



Funding Announcement: Start-Up Capital and Social Enterprise Development Program

Made possible through Edson Foundation, a fund of Pikes Peak Community Foundation

Edson Foundation has a new strategic focus for 2018-2020, with an emphasis on building sustainability for nonprofits through a social enterprise development program and start-up financing.

Nonprofits are faced with growing concerns over building diversified revenue streams that allow for growth and sustainability over time. When done right, a social enterprise can serve a mission aligned need while also generating revenue to cover program or operating costs.

Opportunity from Edson Foundation

- Grant of \$10,000 to assist in technical assistance, planning and start-up costs for the nonprofit
- Program Related Investment (zero or low-interest loan) of up to \$40,000 to launch a social enterprise
- Six months social enterprise development program with a team of talented, hand-picked university students and faculty through the Quad Innovation Partnership. The Quad is a joint initiative between CC, PPCC, UCCS and the US Air Force Academy.

Timeline

Phase I: General Education and Preparedness (This is open to all nonprofits but those who are planning to apply for funding are strongly encouraged to attend, prior to submitting an LOI application)

- **March 16: 2018** - Edson Foundation will partner with the Colorado Institute for Social Impact (CI4SI) to offer training on the following topics
 - 8:30 – 10:00 AM, How Social Enterprise Can Build Sustainability for Nonprofits
 - What is social enterprise?
 - When does a social enterprise make sense for a nonprofit?
 - Is your board and staff ready for this?
 - How do you get started?
 - What unique resources and funding are available?
 - 10:00 – 10:30 AM, Overview of the Application for Participation in the Social Enterprise Development Program and Financing through Edson Foundation
 - 10:30 – 11:30 AM, So You Have an Idea? Put Your Plan on a Page
 - Development of your charitable bottom line

- Purpose of the enterprise
- Profits and funding
- Prosperity and impact

Phase II: Letter of Intent due to Pikes Peak Community Foundation

- **April 2: 2018**, LOI's are due to Pikes Peak Community Foundation. Please submit a PDF with answers to the questions listed below. **Completed LOI's can be sent to edson@ppcf.org**. Do not deliver via regular mail or in person. Only electronic applications will be accepted.
- **April 15: 2018**, Selected nonprofit will be announced.

Phase III: Social Enterprise Development Program with the Quad Innovation Partnership

- **June - December 2018**, Edson Foundation will finance the top nonprofit with a social enterprise idea to engage with a Quad partnership team of dedicated students, staff and faculty to design, validate and launch the enterprise. The objective of this engagement is to help the top nonprofit create and grow sustainable and profitable mission-related enterprise by leveraging human capital and expertise available through the Quad.
- The selected nonprofit will commit a board or staff member as the social entrepreneur to provide input and guidance to the Quad team. With guidance from the nonprofit's leadership, the Quad will take the project from the ideation phase through validation and hopefully through implementation of the idea.
- The winning nonprofit that is selected to participate with the Quad team will also be awarded seed capital. The funding will be flexible to meet the needs of the particular enterprise.
 - A \$10,000 grant will be awarded at the end of the "Ideation" phase with the Quad, once the project has been vetted with a high probability of success. This would be awarded in **July 2018**.
 - Up to \$40,000 would be made available as a Program Related Investment (a zero or low interest loan). This financing will be commensurate with the needs of the enterprise and will be awarded at the end of the Quad's work program in **December 2018**.

Phase IV: Tracking of Progress and Impact

- As an early investor into the social enterprise, Edson Foundation expects to be able to monitor progress and impact of the nonprofit's enterprise. Each social enterprise will set their measurable metrics at the start of the project and ideally will be able to demonstrate how the enterprise has had a social return on the investment.
- Terms of the Program Related Investment will be set in December 2018, commensurate with the enterprise needs. The reporting period for progress and impact will follow the same time horizon as the PRI.

How to Apply for Funding

Requirements:

- Be a 501c3 serving the Pikes Peak Region
- Have a developed vision for a social enterprise that is still in ideation phase
- The social enterprise must also be mission related
- If selected, 1-2 representatives from your organization must be available for approximately 3-5 hours per week to meet with the advisors at the Quad from June – December, 2018.

Understand the stage of your social enterprise

As you're preparing to apply for funding, it's important to be reflective of your social enterprise and the stage of growth that it's in. The capital available through the Edson Foundation is appropriate for nonprofits who are just entering the "start-up" phase. They have a vision and understand the issue that they are trying to address but they have not entered start-up phase. The four stages are: vision, startup, growth, and established.

Submit a Letter of Intent by April 2, 2018

Please complete the following questions. Be succinct and to the point. Applications must be no longer than 3 pages. Send an electronic PDF to edson@ppcf.org by April 2, 2018.

1) Please clearly explain your **idea(s) for social impact**.

Succinctly describe what social issue you are attempting to address and how it ties back to your organization. How will your business intervention make a difference for the community and for your organization?

2) Explain the social impact **business model(s) that you are considering**.

What have you done to date to evaluate market readiness, viability, and costs? Do you have unique resources to bring to the enterprise idea? Is this a new idea or is it replicated elsewhere? What expertise is required to implement this solution? (Note: We are NOT looking for a full plan, we just want to know what you have done)

3) How are you **planning for measurement**?

Social return on investment is a great way to be able to show how you're measuring the changes you are driving and how you plan to measure the impact. Know what metrics you're going to look at and how long it will take to collect the results. Ultimately, ask: how will you know if you've been successful?

4) **Evaluate the capacity** of your organization and **identify challenges**.

What characteristics of your organization give you confidence that your enterprise could succeed? Consider board involvement, staff capacity, entrepreneurship mindset, funding, or other unique resources available. What potential challenges may your enterprise may face? Just as there are characteristics for success, there are often similar challenges. Please define those.