



# Purpose-Built ERP for Nonprofits & K-12 Organizations

Partner Program Overview



# Partner with Sparkrock

Help your nonprofits and K-12 clients do more with purpose-built ERP.

Whether you're a trusted advisor, consultant, or Microsoft implementation partner, there's a place for you in the Sparkrock ecosystem.

# The Value of Sparkrock for Partners



## Add New Revenue Streams

By recommending or reselling our purpose-built nonprofit and K-12 ERP, our partners can expand into new revenue opportunities through referrals, implementation, training, and ongoing managed services.



## Deepen Client Relationships

Solve critical pain points (e.g. grant management, fund accounting, compliance) that base software cannot address without costly customization.



## Increase Strategic Impact

Maintain your position as an expert guide helping nonprofits and K-12 schools evolve strategically, enhancing your credibility and long-term client retention.



# Why Sparkrock?

# Sparkrock Overview



**15+ Billion/Year**

In finances managed across  
nonprofit & K-12 customer  
base



**100,000+**  
**Users**

Empowering nonprofits & K-  
12 Schools to do more with  
confidence



**135 Employees**

Dedicated nonprofit and K-  
12 team members across  
product, sales, and  
customer success



# Why Sparkrock?



## Purpose-Built for NPOs & K-12

Unlike generic ERP systems that require extensive customization, Sparkrock is designed to support nonprofit and K-12 workflows right out of the box.



## Built on Microsoft

Sparkrock is powered by Microsoft Business Central, offering the security, scalability, and trust that comes with the Microsoft Cloud.



## Expertise from the Inside

We don't just serve nonprofits & K-12 Schools; we come from them. Our team includes former CFOs, Finance Directors, and Operations leaders from mission-driven organizations. Their lived experience shapes both our product roadmap and customer success.

# Sparkrock

The Nonprofit & K-12  
optimized ERP solution  
on Microsoft.





# Best Of Both Worlds



Horizontal

**Privacy & Security**

Investment Projection

Mobility Support

Interoperability

Microsoft Ecosystem/User Interface

Open AI Investment, Co-Pilot

## SPARKRÖCK

Vertical

**Industry Specific Features**

Tailored Experience

Community

Customer Success Manager

Single Database

Microsoft Embed Quality Assurance

Open AI Optimized for Nonprofit ERP





## Finance & Procurement

Project & Grant Accounting	Commitments / Encumbrances	Accounts Payable	Accounts Receivable
Fund Accounting	Expense Claims	Fixed Assets	Inventory Management
Requisition Management	General Ledger	Budget Management	
Financial Analysis	Purchasing	Cash Management	



## HR Management

Position Management	Employee & Manager Self-Service	Seniority Management
Benefit Management	Training & Qualification Management	Employee Management
Compensation Management	Collective Agreement Management	Absence & Leave Management



## Scheduling & Time Entry

Time Entry	Time Clock	Shift Trading	Employee Scheduling
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## Payroll Administration

Payroll Administration	Power BI Reporting and Analytics
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## Optional Functionality

### Sparkrock Capabilities



Sparkrock-Exclusive  
(100% built by Sparkrock)



Sparkrock-Led  
(>50% built by Sparkrock)



Sparkrock-Enhanced  
(<50% built by Sparkrock)

# Expertise from the Inside

*Our team includes former nonprofit and K-12 CFOs, IT directors, and operations leaders.*



**Kinley Graham**

Sparkrock Pre-Sales  
Architect

*Former CIO at a disability  
care nonprofit*



**Meg Wilson**

Sparkrock Senior Sales  
Account Executive

*Former Finance Director at  
YMCA*



**Jennifer Hume**

Sparkrock Pre-Sales  
Consultant

*18+ years as a Finance  
Executive in the Education  
& Public Sectors*



**Gary Servius**

Sparkrock Senior Sales  
Account Executive

*10+ years helping mid-market orgs  
modernize ERP*



# Choose Your Partner Model

# Choose Your Partner Model

## Influencer Partner

- ✓ Add value without added work.

## Referral Partner

- ✓ Earn 10% of first-year license revenue.

## Reseller Partner

- ✓ Earn 10% of each-year license revenue.

## Value-Added Reseller

- ✓ Earn a % of each-year license revenue
- ✓ Earn 100% of implementation revenue
- ✓ Earn 100% of support revenue





“

Our organization wanted to manage financial processes more effectively. By doing everything on one platform, we could increase our data accuracy and efficiency in reporting and analytics.

—Haykaz Ghanzanchyan, Director of Finance, ACCES Employment



“

**The investment over time is really important to us because ERPs are not short-term endeavours. They are long-term relationships. We'll be using Sparkrock well beyond my time in this organization.**

— Jon Rever, Assistant Superintendent of Schools at School District 23

# Ready to Partner?

Let's build something meaningful together.

[\[Book a Partner Introduction Call\]](#)

Not Ready to Chat?

- Partner Program Learn More | [CLICK HERE](#)



# Appendix

Sparkrock Demo and Partner Program  
Expanded



# Watch Demo

Explore how Sparkrock works



**SPARKROCK**



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**We deal with many different government funders and Sparkrock’s financial solution gives us the flexibility to get the required information reported properly, accurately, and fast. It’s wonderful and liberating to be confident that our information is correct.**

—Sara Tonks, Director of Finance and Administration,  
District of Nipissing Social Services Board

# Influencer Partner

*You advise. We support.*

## Ideal For

- Accounting firms
- IT consultants
- Microsoft partners
- Nonprofit software evaluators

## Benefits

- ✓ Stay objective
- ✓ Add value without added work
- ✓ Sparkrock assets to support the sales cycle

## Scenario

You're a nonprofit consultant helping an organization evaluate ERP software. You recommend Sparkrock as a strong fit but don't join the sales process. The client signs with Sparkrock, and you maintain your neutrality while giving them a trusted option backed by your expertise.

# Referral Partner

*You recommend. We reward.*

## Ideal For

- Nonprofit consultants
- Microsoft partners
- Microsoft consultants
- IT consultants

## Benefits

- ✓ Earn 10% of first-year license revenue
- ✓ Sparkrock assets to support the sales cycle
- ✓ Add value without added work

## Scenario

You're a nonprofit accounting firm. One of your clients is outgrowing QuickBooks and exploring cloud ERP options. You introduce them to Sparkrock. They sign a \$100K annual agreement covering multiple user licenses. You receive a \$10K referral fee after the deal closes.



# Reseller Partner

*You sell. We deliver.*

## Ideal For

- Microsoft implementation partners
- Dynamics partners
- Managed Service Providers (MSPs)

## Benefits

- ✓ Earn 10% of each-year license revenue
- ✓ No delivery team required
- ✓ Sparkrock assets to support the sales cycle

## Scenario

You're a Dynamics CRM partner working with a nonprofit exploring cloud ERP solutions. You close a \$50K ARR three-year deal and earn \$5K annually for a total of \$15K over three years, without needing to implement or provide ongoing support.

# Value-Added Reseller

*You sell and implement. Add new revenue streams.*

## Ideal For

- ERP consultants
- Business Central implementation partners
- Systems integrators

## Benefits

- ✓ Earn a percentage of each-year license revenue
- ✓ Retain 100% of implementation
- ✓ Retain 100% of support revenue
- ✓ Sparkrock assets to support the sales cycle

## Scenario

You're a Business Central implementation partner. You sell an annual \$100K Sparkrock subscription with multiple user seats, lead a \$100K implementation, and provide \$100K in support over three years. You earn 20% of the license revenue (\$20K annually) and keep 100% of the implementation fees. Over three years, that's \$60K in license margin and \$200K in services.



**3-Year Total Earnings:**  
\$260K total partner revenue