



Social Enterprise Ventures^{LLC}

NEWSLETTER

WHAT'S NEW WITH SEV, LLC

March 2008

Volume 1, Issue 1

Cindy Kane joins SEV, LLC

Founding partners in Social Enterprise Ventures, LLC, Jean Block and Randy Gleason, are pleased to announce that Cindy Kane has joined the company as a full partner. Cindy is based in Tampa, Florida and she brings both for profit and nonprofit experience to her clients in social enterprise.

Preschool for Creative Learning.

New York Community Action Agencies

Through a contract with the New York State Community Action Association (NYSCAA), 8 agencies in New York are well on their way to generating earned income as a result of their Expedition™ training with SEV. In addition to NYCSAA, the agencies include: Adirondack Community Action Program, Mohawk Valley Community Action Agency, Regional Economic CAP, Washington County CAP, Tioga Opportunities, Tompkins Community Action, Cortland County Community Action Program and Wyoming County Community Action.

About Expedition™:

SEV's Expedition™ Training involves 7 modules taught over several months, combining classroom sessions and guided homework. In New York, the modules are explored over three full

Special points of interest:

- ✓ Cindy Kane joins SEV, LLC.
- ✓ New York Community Action Agencies.
- ✓ Amarillo Area Foundation.
- ✓ Children's Board of Tampa continues training.
- ✓ About Expedition Training.
- ✓ SEV presents at the AFP Annual Conference.
- ✓ Learn & Earn Opportunities.
- ✓ Hold the Date - May Road Trip in Albuquerque
- ✓ Stakeholder Community Planning...the YMCA Example.
- ✓ Need a Refresher?



Amarillo and Panhandle Nonprofits

Six nonprofits have begun their Expedition™ training in Amarillo. SEV and the Amarillo Area Foundation have entered into a three year agreement that will ultimately generate unrestricted earned income for the Foundation as more and more Panhandle agencies receive training. Participating in the inaugural group are the Amarillo Botanical Gardens, Amarillo Family YMCA, Amarillo Senior Citizens Association, Don Harrington Discovery Center and the Globe News Center for the Performing Arts/Window on a Wider World.

days. In Amarillo, some modules are being combined and the training is expanded into full days sessions with labs in addition to the guided homework. In Tampa, the 7 modules are taught through seven half-day classrooms with guided homework.

Florida Nonprofits Ready to Graduate

And in Tampa, six agencies are well on their way to earning income. They are Community Stepping Stones, Gasparilla Distance Classic, Police Athletic League, Positive Spin, Tampa Heights Junior Civic Association and the University of South Florida

The modular aspect of the training allows for flexibility at each training site.



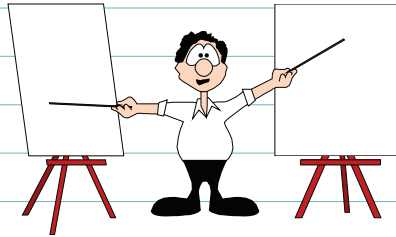
SEV Presents...

Jean Block and Randy Gleason have been selected to present a half-day pre-conference workshop on social enterprise at the Association of Fundraising Professionals' annual conference in San Diego on March 29.

After an introduction and a discussion of the difference between social enterprise and traditional funding, the workshop will take participants on a step-by-step journey to earned income, beginning with an organizational

competencies, brainstorm earned income opportunities, and develop objective criteria with which to evaluate opportunities. They will also receive hands-on guidance in market research and feasibility, costing, marketing and sales planning.

The hands-on workshop will explore aspects of what is required to successfully launch a social enterprise. Participants will gain real time experience with several of the modules in SEV's **Expedition™** training program.



focus on mission and vision, goals and

For more information on the conference, go to www.afp-net.org.

objectives, stakeholders and communication planning. Then, participants will explore their core

Learn & Earn!

SEV now offers nonprofits and nonprofit associations a unique opportunity to learn the **Expedition™** program and become certified trainers, earning unrestricted income for their organization.

taught by SEV trainers. Then, the next group of participants are taught by one SEV trainer and one organization trainer and net revenue is shared 50/50.

groups trained by the organization.

To learn more, contact Jean or

Learn Expedition™, become a certified trainer and begin earning unrestricted income for your organization.

Here's how it works: First, the organization participates in a full **Expedition™** training program

After approval of SEV, the organization is then awarded a geographic territory and pays a licensing fee to SEV on the gross revenues earned for succeeding

Save the Date—Road Trip™ in Albuquerque

Thanks to a partnership with the accounting firm of **Moss-Adams, LLP**, SEV is offering a two-day intense training in social enterprise in Albuquerque May 1-2, 2008.

Participants will complete some of the modules for their own agency, and will work through

Cost is only \$250 per person for the full 2 days.

Road Trip™ is a condensed version of the full **Expedition™** training program, giving participants exposure to the same 7 modules.



marketing, feasibility and sales planning for a composite agency.

For more information and to reserve your seat, contact jean@socialenterpriseventures.com

Stakeholder Communication Planning ... The Amarillo Family YMCA Model

When we taught **Expedition™** in Amarillo this year, we encouraged the agencies to begin their “Get Up and Get Out” marketing early by eliciting information from their stakeholders about concerns and best ways to communicate with them.

identified with a hot link to a Stakeholder Survey on the agency’s web site.

an ongoing basis and they opened doors for new agency programs and services.

Debbie Wright, Chief Executive Officer of the Amarillo Family YMCA, reports the YMCA got an amazing return and learned way more than just information about their potential earned income ventures.

For an example of their email blast, contact Debbie at 806-367-8047, debbie.wright@amarilloymca.org or log onto the YMCA’s web site to view the survey.

The Amarillo Family YMCA took this to heart and developed one of the best Stakeholder Communication Plans we have seen to date!

We recommend this approach even if you aren’t in the middle of social enterprise training!

First, the YMCA sent a blast email to all stakeholders they had

The team got great suggestions for ventures, they learned how to better create and maintain communication with their primary stakeholders on



Need a Refresher?

Perhaps you have participated in social enterprise training in the past and have new staff and board members ... or perhaps you just need a refresher and update to get back on track with the whole concept of social enterprise.

advantage of the **Road Trip™** training in May and join with other local nonprofits as you gain valuable updates.

Contact us at

Or, we can consult directly with your agency board and staff to provide specialized technical assistance to get your earned income program up and running and back on track.

Whatever the reason, we can help. You might want to take

Get back on the social enterprise track to unrestricted earned income!

More From Social Enterprise Ventures, LLC.

This newsletter is a new publication of Social Enterprise Ventures, LLC.

In addition to this newsletter, SEV offers a one-hour live Internet webinar that explains the basics of social enterprise. To schedule

your seminar, contact info@socialenterpriseventures.com.

The newsletter is intended to update you about issues surrounding social enterprise and inspire you to get going and keep going on your journey to sustainability by earning unrestricted income.

Schedule a live Internet webinar about social enterprise.

Social Enterprise Ventures, LLC, was formed in 2006 by founding partners Jean Block and Randy Gleason in Albuquerque. Visit our web site at www.socialenterpriseventures.com to learn more.



Social Enterprise Ventures LLC

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