

2017 IMPACT REPORT



Jayanthi Narasimhan pitches WatchRX at the 2017 Health and Wellness Accelerator Pitch Event.



Where We've Been

Since 2011, our programs have served 516 social entrepreneurs. Their ventures have improved the lives of more than 1M people*.



The SEG Hub, Rhode Island's first community and coworking space for social entrepreneurs opened in 2015. In 2016, we expanded to the second floor and now have full capacity with 100 coworking members.



Our customized services meet the needs of social entrepreneurs tackling issues in the food, health and wellness, and environment sectors.



Placed 139 Rhode Island students and recent alums in projects, internships, and jobs with social enterprises through our Talent Matchmaking service.



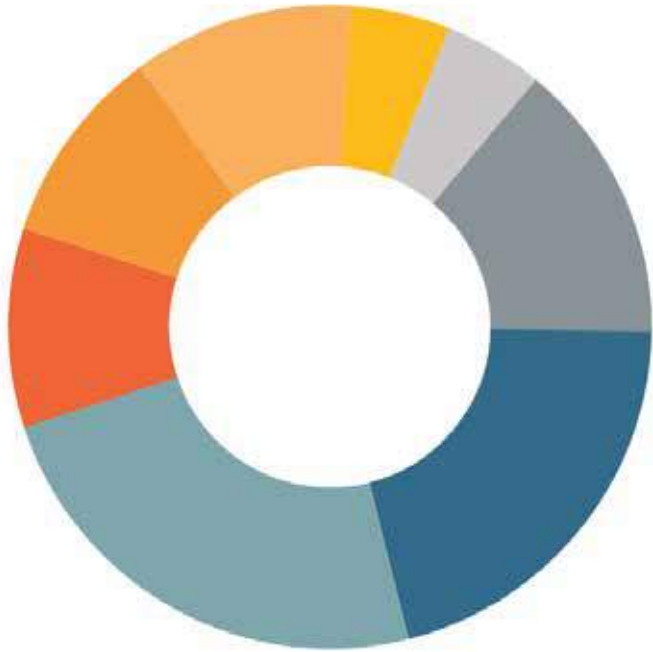
Loaned \$150,000 in growth capital to Rhode Island social enterprises through our loan fund.



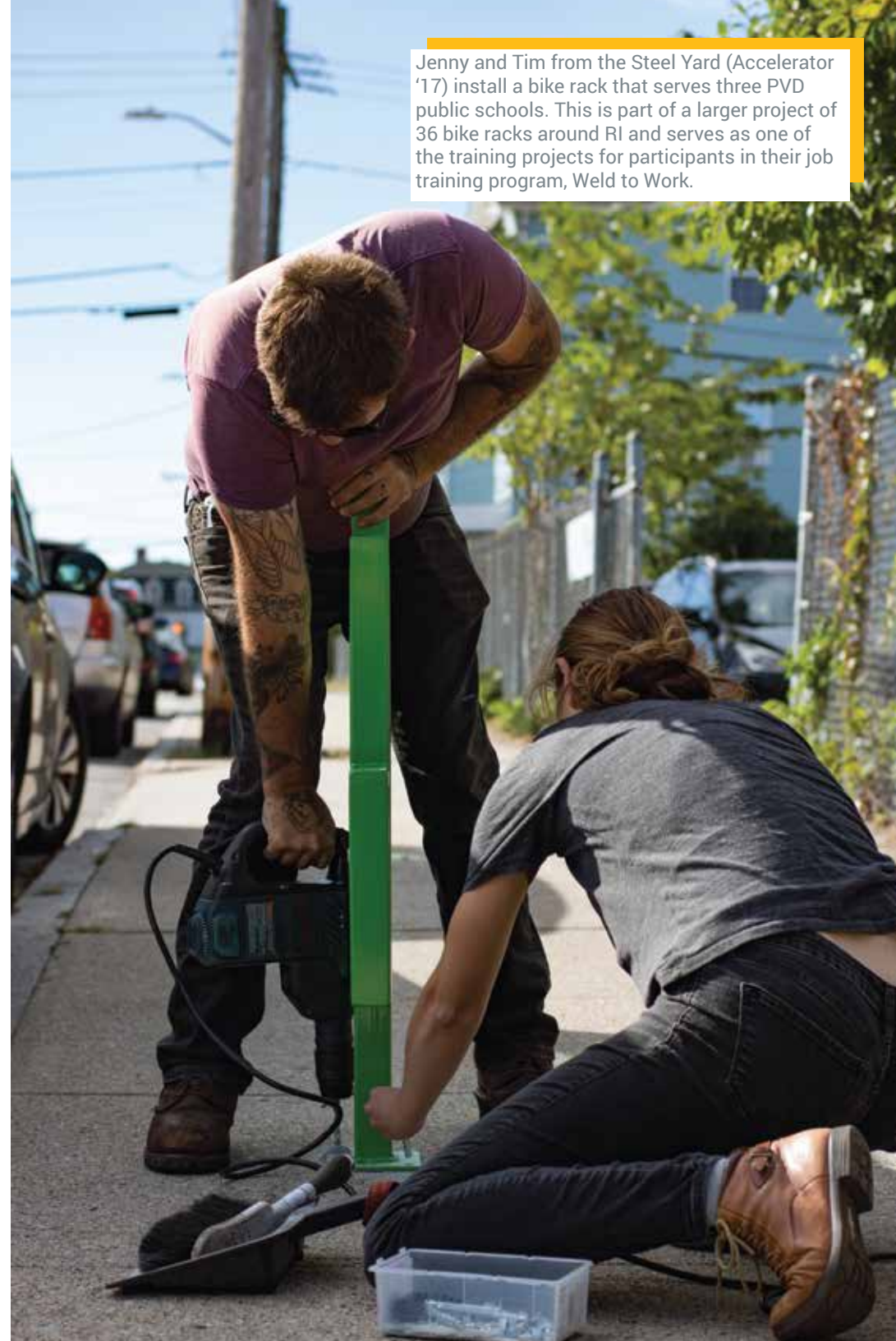
Launched the Best for Rhode Island campaign which educates and equips businesses to assess and improve their community impact.

**Lives improved is a self-reported number aggregated from the entrepreneurs we work with.*

Positive Social Impact Our Ventures Make



- Food/Nutrition (21%)
- Health (24%)
- Environment (10%)
- Workforce Development (10%)
- Education (11%)
- Design (5%)
- Technology (5%)
- Other (14%)



Jenny and Tim from the Steel Yard (Accelerator '17) install a bike rack that serves three PVD public schools. This is part of a larger project of 36 bike racks around RI and serves as one of the training projects for participants in their job training program, Weld to Work.

Kathleen Belicchi, Accelerator '16 alumnus, returns to SEG to instruct a public speaking workshop.

2017 Impacts at a Glance



297 Ventures /
Entrepreneurs Served



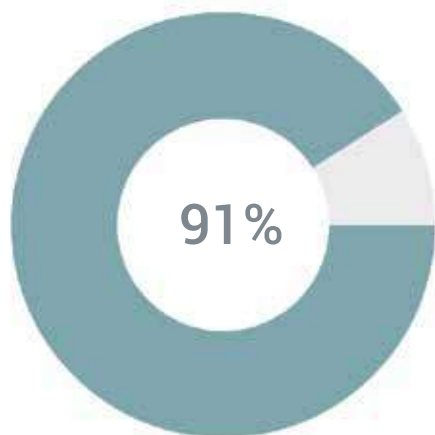
916 Pro Bono
Hours of Support Provided

From 2011 to 2017,

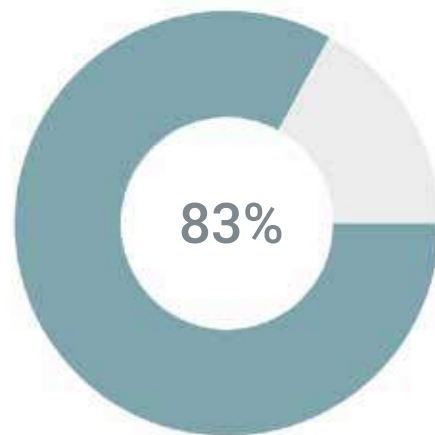


\$150k in Loans Provided
to **7** Promising Ventures

Of the ventures we have supported through the SEG Hub



would recommend the SEG Hub to a peer



made a valuable connection as a member



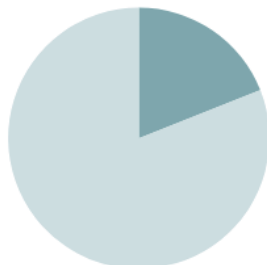
Diversity, Inclusion, and Equity

Social Enterprise Greenhouse is committed to working towards a culture of inclusion and equity within our network, across our programs, and within our organization. We are actively working to increase representation among our advisors and entrepreneurs to reflect the diverse communities of Rhode Island. We are building partnerships with community-based organizations to support those historically excluded from traditional networks and resources in business. This includes people who face barriers on the basis of race, ethnicity, class, gender, sexuality, ability, religion, and immigration status. Equity and belonging is at the core of SEG's mission to foster a just and resilient economy that benefits everyone.

In 2016

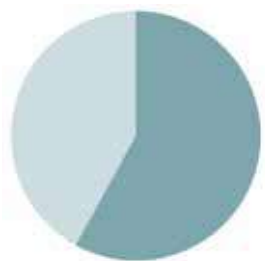


52% of ventures are owned or led by women*

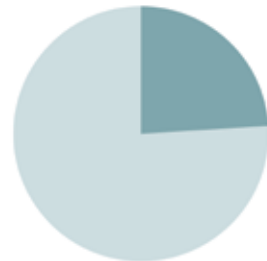


19% of ventures are owned or led by minorities*

In 2017



58% of ventures are owned or led by women*



24% of ventures are owned or led by minorities*



The first cohort of SEG's newest program, the Incubator, at their final workshop instructed by SEG Advisor, Claudia Cardozo. This group of entrepreneurs completed the program in December '17.

SEG Incubator Program

In December 2017, we ran a successful pilot of the Incubator Program which supports entrepreneurs in taking their business idea to action. The program is intended to be the first point of contact for entrepreneurs who engage with SEG and an onramp to the other services we offer. Recruitment for the program focuses on reaching beyond our existing network to include a cohort of entrepreneurs and cadre of Advisors with diverse backgrounds.

In our pilot...

- ✓ **7 out of 8 participants (87.5%) were women entrepreneurs.**
- ✓ **5 out of 8 (62.5%) participants were entrepreneurs of color.**

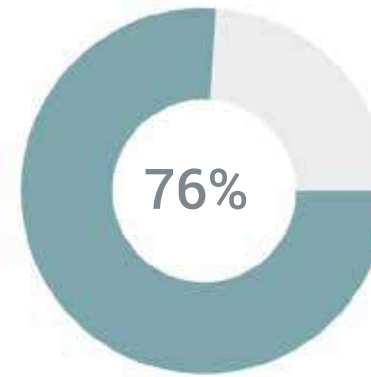
**Of the ventures served in 2016 and 2017 by any of our programs/services.*

In 2013 the SEG Loan Fund provided Solar Sister with its first infusion of capital. Now the social enterprise is operating in 3 countries, empowering 2,500 women entrepreneurs to bring clean energy to their communities, benefitting 700,000 people. Photo courtesy of Solar Sister.



How We Know It's Working

Of ventures we've supported through our Accelerator,



Compared to the national average of start-up failures after 5 years:

9 in 10

are still operational*



More than 1/2
report their revenue is increasing*

Ventures that participated in our programs rated an average program satisfaction of



4.85 out of 5

*Of the six Impact, Food, and Health and Wellness Accelerator cohorts from years '15, '16, '17.

What We've Learned

2017 was another year of growth and impact at Social Enterprise Greenhouse. Our Board and team remain committed and passionate. We continue to significantly build our volunteer advisor network. The entrepreneur pipeline is strong. We have experienced a notable increase in both the quantity and quality of entrepreneurs we serve. The social impact community is growing and is stronger than ever.



A Best for Rhode Island workshop to help businesses through the 30 minute impact assessment.

We learned that in order to maximize positive social impact, we need to engage the business community. We made the strategic decision to implement the Best for Rhode Island program which encourages mainstream businesses to adopt practices that improve community and environmental impacts.



A few members of the 2016 Food Accelerator cohort gearing up to pitch their businesses.

We also learned that we can advance social enterprise values within burgeoning RI industries like Food, Health/Wellness, and Environment. These sectors are well-resourced in the state and the need for positive social improvement is great. This is why our industry initiatives continue to gain traction among entrepreneurs, funders, and partners. Ventures in these clusters are creating jobs, improving our local food system, and ensuring a cleaner and healthier Rhode Island and beyond.

We were reminded of the importance of investing in place (and space). The SEG Hub continues to be THE place for the impact community. Since opening in 2015, we had more than 200 entrepreneurs call the Hub home and benefit from our services, the community, and the valuable connections.

We also understand that unless we prioritize working towards an inclusive culture, we will continue to perpetuate inequality at SEG and in our entrepreneurial ecosystem. Diversity positively uplifts our organization and its constituents. We acknowledge that creating an environment where people feel represented, valued, supported, and prepared to be successful is a long term process toward equity.

Where We're Headed

We know the path to a truly equitable society can only be achieved by inclusive values and strategies. We are working to ensure that SEG is an organization that reflects and welcomes all communities. In 2018, we will launch a diversity and inclusion task force comprised of members of our Board, staff, and community. The goal of the task force is to guide strategy and bridge efforts across all levels of the organization around diversity, inclusion, belonging, and equity.

We were thrilled to receive funding from the Heron Foundation. These resources have enabled us explore a sustainable business model. We hope to continue to build the ecosystem and create impact for years to come.



In 2017 we launched Best for Rhode Island, a statewide initiative that encourages businesses to assess and improve their community impact. The program educates, equips, and celebrates for-profits that create high quality jobs, strengthen communities, and preserve the environment.

We envision that one day all companies in Rhode Island will strive not only to be the Best IN Rhode Island, but Best FOR Rhode Island.

Q & A with Best for RI Participant: Riffraff

Bookstore, coffee shop, and bar in the Olneyville neighborhood



*Pictured from left to right are Riffraff Co-owners, Tom Roberge and Emma Ramadan.
Photo by Katya Potkin.*

So Far

- ✓ **175** businesses engaged to date
- ✓ **75** businesses attended workshops
- ✓ **17** initiative sponsors & donors
- ✓ **15** initiative partners

Q: What are the business practices/values you are most proud of?

A: We are proud of our community-minded practices. We source from local makers for our food and beverages, greeting cards, and more. We are intentional about including historically marginalized voices on our bookshelves, stocking and displaying books by writers of color, LGBTQ+ authors, international writers, small press, and more.

Q: Has Best for Rhode Island inspired you to do even more?

A: Yes! Taking the Best for Rhode Island Challenge and B Impact Assessment helped us think more about the environmental footprint of our business and how we can better track our impact. We plan to start monitoring our water and energy use and our waste to see how we can be more sustainable. The Challenge has also inspired us to schedule fundraising nights at which we donate all bar tips and 10% of book sale profits to a local nonprofit. We already hosted one and are excited for more!

Impact Stories

Read about three social enterprises and how SEG supported their development and impact.



Pictured right, Beat the Streets athlete, Anastasia You, competes at the Gotham City Open in New York City. It's her 2nd year in the program and she placed 6th!

In this photo, the BTS wrestling team from Nathanael Greene Middle School, a Division 2 team, celebrates a victory over a combined Division 1 All-Star team (Davisville and Wickford) at the Northeast dual meet tournament.



Beat The Streets Providence

In 2010, Brown University freshman Billy Watterson was shocked to learn that budget cuts had eliminated all after school sports for Providence middle school students. In response he founded the nonprofit, Beat the Streets Providence (BTS), in 2013. Within three years the organization brought wrestling to every middle school in the city. Through BTS, wrestlers receive mandatory academic support, are paired with strong mentors, engage in healthy physical activity, and learn about nutrition and general health. Participation with BTS improves students' health outcomes, school attendance, and academic performance.

The SEG Network Effect

SEG has been an integral part of Beat the Streets' support system since 2015 when Billy first received a [scholarship to the SEG Hub](#) co-working space. In April 2016, he [graduated from the 12-week Impact Accelerator](#). "Billy hustled," said BTS Managing Director, Steve Keith. "It was through the Impact Accelerator that he was able to meet people, and make connections. These are lasting relationships." Steve cited SEG Advisors Alan Harlam, Ken Barrette, Diane Lynch, Lorne Adrain, and Steve Cohan as loyal supporters who brainstorm, give feedback and direction, host fundraisers, connect them to donors, and personally support the organization.

"SEG staff, Board members, and supporters have created the most resourceful community we could have ever asked for," said Steve. "SEG has helped generate lasting partnerships with other ventures. They've provided their Hub space for organizational events. When you join the SEG family, it is evident from the start that your venture's mission is now a mission of everyone in the SEG network."

For BTS, connections made at SEG led to sponsorship from Asics, Hasbro, and Fidelity. The nonprofit also hosted a joint fundraiser with NE Distance (Health Accelerator '17) where they collectively raised \$40,000. This, in part, led to an increase in the BTS budget from \$25k to \$200k, which has supported their expansion to include summer programs through Providence After School Alliance and programs that run year round at Davey Lopes Recreation Complex.

The organization plans to start more high school programs and form a partnership with Boston Youth Wrestling to create Beat the Streets New England.

Capital Good Fund

Tens of millions of Americans lack access to equitable credit and sound financial advice. They are at the mercy of the \$141 billion industry of payday lenders, rent-to-own stores, auto title lenders, buy-here-pay-here auto lenders, and pawn shops.

In 2009, Andy Posner founded Capital Good Fund (Good Fund), a nonprofit Community Development Financial Institution (CDFI) that delivers equitable financial solutions that provide pathways out of poverty. They offer financial and health coaching and are the only nonprofit CDFI to offer small personal loans for diverse uses that include weatherization, emergencies, immigration, and cars.

In eight years, the organization has loaned more than \$5.2 million to 2,100 families, with a 95.5% all-time repayment rate.

The SEG Network Effect

Around the same time that Andy founded Capital Good Fund, Kelly Ramirez took the helm of Social Enterprise Greenhouse. During this critical time for both organizations, the two swapped best practices about how to launch a nonprofit.

Kelly invited Andy to speak at conferences, networking events, and workshops as part of SEG's mission to build the social enterprise ecosystem. "Being around and seeing other organizations that are thinking like us is beneficial because it's something of a lonely path to trod when only one percent of nonprofits are trying to run like a social enterprise," said Andy, referring to the nascent social enterprise ecosystem.

Networking at SEG also led to three investors for the Direct Public Offering Good Fund launched at the SEG Hub in 2016. That same year, SEG loaned them \$25,000 to grow their loan portfolio. "Because the SEG loan was unsecured, it allowed me to leverage the dollars, allowing us to do more good," said Andy. "If we lend \$1 million, a bank might only lend us \$900,000 against it, so we have to come up with \$100,000 of unsecured money."

Since receiving their loan, the nonprofit has tripled its loan portfolio assets, added 10 staff, increased its immigration and energy efficiency loan caps, and has expanded to Delaware, Florida, and Massachusetts.



Sherlie and her daughter, Capital Good Fund's first auto loan recipient, and now a proud car owner.



Pictured is the Department of Health HEZ CHW Cohort at the Minority Health Month event at the State House. Representative Grace Diaz, who defines herself as a community health worker, works with Dannie to declare April Community Health Worker Month. The CHWs were all given citations on the House Floor.



Pictured are the Department of Health HEZ CHW Fellows that graduated from the CHI-RI CHW Core Skills course. In the cap and gown is Isabel Kayembe from the Refugee Dream Center. She was so happy that the program has a graduation! She shared that because of being a refugee she had never been able to graduate from school. As this was her first graduation, her fellow students surprised her with a cap and gown at the graduation! Isabel is now attending CCRI.

Community Health Innovations - RI

While healthcare resources in RI are robust, where we live, learn, work and play are the major contributors to our health. Your zip code may be more important than your genetic code. Literacy, language, and culture can be barriers to navigating health and human services necessary for optimal health. In 2011, public health researcher, Dr. Dannie Ritchie, founded Community Health Innovations Rhode Island (CHI-RI) to check the pulse of communities and improve health equity. One way CHI-RI does this is to train community members as community health workers (CHWs). “Natural helping systems have existed in all human communities throughout history,” said Dannie. “Our efforts to formalize the CHW model is due to the understanding that CHWs provide community members with culturally relevant health education, social support, and serve as ambassadors to the health-care system and policy makers.”

The SEG Network Effect

Dannie worked extensively with SEG Advisor, Rob Panoff, to solidify her business model, which relies upon key partnerships with community organizations serving their target populations, such as Clinica Esperanza and the Department of Health’s Health Equity Zone (HEZ). These partners help identify and connect prospective students for CHI-RI’s courses and workshops, and Dannie provides the curriculum and management.

Dannie also worked with Rob to create a one-pager the organization could use to communicate what they do. “Rob’s language has helped us articulate what we do to various stakeholders,” said Dannie. “The communications strategy is so important because we work on many levels from community through to policy and research, all in order to maximize impact and create equity,” she said, “Policy creates the conditions and we need to start where the community is at so they know we need and hear them.”

Clinica Esperanza / Hope Clinic (CEHC) operates as a free clinic for uninsured, predominantly Spanish speaking patients. In 2016 alone, the clinic served 2,500 patients with the help of 6 Clinical Health Worker (CHW) *Navegantes*, community members trained by CHI-RI. They provide outreach, health education, and interpretation for diet, behavioral changes, medication adherence, and diagnostic tests.

With CHI-RI, four of the RI Department of Health HEZs trained CHWs in community based organizations. Working with partners in their communities has increased the capacities of their communities to address challenge and improve the communities’ health.

Metrics Methodology

SEG is a data-driven organization with a commitment to continuous improvement in collecting, tracking, and evaluating data. We aim to understand our social impact, and how to better support social enterprises and entrepreneurs. While there are some best practices from which to draw, measurement for intermediary support organizations focused on a diversity of positive social outcomes is complex and remains under-researched.

Currently, to understand our impact, SEG tracks three key success outputs and outcomes. 1. lives improved, 2. jobs created, and 3. revenue growth of the ventures that we serve. Currently, entrepreneurs self-report these numbers through an annual survey.

We know that the measures we use to track social impact are imperfect. "Lives improved" has a different meaning for each social venture. This is why we believe that it is important to share the stories of how SEG's work positively impacted entrepreneurs/enterprises, in addition to traditional numbers and stats.

Moving forward, SEG continues to strive for impact measurements that capture more of the story. In 2018, we will focus on industry specific indicators of positive social impact in Health and Wellness, Food/Nutrition, and Water, Energy and Environment. Our metrics vision is to connect the services that SEG provides to growing social ventures to demonstrable social impact.

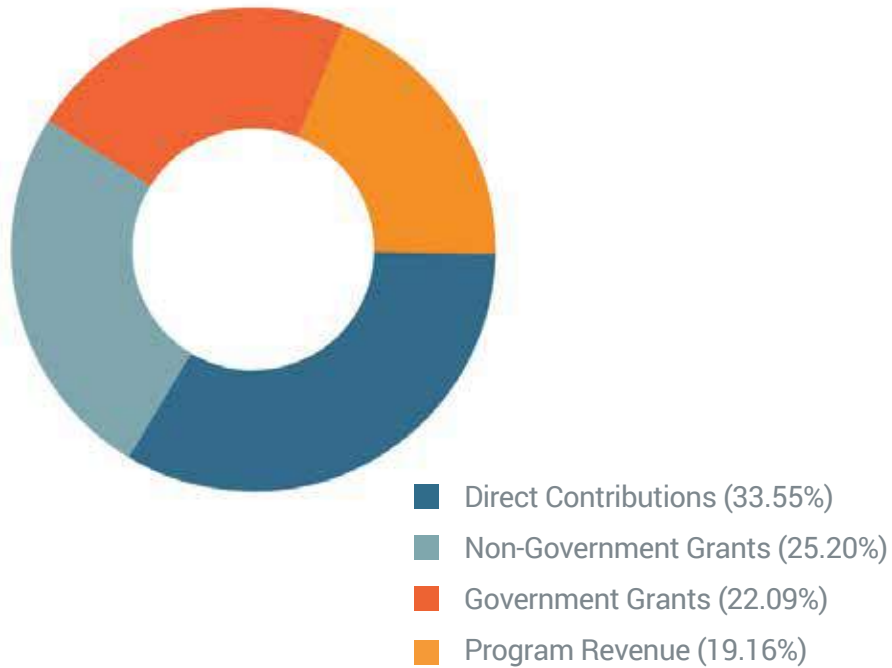
Average response rate for the 2017 annual survey is 86%

- ✓ 2015 Impact Accelerator **75%**
- ✓ 2016 Impact Accelerator **81%**
- ✓ 2016 Food Accelerator **91%**
- ✓ 2016 Health Accelerator **75%**
- ✓ 2017 Impact Accelerator **100%**
- ✓ 2017 Food Accelerator **83%**
- ✓ 2017 Health Accelerator **100%**
- ✓ SEG Hub **30%**

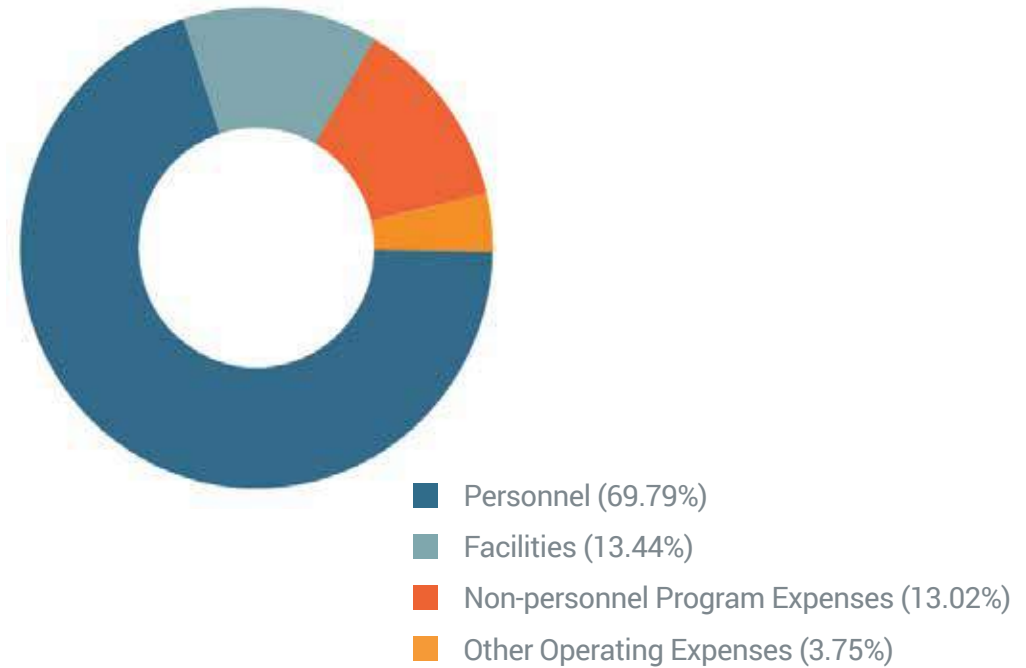


2017 Financials

Revenues



Expenses



Balance Sheet

Assets		Liabilities	
Cash		Accounts Payable	\$ 17,037
Cash Accounts	\$ 293,362	Other Current Liabilities	\$ 26,313
SEG Loan Fund	\$ 92,682	Custodial Funds	\$ 13,121
Fiscal Sponsorship Funds	\$ 13,121	Loan for Loan Fund	\$ 93,750
Total Cash	\$ 399,165		\$ 150,221
A/R and Grants Receivable	\$ 100,766	Net Assets	
Fixed Assets	\$ 33,032	Unrestricted Net Assets	\$ 190,157
Loans Receivable	\$ 80,000	Temp. Restricted Assets	\$ 222,470
Other Assets	\$ 6,585	Net Income	\$ 56,700
Total Assets	\$ 619,548		\$ 469,327
		Total Liabilities + Net Assets	\$ 619,548

2017 Community

Board

Kenneth Barrette, Chair
Alan Harlam, Vice Chair
Scot Jones, Treasurer
Rob Panoff, Secretary
Claudia Cardozo
Diane Lynch
Jim Seymour
John J. Partridge
Kathryn Bendheim
Kim Anderson (Incoming Vice Co-Chair)
Macky McCleary
MJ Kaplan (Incoming Vice Co-Chair)
Mark Marosits
Martin Keen
Sonia Millsom
Sylvia Brown
John Farber

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Lorne Adrain
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Chuck Holland
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Antonieta Falconi, CFO
Emily Wanderer, COO
Emily Mooney
Britt Page
Betsy Santarlaschi
Hailey Bathurst
Crystal Rosatti
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Andrew Konnerth
Annie Dickson

Donors, Sponsors, Funders

10K Small Businesses
Adler Pollock and Sheehan
Andrew and Suzanne Offit
Apple Pickers Foundation
Barbara & Larry Schoenfeld
Bently Foundation
Betsy Santarlaschi
Bill Daugherty
Blount Fine Foods
Blue Cross Blue Shield of RI
Blue Owl HiRoad
Bob Dangremond
Christopher and Mary Ellen Patton
Citizens Bank
Cox
Delta Dental
Department of Labor & Training
Diane Lynch
Ecomadera
EJMP Fund for Philanthropy
Everhope Foundation
Fidelity
Fit2Cook4Kids
Groove-Pin
Handipost
Heron Foundation
Hope Foundation
Island Foundation
Jack Partridge
John Pinkos
Karina Lutz
Katherine Brown
Kathy Bendheim
Kendall Foundation
Kenneth Barrette
Lista Mundial
Martin Keen

MG Commercial Real Estate
Mike & Linda Fiterman Foundation
MJ Kaplan
Ned Levine
Newman's Own Foundation
Optimity Advisors
Paul Staby
Pontefract Global Strategies
Rhode Island Foundation
RI Commerce Corperation
Rob Panoff
Roberta Powell
Rocky Hill School, Meg Stowe, Director of Innovation
Sandra Enos
Sarah Mltchell
Sonia Milsom
Susan Musinsky
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