

Social Enterprise ASSOCIATES

www.socialenterprise.net
Consulting solutions that solve real problems

ENTERPRISE IN ACTION NEWSLETTER

May 2013 / Issue 32

The Quadruple Bottom Line:

Because your mission is more

Social Enterprise Associates has developed business planning and impact measurement to go beyond the triple bottom line. Four bottom lines better address growing need to embrace indigenous, religious, and community based work.

Financial • Environmental • Social/Community • Cultural/Spiritual



Our Clients:

Pioneering the Quadruple Bottom Line

Oregon Native American Business and Entrepreneurship Network (ONABEN): We facilitated a session at the Portland, OR meeting on economic development building successful organizations.



Northern Pueblos Housing Authority: The firm partnered with Piper Leigh of Comunica to provide strategic planning for a new sustainable housing program. The project won \$600,000 in funding from the U.S. Department of Housing and Urban Development.

UJA Federation of NY: Our firm presented and helped organize their conference on social enterprise: "Powering Your Mission." See the resulting guide: Impact Investment.

Recent Publications:

Tip Sheet #13: Introducing the Quadruple Bottom Line concept

Measuring Change: Measuring and Describing the Difference You Are Making, ONABEN, 2013



In this issue . . .

- Quadruple Bottom Line
- Impact Investing

Check It Out

New Blog Entries

1. Introducing the Concept: Quadruple Bottom Line
2. 5 Common Design Mistakes Undermining Your Non-Profit's Fundraising Efforts
3. An Open Letter to NM Governor Martinez

Call For Final Intern

Apply now for the last available position for summer '13

See You Soon

Social Enterprise Alliance Conference in MN
Foundation Center Webinar on Program Related Investments

Special Thanks to Kevin Lynn, now in Seattle, and to intern Mohammad "Sharif" Bhuiyan in Vancouver.

SOCIAL ENTERPRISE ASSOCIATES is a US for-profit consulting company applying business principles to achieve community good. We value affordable, results-oriented client services. Contact us for your triple bottom line solutions.

Access to Impact Investing:

Maximize Your Potential

Social Enterprise Associates provides consulting services for the success of our clients. Our firm specializes in matching capital for unique social venture needs, leading our clients to raise more than \$100 million to date.

Crowdfunding • Social Investing • Banks



Engagements:

Impact Investing for Sustainability

Advanced Conservation Strategies (ACS): Developing E-mortgages in Ecuador, working with cacao (chocolate) farmers to save their rainforest.

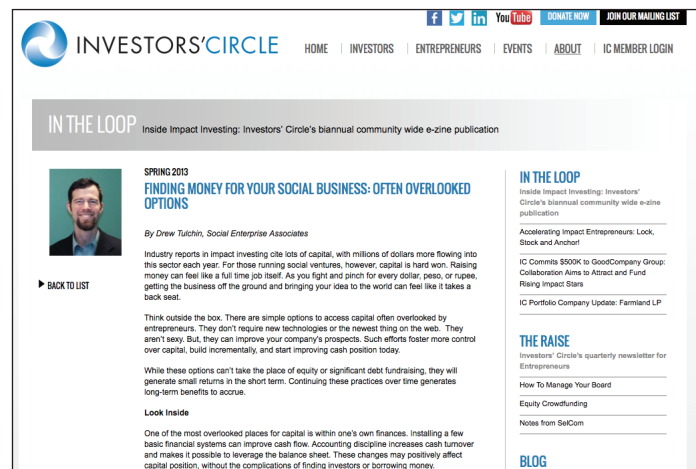
Drew Tulchin spoke at the **University of Maryland's 5th Annual Social Enterprise Symposium**, themed: "Here and Now"



Recent Developments:

Finding Money for Your Social Business: Often Overlooked Options, appearing in Investor's Circle newsletter, 3/13

Doubling Philanthropic Impact: Cash + Below Market Rate Investment Vehicles, Choosing institutions to invest your money, Confluence Philanthropy, 2013



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IN THE LOOP Inside Impact Investing: Investors' Circle's biannual community wide e-zine publication

SPRING 2013
FINDING MONEY FOR YOUR SOCIAL BUSINESS: OFTEN OVERLOOKED OPTIONS
 By Drew Tulchin, Social Enterprise Associates

Industry reports in impact investing cite lots of capital, with millions of dollars more flowing into this sector each year. For those running social ventures, however, capital is hard won. Raising money can feel like a full time job itself. As you fight and pitch for every dollar, peso, or rupee, getting the business off the ground and bringing your idea to the world can feel like it takes a back seat.

Think outside the box. There are simple options to access capital often overlooked by entrepreneurs. They don't require new technologies or the newest thing on the web. They aren't easy. But, they can improve your company's prospects. Such efforts foster more control over capital, build incrementally, and start improving cash position today.

While these options can't take the place of equity or significant debt fundraising, they will generate small returns in the short term. Continuing these practices over time generates long-term benefits to accrue.

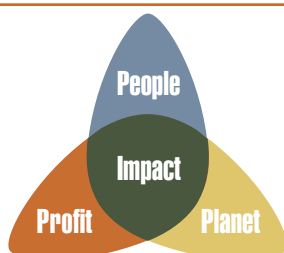
Look Inside

One of the most overlooked places for capital is within one's own finances. Installing a few basic financial systems can improve cash flow. Accounting discipline increases cash turnover and makes it possible to leverage the balance sheet. These changes may positively affect capital position, without the complications of finding investors or borrowing money.

IN THE LOOP
 Inside Impact Investing: Investors' Circle's biannual community wide e-zine publication
 Accelerating Impact Entrepreneurs: Lock, Stock and Anchor!
 IC Commits \$500K to GoodCompany Group: Collaboration Aims to Attract and Fund Rising Impact Stars
 IC Portfolio Company Update: Farmhand LP

THE RAISE
 Investors' Circle's quarterly newsletter for Entrepreneurs
 How To Manage Your Board
 Equity Crowdfunding
 Notes from SeCom

BLOG



WWW.SOCIALENTERPRISE.NET
Consulting solutions that solve real problems.
 info@socialenterprise.net



+1-202-256-2692 • +1-505-715-6927
 Washington, D.C. Santa Fe, NM

