

Meet the SEV Team

Jean Block began her experience with the nonprofit sector in 1955 when she was 13 years old. She has served as staff for several nonprofits, including the Cystic Fibrosis Foundation of New Mexico, a local hospital and the United Way of Central New Mexico. Jean has been a volunteer leader with numerous local, regional and national nonprofits, including health and human service organizations, membership organizations, performing arts organizations, and advocacy groups.

In 1999, Jean formed her own consulting company to enable her to share her expertise in nonprofit management, fundraising, planning and Board development with a broad range of local and national nonprofits. She now travels extensively in the US, teaching workshops and consulting with nonprofit of all sizes and scope.

Jean has written two well-received books on nonprofits: *Fast Fundraising Facts for Fame & Fortune*, now in its third printing, and *The ABCs of Building Better Boards*, in its second printing.

Randy Gleason, CEO of Randy Gleason Consulting, LLC provides development, executive coaching, facilitation and training for organizations throughout the US. Previously, he was Executive Director of Development for University of New Mexico Hospitals serving as Chief Fundraiser focusing on all Children's Services at UNM Children's Hospital, UNM Children's Psychiatric Center, UNM Center for Development and Disability and the Pediatric Department of the UNM School of Medicine.

Randy spent a decade in the healthcare field in Texas managing community mental health and mental retardation centers. He also spent twenty-plus years in the financial services industry in both Texas and New Mexico. From 1989 until 2001, he served in several senior management positions with what is now known as Wells Fargo Bank/New Mexico where he led the development of the largest bank based Trust, Investment and Brokerage division in New Mexico.

A Rotarian since 1974, Randy has served as a member of his club Board of Directors, as well as club President. He has served District 5520 as Assistant District Governor, and 2000-2001 District Governor. He is currently serving as District Annual Funds Chair and the Council on Legislation Delegate for 2007.

Cindy Kane has 20 years experience as a nonprofit consultant, trainer, facilitator, advisor and in volunteer leadership positions. Since 2003, with a strong focus on capacity building, she has consulted with nonprofit leaders in the social service community. As a senior consultant with Social Enterprise Ventures, LLC, Cindy guides non profit organizations in the introduction and development of earned income ventures.

Cindy has trained and consulted with more than 25 nonprofit organizations with budgets of less than \$100K to more than \$7M in the Southeast on social enterprise/earned income strategies. The organizations provide services including youth development, mental health, education, foster care, the arts, child care, elderly, literacy, and adults with disabilities, domestic violence, employment, fatherhood and the homeless. Cindy is based in Tampa Florida. She is a graduate of the University of South Florida in Tampa with a degree in Education and a graduate of the University of Tampa with a degree in Computer Science.

Marian Bolton began her career as a Program Director with the YMCA in 1968 in Medina, OH. She worked her way through the ranks as Branch Executive Director in the Cleveland YMCA to Vice President of Program & Marketing in Albuquerque, NM. In 1994 she was named the President and CEO of the YMCA of Central New Mexico; a position she held for 15 years achieving monetary surpluses every year with a budget that grew from \$1.5 million to over \$6.5 million.

Marian studied at Kent State University in the 1960s followed by graduate courses at the University of Massachusetts. She earned her YMCA Senior Director Certification as well as an Executive Management Certificate. She is a facilitator, coach and trainer in many areas including Leadership, Character Development, Diversity and Inclusion, Fundraising, and Personal Development.

A well-known YMCA leader, Marian was the first chairman of the YMCA West Field Task Force on Women in the YMCA. She has been a member of the YMCA of the USA Diversity Task Force, a delegate to the 1998 Presidential Summit, and received the Association of YMCA Professionals' Administrative Excellence Award.

It's HERE!
Exploration - Management By Assessment

As we 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...

Exploration—Management By Assessment.

This program will offer nonprofit organizations of all types and sizes a structured format to review, evaluate and assess all aspects of your nonprofit business through detailed worksheets that outline best practices in seven key areas (detailed below). Participants will evaluate themselves against these best practices and develop a plan to enhance or improve where weaknesses are uncovered.

Option 1

The **full assessment** takes place on your site over 2 days with two trainer/consultants and costs \$10,000 plus trainer expenses. Trainer/consultants will guide the process and lend their expertise to your team of staff and volunteers.

Option 2

Choose 2 modules that address your special needs and participate in a full day at your site with one trainer/consultant for only \$5,500 plus trainer expenses.

Option 3

Do it yourself. Choose one or more (or all modules) and do it yourself. Receive either hard copy of the module or CD, each for only \$249 or \$999 for the full set.

Bonus Offer

We will send a template for a **business plan** on CD for any Option you choose.

Contact Us Today to Get Started!

Assess Your Organization—Modules

Detailed Worksheets of Best Practices Guide Each Module. All modules contain a formatted Plan to Improve.

Module 1

Organizational Focus: Mission, vision, core values and plan to improve.

Module 2

Board Governance and Management: Fiscal management, governance, HR management, roles and responsibilities, plan to improve.

Module 3

Programs and Services: Mission-driven? Meeting market needs? Effectiveness and plan to improve.

Module 4

Resource Development: Effectiveness, diversity, comparisons, Board participation, plan to improve.

Module 5

Messages & Marketing: Effectiveness, target audiences, diversity and plan to improve.

Module 6

Fiscal Management: Internal controls, reporting, compliance.

Module 7

HR Management: Staff and Volunteer management and plan to improve.

Additional professional advice, training and consultation is available as a follow up to all modules.

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.

organization trainer and net revenue is shared 50/50. After approval of SEV, the organization is then awarded a geographic territory and pays a small licensing fee to SEV.

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 taught by SEV trainers. Then the next group of participants are taught by one SEV trainer and one

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

To learn more, contact Jean or Randy at info@socialenterpriseventures.com.

More From Social Enterprise Ventures, LLC

Six nonprofits in Tampa, Florida and six nonprofits in Amarillo, Texas are just about mid-way in their journeys to social enterprise.

confirmed plans for the launch of its antique and collectible store in the 'antique alley' area of the city.

There have been lively discussions, amazing insights and some dy-no-mite brainstorming of ideas for sustainability in both classes.

More to come in the next issue about the earned income plans for the 12 agencies currently in the program.

In Albuquerque, New Mexico, Dismas House New Mexico has

If you want to join them, just give us a call or an email and we'll start the dialogue.

Schedule a FREE live Internet webinar about social enterprise.
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