

# 2019 IMPACT REPORT





Above at right, Justin Pasquazzi of ASTRO celebrates graduating from SEG's 2019 Health & Wellness Accelerator. With him, at left, are ASTRO's treasurer Lean Thann and ASTRO program participant Kaleb Taylor.

## Where We've Been

Since 2011, our programs have served 647 social enterprises that have improved the lives of more than 5 million people\*.



Our Accelerator has provided 203 social entrepreneurs with the tools, networks, and resources to grow their business and impact.



Our Incubator has helped 82 entrepreneurs turn their idea into a business or nonprofit that creates positive social impact while being financially sustainable.



Our Talent Matchmaking program has helped place over 75 interns with social enterprises to help build capacity.



We've loaned \$237,500 in growth capital to Rhode Island social enterprises through our loan fund.



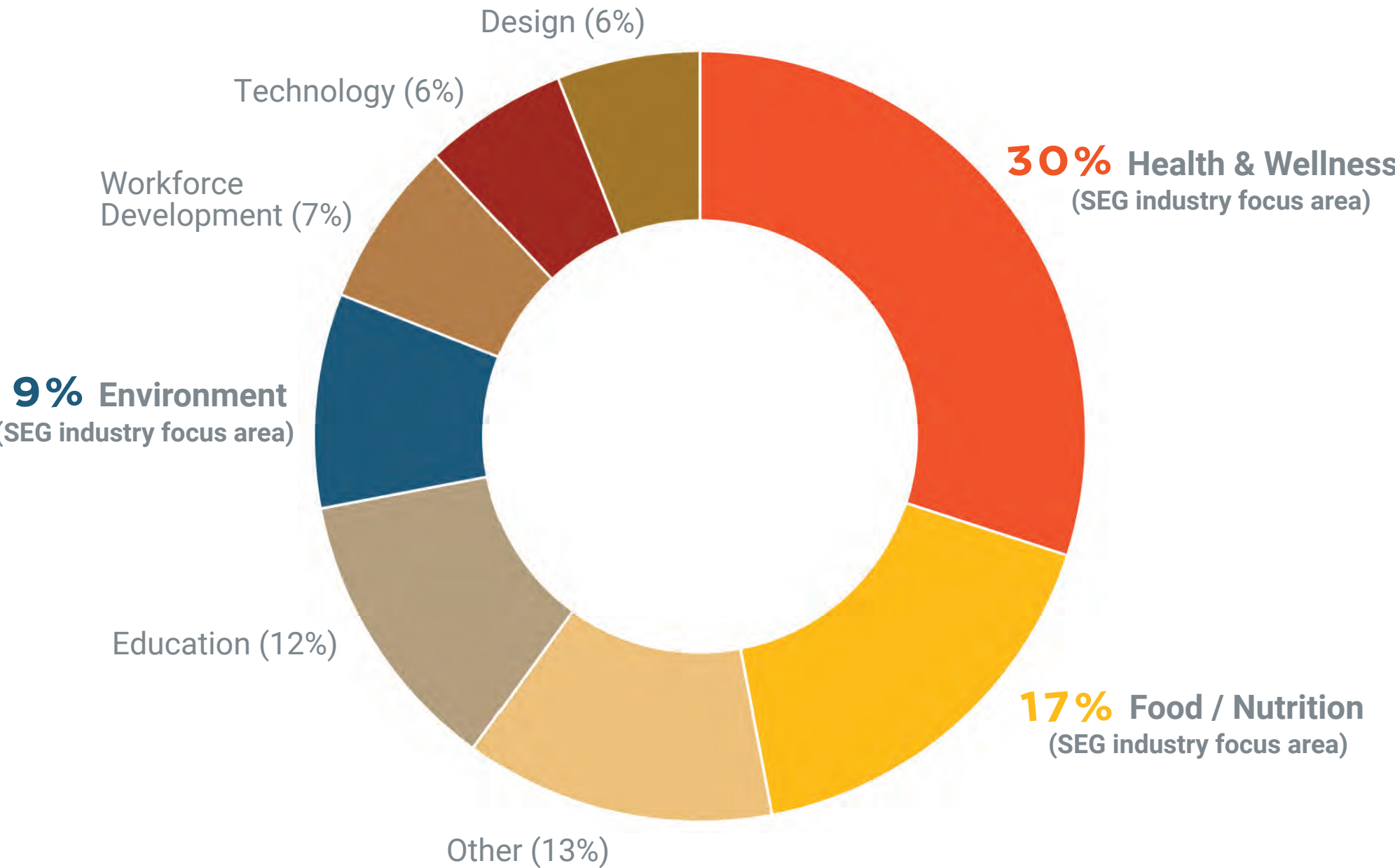
In 2019, the percentage of ventures we served that are owned by women increased from 60% to 64%. The percentage of ventures we served that are owned by people of color increased from 34% to 37%.



In 2019 we expanded our commitment to equity by opening two new offices that served 45 social entrepreneurs in Pawtucket, Central Falls, and Newport.

*\*lives improved is a self-reported number aggregated from the entrepreneurs we work with*

# Breakdown of Industries Where Our Ventures Make a Positive Social Impact







Eugenio Fernandez, founder of Asthenis Pharmacy, accepts an SEG Loan Fund check from Loan Fund coordinator Serena Manna.

## 2019 Impacts at a Glance

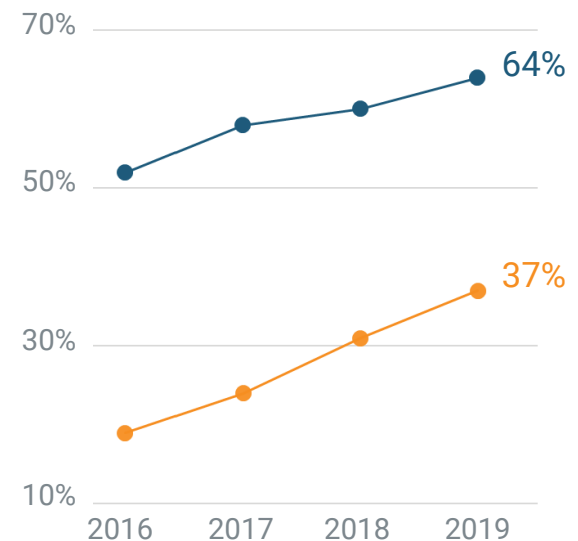


**331** Ventures Served



**1,174** Pro Bono  
Hours of Support

Increased representation among  
entrepreneurs to reflect RI community



■ % of ventures owned/led by women

■ % of ventures owned/led by people of color



## 2019 News from the SEG Hub

*Above, SEG advisor Robyn Earley of Oria Mindful speaks at an SEG Aging/Longevity Breakfast.*

Since 2015, the SEG Hub at 10 Davol Square in Providence has served as a vibrant community and coworking space where RI's social entrepreneurs, mentors, and business professionals come together to network and collaborate. In May 2019, we threw a grand-opening party to celebrate the expansion of our Hub to nearly twice its size. We are so thankful for all our friends and donors who made this expansion possible.

Our local social enterprise ecosystem put the Hub to good use throughout 2019. We welcomed over 144 coworking members, including more than two dozen with dedicated offices, 25 with dedicated desks, and nearly 100 with hot desks.

The Hub meetings and events calendar stayed packed with 30 SEG-hosted events that attracted nearly 1,200 guests. They included mixers, reunions, and networking nights, workshops for entrepreneurs, Providence Green Drinks, our Aging/Longevity Breakfasts, Incubator graduations, Accelerator pitch nights, classroom visits, and our December Buy with Heart Marketplace.

Numerous meetings and workshops hosted by our members and other organizations during the year drew hundreds more people to the SEG Hub to share ideas, learn business and leadership skills, and create a community for social enterprise.



# Q&A with SEG Incubator Grad Ana Duque of Green Tenderfoot

## 1. Tell us about the mission of Green Tenderfoot.

Our mission is to include everyone, regardless of class, race, gender and economic status, in the low-waste movement. By having a zero-waste refill station, we're providing package-free, everyday items such as bath, body and cleaning products so we can reduce our waste together. We want to inspire others and show companies that we demand ethical and eco-friendly products.

## 2. Why did you decide to start your refill station in Rhode Island?

I am originally from Pawtucket and wanted the people I grew up with to have access to these resources. By providing a refill station, I can share with the community ways to take care of our bodies and take care of the earth.

## 3. How did participating in SEG's 2019 Incubator help you develop your venture?

The people at SEG and the social entrepreneurs who were in my cohort really helped me open my mind to different possibilities. I also learned how complicated business really is. Learning about social impact and creating a business is a lot to do on your own, and it's great to have resources and people who can help you.

## 4. How do your services work?

Before the COVID-19 pandemic, we had a refill station available at popups in various locations. We are now providing delivery and pickup within a 10-mile radius. Our delivery service includes any of our refill products or items on our website, and it is completely free.

## 5. What advice do you have for an entrepreneur just starting out?

Go for it! A lot of people just sit on an idea, needing to perfect it before starting. When you don't make your ideas a reality, they bounce off of you into someone else, and someone else makes it a reality.

*Ana Duque, founder of Green Tenderfoot, graduated from SEG's Incubator program.*







## How We Know It's Working



Ventures we've supported through  
our programming hired

**54**

new employees in 2019,  
and our

**647**

portfolio businesses  
collectively employ

**1,653**

people and positively impact

**over 5 million lives.**

*Above, Shannon Sexton Potter and Laurie Mantz, entrepreneurs in SEG's 2019 Health & Wellness Accelerator, discuss ideas. Below, 2019 Incubator participants celebrate graduation.*

## 2019 Highlights

2019 was another year of growth and impact at Social Enterprise Greenhouse. Our “do well, do good” community is growing and is stronger than ever. Some noteworthy highlights from last year include:

**Statewide Expansion:** Thanks to generous funding from the US Department of Commerce’s Economic Development Administration, we were able to expand our footprint to include a physical presence both at Innovate Newport and the Rail in Pawtucket/Central Falls. From these locations we will work to recruit a more diverse pipeline of entrepreneurs and businesses to participate in our programming.

**Nonprofit Innovation Lab:** We were thrilled to partner with United Way of Rhode Island to launch the Nonprofit Innovation Lab, an innovation accelerator coupled with individual coaching, which culminates in a final pitch event and awards \$90,000 in funding to support the three most compelling projects. Ten nonprofit leaders are participating in the inaugural cohort.

**Sharing our Model:** We continue to share our proven ecosystem model with the broader impact community through partnerships and consulting both nationally and globally.

**University Partnerships:** We continue to expand our partnership with local universities, offering courses, internships, and guest lectures to raise awareness about social entrepreneurship. We further expanded our strategic partnership with Brown University this year, running their Social Innovation Fellowship program and providing social entrepreneurship training for impact leaders from Southeast Asia through a State Department program.

## Where We’re Headed in 2020

**Virtual Programming:** As a result of the COVID-19 pandemic, we have adapted all of our programs and services so they can be delivered online. Since this has created some unexpected efficiencies, we plan to continue virtual and hybrid programming, when appropriate, for the longer term.

**Social Procurement:** Through a partnership with SupplyRI, we will continue to help impact entrepreneurs and businesses led by people of color access new customers, including hospitals, universities, and larger corporations.

**Continued Focus on Equity:** We will double down on our commitment to equity, continue to build partnerships in historically excluded communities, and

ensure that we are reaching those communities with culturally appropriate and needed business support services. We envision a just, resilient, and equitable entrepreneurial ecosystem that works for all Rhode Islanders.

**Cooperative Development:** As we continue to focus on strategies to help generate wealth in historically excluded communities, we plan to collaborate with community partners who have expertise with co-ops and together ensure that those interested in launching co-ops have the necessary resources to do so.



*Entrepreneurs in SEG’s 2019 Impact Accelerator.*





## Metrics Methodology

SEG is always aiming to better understand our social impact and how to best support social enterprises and entrepreneurs. As a data-driven organization, we have a commitment to continuous improvement in collecting, tracking, and evaluating data. We have historically used jobs added and lives improved to track social impact, in addition to sharing stories about how SEG's work positively impacted entrepreneurs/enterprises.

We hope that these measures, though imperfect, begin to capture the story of SEG's social impact. Using the United Nations sustainable development goals we hope to deepen the story by focusing on industry-specific indicators of positive social impact in Health and Wellness, Food/Nutrition, and Water, Energy and Environment. Moving forward, our vision is to connect the services that SEG provides to growing social ventures in order to demonstrate social impact.

# SUSTAINABLE DEVELOPMENT GOALS



Sustainable Development Goals are the blueprint set by the United Nations to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice.

See a snapshot of how SEG social enterprises are contributing to these targets\* on the next page!

*\*Combined 2018-2019 data representing ventures that answered our annual surveys*



**2** ZERO HUNGER



**1,218,932**  
pounds of  
sustainable  
food utilized or  
produced

**2** ZERO HUNGER



**\$100,261**  
in SNAP and  
EBT purchases

**3** GOOD HEALTH  
AND WELL-BEING



**51,100**  
individuals  
received either  
prevention or  
treatment  
education

**3** GOOD HEALTH  
AND WELL-BEING



**10,807**  
individuals  
received health  
or wellness  
services

**4** QUALITY  
EDUCATION



**71,388**  
youth received  
services

**4** QUALITY  
EDUCATION



**12,497**  
individuals  
received  
entrepreneurial  
or workforce  
training

**8** DECENT WORK AND  
ECONOMIC GROWTH



**\$167,500**  
distributed to  
small sized  
enterprises

**10** REDUCED  
INEQUALITIES



**54**  
ventures had  
a specific  
diversity and  
inclusion  
policy

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13,926,110**  
pounds of food  
waste diverted  
from landfills

**13** CLIMATE  
ACTION



**19,107**  
individuals  
received  
sustainability  
training





## Impact Stories

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

*Above, a team of volunteers from Hope's Harvest RI gleans carrots left in a farmer's field.*





## Hope's Harvest RI

Hope's Harvest RI, founded by **Eva Agudelo** in 2017, mobilizes volunteers to fan out into farmers' fields and glean fruits and vegetables left behind after harvest. The gleaned food is then brought to food pantries and distributed to people in need.

The idea for a farm-based food rescue program came to Eva while she was serving as a member of the RI Food Policy Council. Drawing on her background in sustainable farming, farm training, and nutrition incentive projects, she began researching alternatives and embarked on a listening tour with local stakeholders.

"Most people felt that the reason a program didn't exist was because there wasn't a dedicated person," she says. "The farmers need to be able to depend on it and the pantries need to have consistency. You really are doing logistics management and filling some gaps in the supply chain that are tricky if you are just doing it on a temporary or volunteer basis."

Eva stepped forward and developed a project plan. Then she enrolled in SEG's 2018 Food Accelerator and began to build out her idea.

### The SEG Network Effect

The structure of the SEG Accelerator, with its weekly sessions and assignments, helped Eva develop the language and frameworks she needed to start up her venture. The connection to SEG's network was another advantage. As a finalist for the Carter Fellowship for Entrepreneurial Innovation through the Rhode Island Foundation, Eva needed to prepare a proposal and a pitch.

"**Betsy Santarlaschi** connected me to a previous fellowship recipient, and **Diane Lynch** worked through my pitch with me," she says. "There was just a lot of support from people ready to help me in any way."

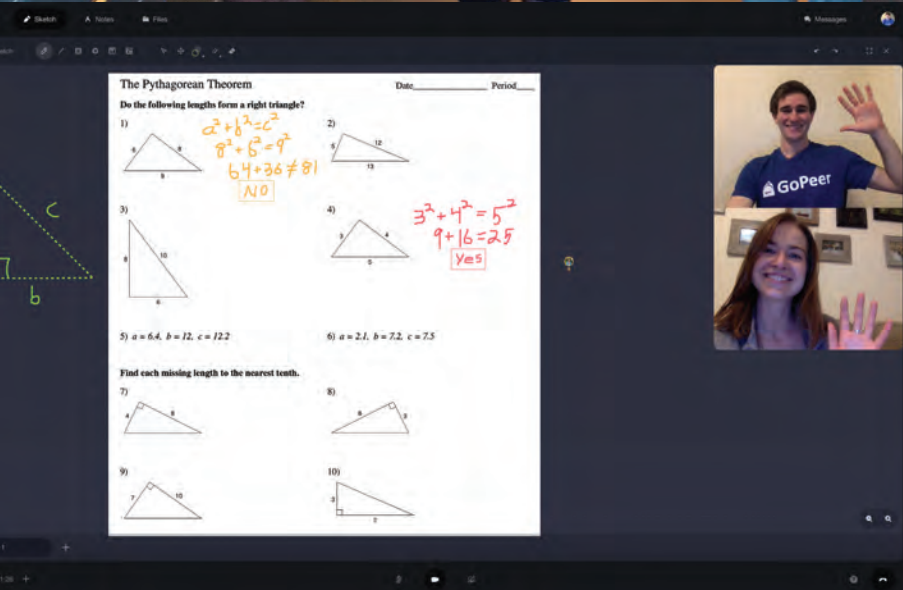
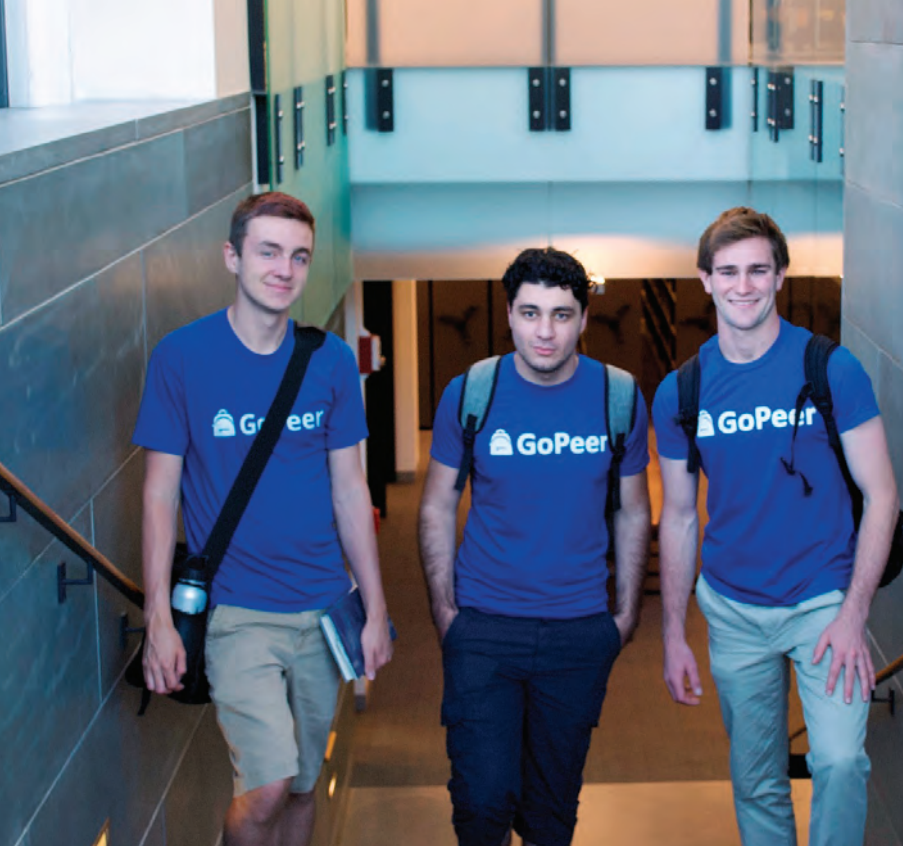
Since 2018, Hope's Harvest RI has rescued fruits and vegetables from 25 different local farms. More than 250 people contributed over 1,300 volunteer hours. The organization has rescued 115,000 pounds of food in the past two years, and according to Eva they aim to recover 80,000 pounds this year. Every type of local food is represented in the haul – apples, chard, kale, potatoes, melons, a lot of butternut squash. It goes directly to food pantries or back to the pack house for temporary storage at Farm Fresh RI, which presently serves as a major partner and fiscal agent for Hope's Harvest RI.

Hope's Harvest RI has also grown its volunteer base. The mailing list is up to 1300 people, with 350 officially registered volunteers.

"Being able to do something that is tangible and grounded and has immediate impact and benefit for people is really satisfying and deeply meaningful," says Eva. "There's no ambiguity about whether it's good or not. It's very clear that you are feeding people who are in need with healthy, fresh, local food."

*At left, Hope's Harvest RI founder Eva Agudelo (center) works with volunteers.*





Above are GoPeer co-founders Erik Laucks, Zura Mestiashvili, and Ethan Binder. Below is a view of the interactive GoPeer digital classroom.

## GoPeer

The mission of GoPeer is to improve the quality and lower the cost of education. The company pairs vetted college students who attend top universities with students between the ages of 5 and 18 for one-on-one online tutoring lessons. It integrates technology with a near-peer education model to provide jobs to college students, logistical help to parents, and academic mentorship to youth. Students and tutors communicate through GoPeer's secure online classroom, using tools like real-time face-to-face video conferencing, photo/document sharing, and a virtual whiteboard/notepad.

GoPeer co-founder **Ethan Binder** created GoPeer in 2017 with two of his classmates, **Zura Mestiashvili** and **Erik Laucks**, while they were students at Lafayette College. "If there is one thing we set out to do each and every day," Ethan says, "it is building tools that turn our tutors into online teaching superheroes, bringing cost-effective and high-quality education to every kid in the world."

### The SEG Network Effect

Early in the development of GoPeer, Ethan realized his team had a lot to learn as the founders of a social venture. He applied to join SEG's 2018 Impact Accelerator and began to make regular trips from the Lafayette campus to Providence to attend the sessions. One of Ethan's Accelerator mentors opened his network and helped the team form key connections that remain important today. In addition, GoPeer's first angel investors were SEG board members.

"One of the best things we've learned from SEG is to never stop learning and to appreciate and take hold of opportunities when they present themselves, such as advisors and mentors," says Ethan. "I'd say the SEG advisor and mentorship network was the most beneficial thing for us."

GoPeer's first tutoring team included 20 college students, working with about 100 local students. Now its student body is nationwide and numbers in the thousands. More than 10,000 college students have applied to become GoPeer tutors, and the company's current tutors represent 153 colleges and universities. The core team has grown, as has the budget – GoPeer closed on a seed round backed by a major West Coast investor last year – and Ethan can recount many moving stories from families that have seen their children thrive as a result of tutoring.

"Online tutoring is a solution that will provide the access, affordability, and flexibility necessary to move education forward in a substantial way," says Ethan. "We provide the best tutors to anyone, no matter where they're located, and right now that's our vision. If we can create an experience online that is personalized, collaborative, and effective, then we can provide a great experience to a lot of families."



# NaloxBox

The mission of NaloxBox is to improve the capacity of bystander rescuers to quickly save the lives of victims of opioid overdose by equipping rescuers with a kit of easily accessible tools. **Dr. Geoff Capraro**, a specialist in pediatric emergency medicine who teaches at Warren Alpert Medical School at Brown University, and **Claudia Rebola**, a professor of industrial design at Rhode Island School of Design, founded the organization in 2017 in response to the growing opioid epidemic in Rhode Island and nationwide.

“Every day an average of 130 people die from an opiate overdose,” Geoff says. “At NaloxBox we aim to increase access to help, reduce stigma, and save lives one box at a time.”

As a health professional responding to a public health crisis, Geoff didn’t consider himself an entrepreneur at first. After launching NaloxBox, he looked for local resources that could improve his business skills. Through his research, he discovered SEG and enrolled in our Health & Wellness Accelerator in fall 2017.

## The SEG Network Effect

Prior to joining the Accelerator, NaloxBox had received two mini-grants of \$5,000 each from the RI Department of Health. Using these grant funds, the startup had been able to assemble and install 58 NaloxBoxes at various locations around the state. By the time the Accelerator started, however, they had used their grants and needed to rebuild their operating budget. Now, three years later, NaloxBox has shipped 825 boxes to 28 states, including Puerto Rico. NaloxBox units

can be found locally at the Dunkin Donuts Center in Providence, Amos House, and numerous shelters, sober living houses, and universities.

Geoff credits SEG for providing NaloxBox with terrific advisors, a student intern, and significant press that reached media far beyond Rhode Island. He also made a significant management decision. “I handed the operations over to **Erin McDonough** at the RI Disaster Medical Assistance Team, and they did amazing work executing the scaling up of NaloxBox,” he says.

NaloxBox is also aiding in job creation. Individuals in recovery and jobs training at Amos House help construct and ship the boxes and are reimbursed per unit constructed. “We’d really love to introduce more training, teaching people how to promptly recognize overdose and properly administer naloxone using the tools in NaloxBox,” Geoff says. “We’d also like to get NaloxBox into more cities where there is a high need.”

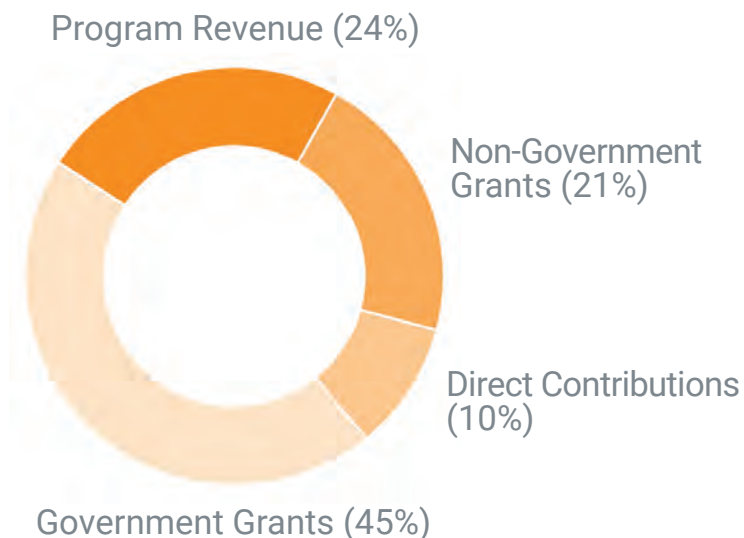
Geoff now serves as an SEG advisor, offering support to other social ventures. “SEG is a special place,” he says. “They understand a founder’s passion and are instrumental in helping founders navigate challenges in both their professional and personal lives so they can innovate with impact sustainably. The ecosystem of entrepreneurship at SEG is great.”

*At right, Parris Wise, Practicum Instructor for the Building Trades program at Amos House, supervises assembly of NaloxBox kits.*

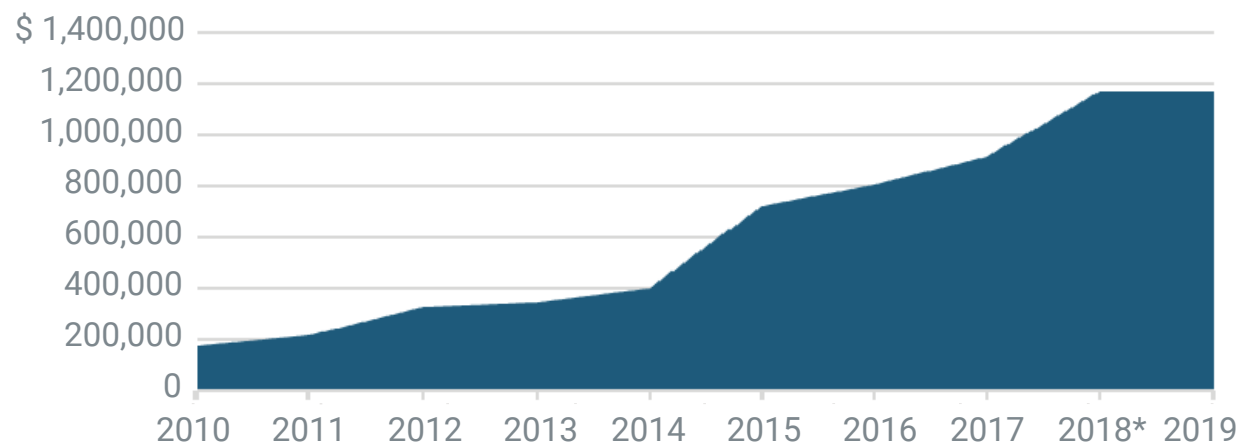


# 2019 Financials

## Revenues

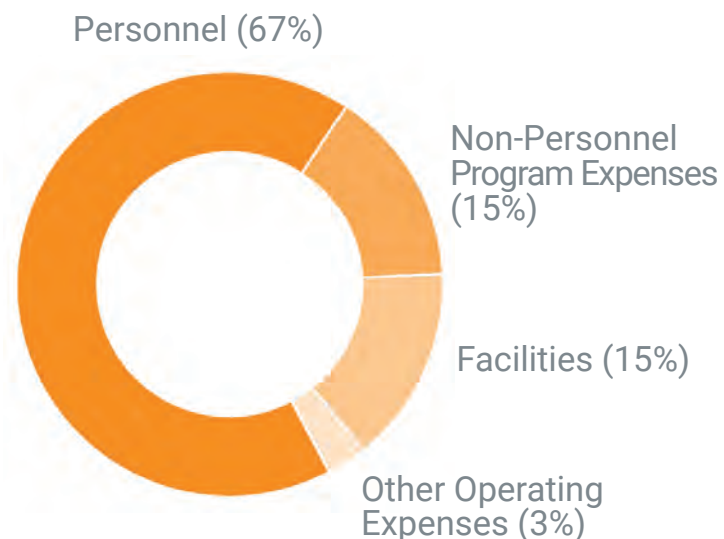


## Revenue Growth



*\*of this total amount, \$308,485 resulted from a one time Hub expansion capital campaign*

## Expenses



## Balance Sheet

Assets		Liabilities	
Cash		Accounts Payable	\$ 959
Cash Accounts	\$ 300,590	Other Current Liabilities	\$ 6,979
SEG Loan Fund	\$ 61,970	Custodial Funds	\$ 661
Fiscal Sponsorship Funds	\$ 661	Loan for Loan Fund	\$ 93,750
Total Cash	\$ 363,222		
A/R and Grants Receivable	\$ 161,825	<b>Net Assets</b>	
Fixed Assets	\$ 190,160	Unrestricted Net Assets	\$ 590,255
Loans Receivable	\$ 108,753	Temp. Restricted Assets	\$ 114,877
Other Assets	\$ 7,214	Net Income	\$ 23,691
			<u>\$ 728,824</u>
<b>Total Assets</b>	<b>\$ 831,175</b>	<b>Total Liabilities + Net Assets</b>	<b>\$ 831,175</b>



# Community

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Kim Anderson  
Ken Barrette, Chair  
Sylvia Brown  
Claudia Cardozo  
Kathy Bendheim  
Dan Crocker  
Scot Jones  
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Martin Keen  
Dwayne Keys\*  
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Mark Marosits  
Macky McCleary  
Sonia Millsom  
Jack Partridge  
Jim Seymour  
Tony Weisman\*

*\*joined in 2020*

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Matt Ramirez, COO  
Karen Donovan  
Stefanie Engelhardt  
Katie Fairhead  
Antonieta Falconi  
Constance Ferber  
Alexandra Goyette  
María José Guevara  
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Pontefract Global Strategies  
Rhode Island Foundation

RI Commerce Corporation  
RI Department of Labor and Training  
The Sand Foundation  
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The Weatherlow Foundation  
Wildflour



*Entrepreneurs in SEG's 2019 Food Accelerator.*