sup> century outsourcing model.

Outsourcing gives the continuity that in-house staffing simply can’t provide. Nonprofits have a higher employee churn rate than their counterparts in the commercial world. People leave the organization for another job. People retire. When you work with an outsourcing firm, you don’t have to worry key position vacancies or engage in the hiring process.

### 5. “They don’t understand the nonprofit world”

You may be right about some firms not understanding the nonprofit world. Part of your due diligence in selecting an outsourcing firm is to investigate whether they understand and have experience with nonprofits.

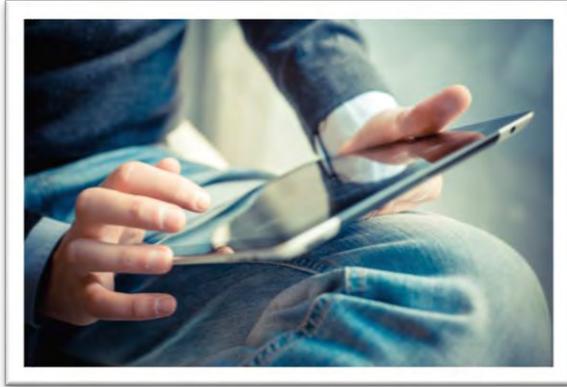
Unalp CPA Group is dedicated to nonprofit organizations. It’s our focus, along with healthcare organizations and



medical and dental practices. We recognize that in order to be of the most service to nonprofits, we have to immerse ourselves in that world: understand the challenges, complexities, and regulatory necessities.

We do understand the nonprofit world and are honored to work with organizations that contribute so much to our communities.

#### 6. “It’s cheaper to hire”



This is perhaps the worst misconception of all. In most cases, outsourcing is equal to or less than bringing a FTE on staff. Few of the candidates you will interview (for anything other than a CFO position) will have the experience that our staff members have. Plus, when you outsource, there’s no interruptions from vacations, personal time off, sick time. Someone is always working on your accounting.

Access to technology is another value-add of outsourcing that should be factored into comparing costs. In addition to our professional, experienced staff, your monthly outsourcing fee includes best-of-breed accounting tools and solutions.

#### 7. “They’re just number crunchers with no concept of strategy”

We’re proud to report that our clients would loudly refute this myth. As one executive director put it, “As our organization grew, Jeff helped me navigate that growth with sound business advice. He was always available, and extremely patient as we continued to reorganize, and he gave me advice that helped me orchestrate a lot operationally to the benefit of the organization.”



8. “They’ll shoe-horn us into a standard chart of accounts”



Nothing could be further from the truth. We have handled – even recommended and created – non-standard COAs for our clients. We bring the same tools and technology as large accounting firms. Our expertise is equal or better than a large accounting firm – where often nonprofit clients are sent off to be handled by junior members of the firm.

You will always receive VIP treatment from our staff. It’s a dramatic difference and one that

Unalp CPA Group is not only proud of, but a difference to which we are completely dedicated.

Outsourcing is the best practice of the new millennium

Savvy nonprofit Executive Directors and Finance Directors have turned to outsourcing to get more for their money. There’s none of the overhead that comes with hiring and investing in on-premise systems. Nonprofits enjoy the best expertise and the best technology from Unalp CPA Group all for a budget-friendly, monthly fee.

More beneficial than the money saved, is the insight into the financial health of the organization and the ability to better tell your story to funders, constituents and the community.

With Unalp CPA Group, you’ll get VIP service. Our experts can be as hands on as you want and need them to be. After enjoying timely, accurate reporting – you’ll wish you had outsourced to Unalp CPA Group sooner. Why not contact us to talk about how outsourcing will work for your organization?



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