



Social Enterprise Ventures LLC

Newsletter

We're Growing and Into New Territories!

Summer 2009

Volume 2, Issue 2

2009 has gotten off to a great start! In addition to our new look and logo, we're growing again.

In our last issue, we welcomed **Marian Bolton**, president emeritus of the YMCA in Albuquerque to our team as a Senior Consultant. She joins founders **Jean Block** and **Randy Gleason** and Senior Consultant **Cindy Kane**, based in Tampa, Florida.

Please welcome **Paul J. Lamb** and **Ronnie J. Daniel**, our newest Senior Consultants.



Paul Lamb, (San Francisco/Northern California) is a consultant and entrepreneur with over 20 years of experience in business, nonprofit management, technology and public policy. He is currently the Principal of **Man on a Mission Consulting**, a management consulting firm

dedicated to leveraging technology for the social good. Paul is a founder and former Executive Director of The Stride Center, an award-winning program providing computer training and job placement for low-income and underserved youth in San Francisco's East Bay. He has developed several other successful nonprofit programs and social enterprises in the areas of youth, workforce development, and technology.

Paul is also a frequent radio commentator and OpEd contributor on technology and social issues in a variety of publications including NPR's Marketplace and on CNET.com.

Paul's business background includes positions as Director of Programs and Executive Director of the China Business Forum at the US-China Business Council in Washington, D.C., a business analyst for Ernst & Young, and a marketing consultant for both U.S. and Asian firms.

Paul is a graduate of Earlham College, the Johns Hopkins University-Nanjing University's Center for Chinese and American Studies, and the University of California, San Diego's School for International Relations and Pacific Studies. He is a former Fellow with the ZeroDivide Foundation and is currently a Next

Generation Fellow with the American Assembly at Columbia University.

Paul is the co-author of the Be A Better Partner Handbook for Couples. He is also the founder of the Cool 'N Conscientious blog, and is a contributing blogger on SmartMobs.com and PBS's Idea Lab blog.

www.manonamission.biz



Ronnie Daniel (Utah) draws upon his 18 years of nonprofit professional organizational leadership and management to provide a well rounded executive level understanding to nonprofit organizations. He has served as

executive director, chief operating officer, development director, and field executive in 6 different not-for-profit organizations throughout the country and has great experience in board development, fundraising, staff leadership, volunteer management, program development, marketing, strategic planning and organizational and fiscal management.

Ronnie is currently the managing partner of **NPO Solutions** a not-for-profit consulting firm specializing in working with organizations that want to go to the next level in their operations. The mission of NPO Solutions is to "Change the World for the Better...One Organization at a Time". Whether organizations need help with strategic alignment or need support in raising the funds necessary to fuel the organization, NPO Solutions is uniquely positioned to provide the necessary tools for success. NPO Solutions provides support and coaching in organizational management, fund development and success training.

Ronnie has been active in Rotary International since 1990 and has served in a variety of leadership roles in his church and with local Boy Scouts of America units. www.npo-solutions.com

In This Issue:

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- ✓ Meet the Newest Senior Consultants
- ✓ Graduates in Amarillo and Tampa.
- ✓ Learn It & Earn It
- ✓ *Exploration - Management by Assessment*

What's Up with Recent Graduates

In **Amarillo**, 6 agencies have just completed their formal training and have great plans in the works for their earned income ventures. Many thanks to the **Amarillo Area Foundation** and the **Nonprofit Service Center** for hosting the second group of **Expedition** agencies!

Bishop DeFalco Retreat Center launched a comprehensive marketing campaign to promote their unique retreat capacity to businesses and nonprofits in the Texas Panhandle and beyond.

Llano Historic Cemetery developed a menu of perpetual care opportunities at the cemetery, marketed to local and out of town customers.

Family Support Services is investigating profitable uses for a currently empty building they own in the downtown area.

High Plains Food Bank learned much from their market research that has led to revamping their web site and their marketing. They are investigating several potential ventures.

Ronald McDonald House Charities is refining an online directory of children and family services in the Texas Panhandle.

Another Chance House has completed the training and will apply the skills learned to make all areas of the nonprofit more efficient.

And in **Tampa**, 7 agencies completed the SEV **Expedition** training and now move on to further developing their business plans and competing in the business plan competition.

Children's Future Hillsborough (CFH) is a collaborative of 20 partner agencies. The children served created a mural of pictures representing their artistic talents. Notes cards with messages of the guiding principles and mission of CFH will be sold at the local history museum.

Healthy Together Tampa Bay will use staff and volunteer expertise in marketing to offer consulting

services for non profit and for profit organizations.

Mental Health Care, Inc. will take their "Life Skills" service currently delivered free and offer the service to those who can afford to pay.

Suncoast Earth Force youth will sell products that are environmentally friendly: T-Shirts, aluminum water bottles and green bags.

Self Reliance, Inc. will provide deaf interpreter services to entities required by ADA to accommodate the deaf and hard of hearing. The target audience is government, schools, physicians and attorneys.

The Skills Center will offer sports camps for youth and their parents. The youth will learn the sport skills and the parents will learn about coaching as it relates to the coach/parent relationship.

What We Could Be. Will launch a Seed Folks Café, Catering and Conferencing to capitalize on physical assets they have with a community partner to offer facility rental and highly specialized event planning.



The Tampa Bay Graduates at Their May 29th Graduation.

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.

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 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.

The Amarillo Area Foundation's Nonprofit Service Center is leading the way. Contact Katharyn Wiegand at 806.376.4521 or (katharyn@aaf-hf.org).

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

Exploration - Management By Assessment

In today's challenging economic climate, your nonprofit must become even more effective and efficient than ever before. Changes in the IRS Form 990 will also require a critical focus on the governance practices of your Board of Directors.

Learn from SEV principals with years of experience in nonprofit management. A comprehensive workbook with detailed checklists and templates for plans to improve will allow you to benchmark your operations in:

We offer **Exploration** in a variety of ways to meet every organization's scope and budget.

1. On site, 2 days with 2 trainer/consultants. \$10,000 plus expenses regardless of the size of your team.
2. On site, 1 day with 1 trainer/consultant. 2 modules of your choice. \$5,500 plus expenses.
3. Do It Yourself. The entire program workbook and CD for \$999, or individual modules for \$249.

So, if you could benchmark your organization against the **Best Practices in Seven Key Management Areas**, would you take advantage of that opportunity?

- ◆ *Basic Organizational Dynamics.*
- ◆ *Board Governance and Management.*
- ◆ *Human Resources.*
- ◆ *Programs and Services.*
- ◆ *Messages and Marketing.*
- ◆ *Fiscal Management.*
- ◆ *Resource Development.*

We have just released our newest program, **Exploration - Management By Assessment**.

Contact us today to get started!

Are You a Nonprofit Consultant or Trainer?

If you are a nonprofit consultant or trainer and would like to add our programs to your consulting tool box, contact us!

We offer the opportunity to earn significant income based on your ability to produce in a geographic area.

principal and the net is shared 50/50. Thereafter, the consultant retains 85% of the net revenue and a 15% licensing fee is paid to SEV for every group trained.

We are always on the lookout for entrepreneurial nonprofit consultant/trainers who would like to leverage their experience and learn to teach our programs.

For example, you put together a training group and earn 15% of the net profit for the first group trained, while you learn the program yourself. The second group is co-trained with a SEV

Contact
jean@socialenterpriseventures.com to discuss this opportunity.

More About Social Enterprise Ventures, LLC.

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

interested. In addition to this newsletter, SEV offers one-hour live Internet webinars that explain the basics of social enterprise and

the management by assessment program. To schedule your **free** webinar, contact Jean@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. Please share it with others who might be

Schedule a live Internet webinar about Social Enterprise or Management by Assessment.

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.



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