



Social Enterprise Ventures LLC

## NEWSLETTER

August 2008

# An Unusually Successful Venture

Volume 1, Issue 3

In early 2005, Casa Esperanza, a “home away from home for cancer patients and their families” participated in a social enterprise training program in Albuquerque, NM. Initially, we had several ideas for earned income ventures, but none of them resonated with the team of staff and board volunteers. As the team reviewed the agency’s assets, we realized that the car donation program run for us by a for profit company in another state had serious drawbacks. While Casa usually received about \$20,000 annually from the program, we were unable to connect with donors and strengthen relationships.

broadcast media and on Craig’s List.

We collaborate with an area racetrack to promote Casa Esperanza’s services via “our” racecar and driver.

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### And the payoff?

**Casa Esperanza has grossed nearly \$1.94 million to date!**

The Casa Esperanza team wondered if we could run our own car program. We completed thorough market research, undertook a feasibility study and piloted the program for one month...netting nearly the previous annual income!

Revenue is deposited in our Casa Esperanza Foundation, which has invested in the development of a statewide Patient Navigator program at Casa Esperanza to guide cancer patients and their families through all aspects of cancer treatment in the state.

In April, 2006, **Give Hope A Ride** was launched. We have employed three new staff members to manage the program. We have contracted with two towing companies to cover the Albuquerque metropolitan area and northern New Mexico. Staff members have been sent to Tennessee to learn auctioneering. We developed a sales and marketing plan that included a special program logo and paid advertising on the highest-ranked radio stations.

Of course, not all earned income ventures are this successful...and these results are astounding...but any nonprofit can diversify their revenue through a carefully planned and researched earned income venture.

To learn more about **Give Hope A Ride**, contact Eileen Cook, executive director at Casa Esperanza, [eccook@casaesperanzanm.org](mailto:eccook@casaesperanzanm.org).

Today, Casa Esperanza collects about 100 cars each month. We have refurbished and leased our own car lot and hold wholesale auctions weekly for area car dealers. Our first public auction will be held in early September this year.

Casa Esperanza promotes our car program through the usual channels of paid print and



## What's Up with Recent Graduates

At the **Globe Center for the Performing Arts** in Amarillo, TX, the **Expedition™** team is working out the kinks for their coat rack concession at the Globe-News Center. Also on the drawing board is a distance learning program for the arts.

**Adirondack Community Action Program** in Elizabethtown, NY has been awarded the contract to produce patient meals for our local hospital. Alan Jones, executive director, says, "The training we received not only helped us develop our contract with the hospital, it has forced us to look at our community from a totally different perspective. We now look at all opportunities to provide needed services, not just those associated with our traditional client base."

The **Washington County Community Action Agency** in Fort Edward, NY reports that the team meets on a regular basis, tweaking their initial work and getting ready to launch Residential Assessment Services for Safety and Energy Efficiency. They are re-working agency promotional materials to improve their You:Me ratio.

And in Tampa, the **Police Athletic League** reports "Going through the **Expedition™** training helped us to understand why we need and how to put together a plan, the importance of knowing your costs and how to calculate future costs. The training forced us to take it step by step".

**Positive SPIN** in Tampa, FL says "Social Enterprise was a stick of dynamite for us. It moved us and helped us to recognize we can be in a different place. Now everything we talk about is about how we can make it a social enterprise with earned income. We have a total shift in our thinking".

### TAMPA BUSINESS PLAN COMPETITION

Sponsored by the **Children's Board of Hillsborough County**, the 3<sup>rd</sup> Annual Innovative Business Plan competition is underway. Business plan training concluded the end of July for all organizations interested in learning about the elements of a business plan. The submission deadline for the competition was August 4<sup>th</sup> and five plans were selected to present to a panel of judges to compete for the awards of \$30,000 (1<sup>st</sup> Place) and \$20,000 (2<sup>nd</sup> place). The finalists present their plans on August 22<sup>nd</sup> and the awards ceremony and social enterprise workshop will be held in Tampa on September 12<sup>th</sup>. The finalists are **Easter Seals, Children's Home, Wheels of Success, Centre for Women and Community Agencies**.

The **Expedition™** team at **Mohawk Valley Community Action Agency** in Rome, NY is continuing to meet and develop their plans for a Training Center and a repro-graphic center, moving slowly but deliberately.

Also in Amarillo, the **Amarillo Senior Citizen's Association** has turned their large parking lot into a flea market one weekend a month, earning income from booth rentals.

## Learn It & Earn It!

SEV 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 one SEV trainer and one organization trainer and net revenue is shared 50/50.

(katharyn@aaf-hf.org).

**Here's how it works:** First, the organization participates in a full **Expedition™** training program taught by SEV trainers. Then the next group of participants are

After approval of SEV, the organization is then awarded a geographic territory and pays a small licensing fee to SEV.

To learn more, contact Jean or Randy at [info@socialenterpriseventures.com](mailto:info@socialenterpriseventures.com).

The Amarillo Area Foundation's Nonprofit Service Center is leading the way. Contact Charlotte Rhodes ([charlotte@aaf-hf.org](mailto:charlotte@aaf-hf.org)) or Katharyn Wiegand

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

## Coming in 2009: *Exploration - Management By Assessment*

As we have taught our original training program in social enterprise, we realized we were often encouraging participants to apply the earned income principles to current programs, services and agency operations.

... and an idea was born...

In January 2009 SEV will launch a new program called ***Exploration—Management By Assessment.***

This program will offer nonprofits the opportunity to review, evaluate and assess all aspects of their nonprofit

business through detailed worksheets that outline best practices. Participants will evaluate themselves and develop a plan to enhance or improve where weaknesses are uncovered.

The full program will involve four days over several months. Or, agencies can opt to participate in the module they believe is most needed to enhance their nonprofit's management.

**Day 1:** Organizational Focus; Board Governance and

Management; Human Resources.

**Day 2:** Programs and Services; Messages and Marketing.

**Day 3:** Fiscal Management; Resource Development.

**Day 4:** Tactical Planning; Reporting; Next Steps.

We are very excited about this new program and hope you will want to take advantage of it!

## What Graduates Say - We are Blushing!

Recently, Joan Tarantino, executive director of **Washington County Community Action Agency**, had this to say about SEV and the **Expedition™** experience.

"This was one of the best trainings I have attended and I have been to many over the

past 26 years...[it] was great due to the materials provided, the feedback and support received from Jean and Randy during the training.

You could not ask for two better instructors. They made the training comfortable, non-threatening, and they took the time to get to know the

participants. The organized process we used to complete assignments and gather information worked extremely well and we will use it in future projects.

The SEV process enhanced our teamwork level and increased our knowledge level."

*Thank you, Joan!*

## More From Social Enterprise Ventures, LLC.

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

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. Please share it with others who might be

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

**Schedule a live Internet webinar about social enterprise.**

To schedule your seminar, contact [info@socialenterpriseventures.com](mailto:info@socialenterpriseventures.com).

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](http://www.socialenterpriseventures.com) to learn more.



**Social Enterprise Ventures** LLC

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**Headquarters Office:**

**Jean Block and Randy Gleason**

**7915 Cliff Rd NW . Albuquerque NM 87120 . 505.899.1520**

**[www.socialenterpriseventures.com](http://www.socialenterpriseventures.com)**

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