

HEYWARD FINANCIAL GROUP CORP



Nonprofit  
Accounting &  
Fund  
Management  
Services

# PROPOSAL

Heyward Financial Group Corp

[www.heywardfinancialgroup.com](http://www.heywardfinancialgroup.com)

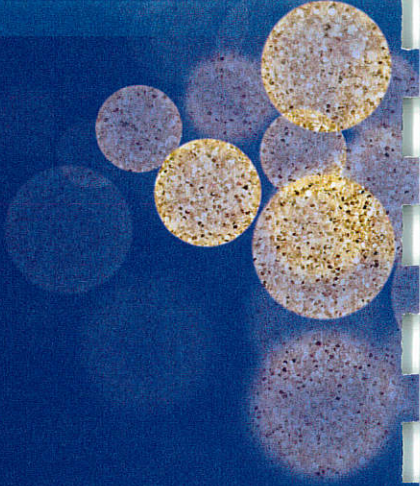
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PREPARED BY

Malasia Heyward





# Empowering Businesses Through Accurate Financial Solutions

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At Heyward Financial Group, we specialize in empowering nonprofit organizations with accurate bookkeeping, grant tracking and invoicing, budget preparation, and seamless financial system transitions. Our personalized financial solutions ensure transparency, compliance, and sustainability for mission-driven impact.

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Welcome to Heyward  
Financial Group Corp  
Business Proposal of 2025



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## About our **COMPANY**

Heyward Financial Group is a mission-focused accounting and financial consulting firm dedicated to helping nonprofit organizations streamline operations, ensure compliance, and achieve financial sustainability. We specialize in modernizing outdated financial systems, guiding nonprofits through seamless transitions to efficient, cloud-based platforms. Our services include full system implementation, secure data migration, and personalized training to minimize disruption and maximize impact.

Beyond system transitions, we provide expert support in grant budgeting and reporting, fund tracking, invoicing, donor and program revenue management, and day-to-day bookkeeping. With over five years of experience serving nonprofits, we understand the unique regulatory and reporting demands of mission-driven work.

At Heyward Financial Group, we deliver tailored, results-oriented solutions that empower nonprofits to enhance transparency, improve financial clarity, and build the operational foundation needed to further their mission.

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### **OUR MISSION**

At Heyward Financial Group, our mission is to empower nonprofit organizations with accurate financial management, seamless accounting system transitions, and strategic insights that support mission fulfillment, operational efficiency, and long-term sustainability.

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### **OUR VISION**

Our vision is to be the trusted financial partner for nonprofit organizations, delivering innovative and mission-aligned solutions that transform financial operations, strengthen accountability, and enable long-term impact.

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# Scope of SERVICES

This proposal outlines a comprehensive financial management solution tailored to the unique needs of nonprofit organizations, with a focus on ensuring compliance, transparency, and operational efficiency. Our services are fully aligned with Generally Accepted Accounting Principles (GAAP) and nonprofit accounting standards, supporting accurate grant tracking, donor reporting, and fund accounting.

## Key Deliverables for Nonprofit Organizations

### 1. Chart of Accounts Customization

- Aligned with fund accounting principles and program/restricted fund tracking.

### 2. Monthly Financial Statements

- Statement of Financial Position (Balance Sheet)
- Statement of Activities (Income Statement)
- Budget vs. Actual Reports by Program/Grant

### 3. Grant Tracking & Reporting

- Setup and management of grant-specific budgets
- Timely funder reports with allowable cost allocations
- Reimbursement tracking and drawdown reconciliation

### 4. Donor & Contribution Reporting

- Recording of contributions by restriction type
- Summary reports for major donors and development efforts

### 5. Form 990 Preparation Support

- Compilation and review of data required for IRS Form 990
- Coordination with CPA or tax preparer to ensure timely filing

### 5. Board & Executive Financial Reporting

- Customized financial dashboards and summaries
- Meeting-ready presentation of financial data

### 6. Internal Controls Review

- Assessment and recommendation of best practices for financial oversight

### 7. Audit Preparation & Support

- Year-end financial package and audit-ready workpapers
- Support during auditor Q&A and documentation review

### 8. Accounts Payable & Receivable Management

- Invoice processing and bill payment tracking
- Grant receivable and donation pledge tracking

### 9. Payroll & Benefit Allocation

- Classification of payroll by funding source or program
- Integration with payroll providers and compliance checks

### 10. Cloud-Based Accounting System Implementation

- Setup or migration to platforms like QuickBooks Online, Sage Intacct, or Aplos
- Staff training and SOP documentation

### 11. Budget Development & Reforecasting

- Annual and multi-year budget preparation by department or program
- Scenario planning and cash flow forecasting



## 01 | Financial Management & Reporting

Seamlessly manage general ledger activity, prepare accurate financial reports, and ensure timely, compliant filings in accordance with nonprofit regulatory standards, including grantor and IRS requirements.



## 02 | Internal Controls & Audit Preparedness

Strengthen internal systems through pre-audit reviews and robust control evaluations to guarantee compliance and minimize risk..



## 03 | Payroll, Tax, & Benefits Administration

Efficiently handle payroll processing, tax liabilities, and benefits administration to ensure timely and accurate reporting for all stakeholders.



## 04 | Strategic Financial Guidance

Offer expert consultation for financial planning, funding strategies, and policy compliance to support operational and developmental goals.



## Meet our **EXPERTS**



**Malasia Heyward,**  
**FMAA**  
CEO  
Accountant

As the Owner and Head Accountant of Heyward Financial Group, Malasia Heyward brings over five years of experience in nonprofit and governmental accounting, along with a passion for helping mission-driven organizations thrive. She is a certified Financial Management Accounting Associate (FMAA) through the Institute of Management Accountants and holds a Certificate in Governmental and Nonprofit Accounting from the University of Illinois.

Malasia also holds a Bachelor's degree in Business Management, a Professional Certificate in Small Business and Entrepreneurial Management from the University of Phoenix, and is currently pursuing a Master of Accountancy at Northern Illinois University (expected graduation 2026).

Specializing in financial systems implementation, grant management, payroll, billing, and collections, Malasia has successfully managed over \$4 million in local, state, and federal funding. She empowers clients with streamlined processes, accurate financial records, and strategic insights to enhance compliance, improve operational efficiency, and support long-term growth.

## +92%

### Increase in Accuracy

Organizations report up to a 92% improvement in overall accuracy after implementing modern software—driving greater efficiency and cost savings in grant management through streamlined processes and reduced administrative overhead.

## 5+ Years

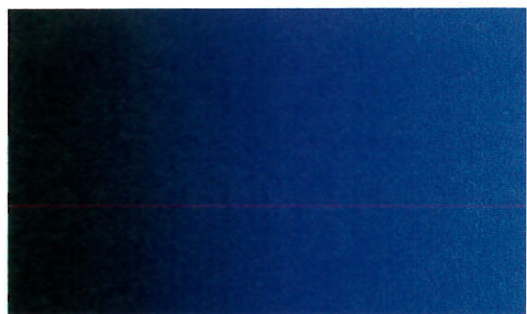
### Empowering Nonprofits

With over 5 years in business, Heyward Financial Group has supported clients with tailored payroll, financial, and bookkeeping solutions.

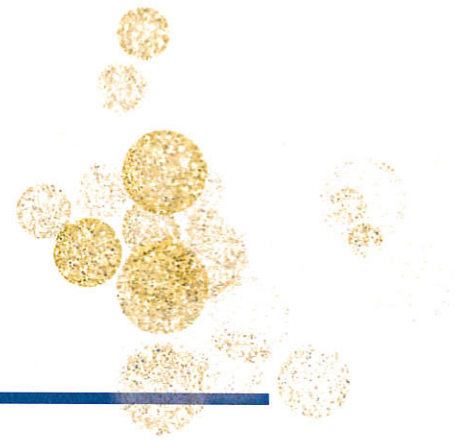
## +99%

### Client Retention Rate

Our commitment to excellence has earned us a 99% client retention rate for payroll and financial services.



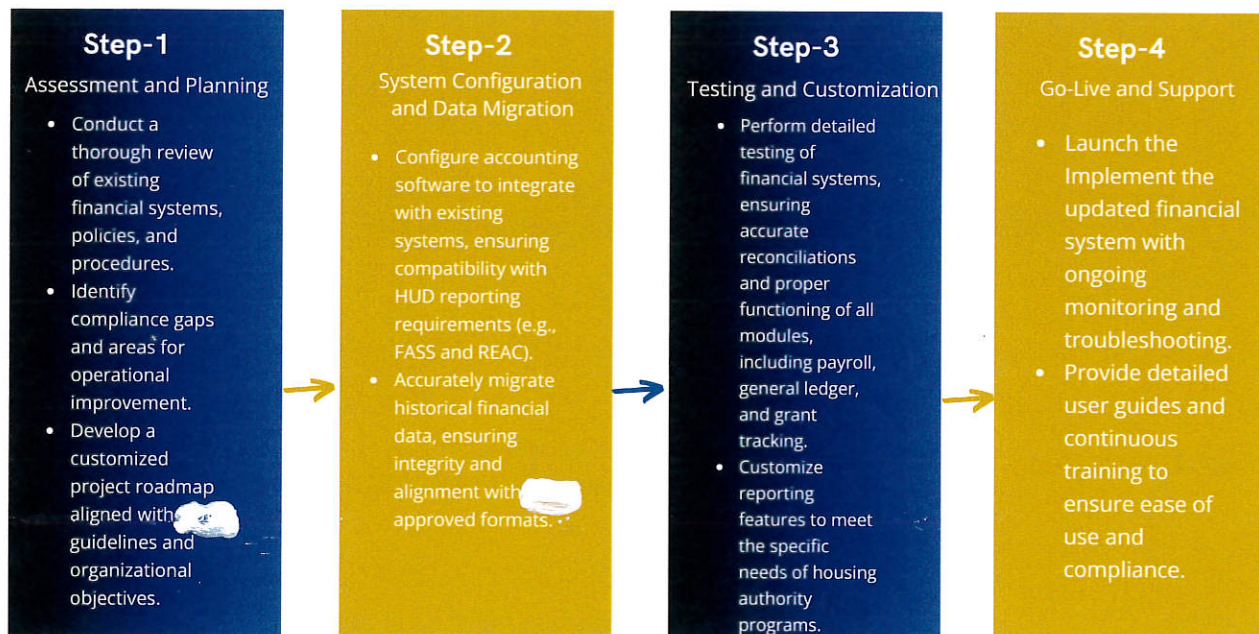
# Process and DEVELOPMENT



## Description:

Heyward Financial Group specializes in providing comprehensive nonprofit accounting services that promote financial compliance, improve operational efficiency, and enhance the accuracy of financial reporting. Our process is grounded in nonprofit best practices, GAAP standards, and the specific requirements of grantors, donors, and regulatory agencies.

## Process:



We focus on strengthening internal controls, ensuring timely and accurate fund and grant reporting, and delivering strategic financial insights that support sustainability and mission-driven impact. Through a structured, transparent approach, we empower nonprofit organizations to build financial clarity, accountability, and long-term organizational health.



# Budget BREAKDOWN

Tier (by annual operating budget)	Typical Hours / Mo.	Core Services Included	Target Monthly Fee
Foundational (< \$500 K)	8 – 10 hrs	GL upkeep, bank/cc reconciliations, A/P & A/R entry, restricted-fund tracking, monthly financials	\$650 – \$950
Growth (\$500 K – \$2 M)	12 – 16 hrs	All Foundational + grant expense allocations, payroll allocations, budget-to-actual dashboards	\$1,200 – \$1,800
Impact (\$2 M – \$5 M)	20 – 24 hrs	All Growth + multi-program consolidations, cash-flow forecasts, board-ready slide deck	\$2,200 – \$3,400
Enterprise (>\$5 M) †	Custom	CFO-level dashboards, scenario modeling, internal-controls testing, finance committee liaison	Quote



## Add Project-Based or Annual Services

Service	When Needed	Pricing Model	Typical Fee Range
Form 990 preparation & filing	Annually	Flat	\$1,200 – \$2,500 (990-EZ)
Grant budget build-out (new award)	Per award	Flat	\$400 – \$900
Grant financial report package	Quarterly / as required	Hourly or Flat	\$150 – \$300 per report
Audit prep & liaison	Annual audit	Hourly cap	\$1,500 – \$4,000
New system migration (e.g., QB Desktop → QB Online )	One-time	Milestone-based	\$4,000 – \$10,000
Policies & procedures manual	Every 3–5 yrs	Flat	\$2,000 – \$5,000
Board/Finance Committee training	As requested	Hourly	\$175 hr (2-hr min)



# Project estimate & SIGN OFF

Thank you for considering Heyward Financial Group Inc. for your fee accounting and financial management needs. Below is the detailed breakdown of costs associated with implementing and supporting the systems and services outlined in the RFPs. This proposal ensures compliance with **FOIA** regulations, enhances operational efficiency and streamlines accounting and payroll processes

Item Name	Item Description	Item Price
Item-1:	»	\$0
Item-2:	»	\$0
Item-3:	»	\$0
Item-4:	»	\$0
Item-5:	»	\$0
Total Price		\$0

Signature: Malasia Heyward | CEO, Heyward Financial Group Corp

## Terms and Conditions:

### Retainer assumes:

- Hourly baseline of \$80 – \$110 (blended junior/senior time).
- 10-15% nonprofit discount already factored in.
- 12-month agreement; fee is revisited if hours vary by  $\pm 15\%$  for two straight months.

### Scope Adjustments:

Any additional requests beyond the outlined scope may incur extra charges, subject to approval.

Sign off: Client Company





# Thank You!

For your Business

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Thank you for taking the time to review my proposal. I truly appreciate the opportunity to share my vision and expertise with you. If you have any questions or need further information, please don't hesitate to reach out. I look forward to the possibility of working together and making this project a success!

Warm regards,  
Malasia Heyward





**HEYWARD**  
FINANCIAL GROUP