

About the speaker



Drew Tulchin is Managing Partner of Social Enterprise Associates. Social Enterprise Associates is a confederation of consultants united by a common desire to offer affordable professional services that solve real problems. We are well versed in for-profit, non-profit and government models that bring about social betterment. Drew defines his career making new ideas reality. He brings more than a decade of experience overcoming "The Doubting Thomases" to achieve successful results and build lasting organizations in the US and abroad. In his free time, Drew plays ultimate Frisbee anywhere he can, hikes to get lost, eats food he doesn't recognize, and enjoys bad puns more than he should. His professional experience spans the for-profit, non-profit, public, & banking sectors. He has helped launch 15 start-ups. His work has generated more than \$100 million for triple bottom line efforts. Consulting has taken him across the U.S. and to more than 30 countries. He has written dozens of socially entrepreneurial business plans. Prisma Microfinance's co-written plan was a Global Social Venture Competition award winner, published, and used to raise \$1.2 million in private equity capital.

He was Director of a U.S. microfinance organization, the CDFI called ECDC/Enterprise Development Group, which served immigrants and low-income people. He was also Program Officer for Grameen Foundation, serving as the founding staff person of the Capital Markets Group. Previous experience includes a Bluetooth wireless firm, socially responsible businesses, and an environmental NGO. He began his career in National Community Service, as a VISTA (US domestic equivalent of the Peace Corps) and an AmeriCorps Team Leader in Oakland, California. Drew completed his MBA from the University of Washington in Seattle. He finished his BA, Cum Laude, in History and International Relations from Washington University in St. Louis. His studies included a year abroad at Sussex.

This event is organized and sponsored by the Global Business Center (GBC) at the Foster School of Business. The GBC aims to develop global business expertise by hosting and sponsoring outstanding international education initiatives.

From global competitions like the Global Social Entrepreneurship Competition (GSEC), to study abroad, to conferences and forums, GBC unites academia, private, non-profit and public sectors to further global business education. GBC is one of only 33 federally-funded Centers for International Business Education and Research (CIBER) and as such receives support from the U.S. Department of Education for its programming.

Learn more about GSEC and the GBC:
<http://www.foster.washington.edu/centers/gbc/Pages/globalbusiness.aspx>



Measuring Social Impact & Calculating Social Return on Investment

A Global Perspective

Thursday, October 7, 2010

7:00 - 8:30 pm

Paccar Hall 392

UW Foster School of Business

Drew Tulchin, Managing Partner, Social Enterprise Associates

A special workshop using real-world case studies to provide a how-to for social impact assessment and social return on investment (SROI) in developing economies, with special focus on global health and technology.

GSEC Case Studies: 2010 Winners

Malo Traders

Malo Traders is a highly-skilled, cross-cultural and cutting-edge not-just-for-profit company specializing in the processing, storing, and marketing of rice for small-scale farmers. Its mission is to reduce the likelihood of crops perishing and significantly boost the income of farmers, and thus alleviate poverty and food insecurity.

Goal:

Increased standards of living, better resource management, and reduced risks of social and communal unrest due to food insecurity. Our plan addresses the twin problems of (1) poor quality unprocessed rice and (2) poor processing technology by providing modern and environmentally-friendly processing, storage, and packaging services to farmers.

Service/products:

- Consultation on processing, packaging, storing, and marketing
- Support: small-scale rice farmers in Mali, increase income/standard of living
- Minimize the risk of post-harvest losses; manage bi-products
- Reduced risks of social unrest due to food shortage

Social Impact

We project that our intervention in Farabana will have significant benefits due to increased rice production, increased revenue for farmers, cost savings for consumers, and the diversification of farmers' activities by providing animal feed at reduced prices. These in turn will have multiplier effects in the local economy by spurring reinvestment spending on basic necessities and leisure. By increasing the quantity and quality of the rice produced we also expect gains in nutrition and soil health.

<http://www.malotraders.com>

TouChb

Screening and monitoring for anemia to improve diagnosis and treatment using a noninvasive hemoglobin estimating device. Provides intervention to the problem of maternal anemia at different levels, using our portable device which gives instant results. Largest impact: lives will be saved through prevention. Work efficiency, concentration and productivity also improved by treating anemia. Long lasting social change will depend on scaling.

Financial and Social Impact Summary

In addition to financial projections, social impact in terms of lives saved (by reducing Maternal and Infant Mortality): 43,000 lives in 2013, and 618,000 by 2020. SROI: more than \$180 million by 2013; SROI of \$2.78 billion in 2020.

Goals:

- Promote proper nutritional intake for the children and adolescent females, reducing the prevalence of anemia in adolescent women
- Scaled plan to reach more villages each year

Social Impact Analysis

- Improve work productivity (lives saved/reduced absence)
- Improve resource management, empower grass-roots health workers with life-saving tools to fight anemia in their local regions
- Reduce: cost and enhance the impact of maternal and child health schemes, medical waste, blood transmitted diseases, cost of labor by saving time needed for testing, travelling

Assumptions:

- \$1/day average; 20 productive life years
- Average annual income is \$225 in a low resource setting
- We estimate, based on our sales forecasts, the number institutions

<http://www.biosense.in>