

Social Enterprise Institute USA

Featured Projects



SOCIAL ENTERPRISE INSTITUTE USA

What is a Social Enterprise?

A social enterprise may look, feel, and sometimes operate like a traditional business, but its goal and driving force is social, cultural, economic, or environmental outcomes. A social enterprise applies commercial strategies to improve human and environmental well-being.

Frequently, a social enterprise is owned at least in part by another organization – non-profit, for-profit, or hybrid – which uses entrepreneurial methods to accomplish social goals and uses a portion of its profits to continue working towards these goals.

Some examples of organizations with social enterprises are Ten Thousand Villages, Tom's, Warby Parker, Newman's Own, Patagonia, and Habitat for Humanity.

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ACT

The Social Enterprise Institute USA (SEI) was engaged by About Child Trauma (ACT) to help expand its impact through the development of a social enterprise organization. ACT was founded by Lark Eshleman, PhD, an international expert in the field of child trauma and attachment.



Eshleman is also the author of *Becoming a Family: Promoting Healthy Attachments with Your Adopted Child*, a well-received book on adoption. Eshleman designed and teaches both a program for helping children heal from community violence and the STAT™ (Synergistic Trauma and Attachment Therapy) treatment model. She also created and ran a multi-modal, integrative mental health clinic.

ACT has spent more than two decades designing and implementing innovative therapies to assist children and their families in becoming healthier, both physically and emotionally.

Recently, ACT, along with its subsidiary ACTWell for Families, has created a certificate program to teach the neurobiology of trauma and healing, while emphasizing the hands-on best-practice of attachment. The most important factor in developing and supporting resilience in children and teens after traumatic events are healthy attachments with at least one key person in their

life.

The program includes two parts; all participants engage in three weekend trainings about attachment trauma and then select one of three tracks to further their learning.

Children are our most important resource and too many suffer from abuse, neglect, unstable home life, and a myriad of other challenges. A strong support network is necessary to help children achieve their full potential.

Read more at their website: <https://www.aboutchildtrauma.org/>

“The Social Enterprise Institute helped us get structured and grow our programs throughout the region” Lark Eshelman, PhD



AMES

The Social Enterprise Institute USA (SEI) was engaged by AMES as part of its Corporate Social Responsibility program to help facilitate AMES's location decision for a new \$100 million distribution and assembly plant. This engagement builds upon a previous success between Babcock Lumber Company, AMES, and SEI. The SEI team is specifically working on the workforce development aspect of the investment with the objective of maximizing the economic and community development impact.

The SEI team works extensively on two main critical categories of decision making: "Competitive Environment" and "Workforce Assessment." The work encompasses a labor market analysis considering several variables affecting labor market for AMES.

Following the assessment of all the decision-making criteria, the team calculated the economic impact of the project. The AMES project started with the production of a business case complete with data and graphic tables signifying how well the potential new locations would address the critical strategic labor and human resource requirements and objectives for AMES.

In 2018, the SEI helped AMES create a short list of five locations from 19 possible locations. The final site was selected using a micro analysis of the labor markets for each site and targeted psychographic recruiting. The SEI completed an economic impact study to aid AMES in negotiating state incentives.

Read more at their website: www.ames.com



"Social Enterprise Institute helped us make informed decisions regarding our operations and investments" Bob Novac, CEO



BrainPower Capital

The Social Enterprise Institute USA (SEI) was engaged by BrainPower Capital to assist in the development of a social enterprise. BrainPower Capital is a collaboration of serial entrepreneurs, medical professionals, and organizations working together to reshape the future of healthcare. SEI Graduate Fellow Tessa Balenic co-founded BrainPower Capital with the vision of solving healthcare's most complex challenges with a detailed understanding of strategy, industry trends, market dynamics and clinical medicine.



BrainPower Capital developed a proprietary new product called the Mobile Health Pack™ to maximize efficient delivery of high-quality home and community-based midwifery and healthcare. The Mobile Health Pack™ was designed to enhance the patient-centered care that midwives and healthcare professionals can offer their communities across the developed and developing world.

BrainPower Capital used a human center design process, along with SEI, in the formation of a subsidiary company called ERApeutics. ERApeutics is focused on healthy brains and healthy aging, curating the best cognitive health products. CEO

Jordan Balenic created the Prolimbic 29, a physician-formulation of six natural ingredients proven to help support healthy cognitive function and brain processes associated with memory and mental energy.

Currently, BrainPower Capital offers a variety of services: strategic marketing, communications, product positioning, commercialization, partnering and licensing, and health impact assessment. They help clients optimize their offering and achieve scale and growth through strategic marketing and innovation.



“The Social Enterprise Group helped me discover that embedded in my existing business module there were social enterprise opportunities that were worth developing” Jordan Balenic, DO Chief Operating Officer ERApeutics



Elizabethtown Community Housing and Outreach Services (ECHOS)

The Social Enterprise Institute USA (SEI) was engaged by the Elizabethtown Community Housing and Outreach Services (ECHOS) to help with its corporate formation and organizational development. ECHOS assists the local homeless community through a variety of programs.

The SEI and multiple SEI Research Assistants from area colleges and universities work with ECHOS to help it develop organizationally.

In December of 2015, ECHOS originated as a local winter shelter hosted at a community church and was officially established as an agency in July 2016. In three years it has grown into a housing case management/advocacy and prevention agency providing emergency winter shelter, direct services, housing related supports, and employing Rapid Rehousing Intervention. The mission of ECHOS is to mobilize communities, provide services that prevent and alleviate poverty, and empower stability in our neighbors. The vision is to create a stable, thriving community. ECHOS operates in collaboration with area agencies and SEI.

Read more at their website: <https://echoslanaster.org/>

“Social Enterprise Institute provided us with regard to getting started and growing our programs” Peggy McFarland, PhD



River Island Conservancy, Inc.

The Social Enterprise Institute USA (SEI) was engaged by the Lake Frederic Homeowners Association (LFHOA) to form and develop a social enterprise to conserve and redevelop the Lake Frederic properties (Shelly Island and Beshore Island) currently owned by York Haven Power Company.

York Haven Power Company has sought to remove the community which has flourished and become rooted on the two islands. The company has required that the homeowners who license the use of the land on the islands from the company have their vacation homes removed because the homes are not in compliance with new floodplain regulations created by the Federal Emergency Management Agency (FEMA).

The SEI's first step to developing a social enterprise was to help LFHOA form the not-for-profit, River Island Conservancy, Inc. (RIC). RIC will seek to acquire river islands within Lake Frederic, starting with Shelly Island, in order to fulfill its mission of research and education relating to river island conservation, protection of bio-cultural diversity, sustainable community development, and ecotourism.

RIC in turn formed a wholly owned subsidiary, River Island Services Incorporated. Designated as a PA Benefit Corporation, it acts as an ecotourism development and management organization. This organization would be responsible for fulfilling specific recreational goals to ensure future generations can enjoy the activities of hunting, fishing, water sports, and camping.

Read more at their Facebook page: <https://www.facebook.com/riverislandconservancy/>

“Social Enterprise Institute helped us launch, acquire property, and grow our impact across the region” JoAnne Little, Chairman



ROW Foundation

The Social Enterprise Institute USA (SEI) was engaged by the ROW (Rest of World) Foundation to help develop its social impact footprint. ROW is a nonprofit charitable organization with the mission to improve lives of people with epilepsy in under-resourced areas. OWP Pharmaceuticals serves as the underwriter of the foundation.

OWP Pharmaceuticals, Inc. delivers generic epilepsy medications at a market discount price in the United States, using most of the profits to assist individuals with epilepsy in under-resourced areas around the world. Since about three-fourths of people with epilepsy who live in under-resourced areas do not receive appropriate treatment, the work of OWP is especially valuable.



Thanks to a generous commitment from OWP Pharmaceuticals, ROW is making medication grants of Roweepra® (levetiracetam tablets USP) to the Loreto Health Services Center in Makeni, Sierra Leone. The center is located in the country's Northern Province and provides care for about 650 patients monthly. Services provided include maternal and child health care, obstetrics, post-natal care and immunization, the treatment of malaria, acute respiratory infection, skin infections, typhoid, and epilepsy.

This medication grant is only possible through ROW's partnership with the Healey International Relief Foundation (HealeyIRF). Founded in 2001, HealeyIRF is a 501(c)3 private foundation established to improve the quality of life of vulnerable individuals and families in Sierra Leone who have long been affected by civil war and adverse socioeconomic conditions. HealeyIRF currently supports four hospitals and ten clinics throughout Sierra Leone, including the Loreto Health Services Center. ROW grants the medication to HealeyIRF, which in turn uses the medication to better equip the Loreto Health Services Center for treating epilepsy patients. If the project goes well, opportunities may arise to provide medication grants for other locations supported by HealeyIRF.

The SEI team working with the ROW Foundation also prepared a short-form Social Return on Investment (SROI) report that evaluates the impact of ROW Foundation's Mobile EEG Project in Kenya. The Mobile EEG Project addresses a persistent problem in Sub-Saharan region: the treatment gap for epilepsy which reaches 90 percent. Undiagnosed, and therefore, untreated people with epilepsy, remain unemployed or underemployed and deal with significant social and economic pressures.

The SROI report quantifies social and economic impact of the project by relying on Cost Benefit Analysis and Generally Accepted Accounting Principles. Quantitative analysis of the impact and magnitude of the Mobile EEG Project of ROW Foundation resulted in Social Return on Investment of \$20.94 for \$1 invested for a 12-month period.

The collective impact of ROW Foundation and OWP Pharmaceuticals on chronic stigma-producing medical condition in an under-resourced area amounted to Social Return on Investment of \$1.42 for \$1 invested.

Read more at their website: <https://rowpharma.org/>

“Social Enterprise Institute helped us report on our social return on investment in Kenya” Scott Boyer, CEO



Treasures Markets



The Social Enterprise Institute USA (SEI) was engaged by Treasures Markets, a benefit corporation retail store that sells significantly discounted brand-named groceries, furniture, clothing, and general merchandise by offering a wide selection of closeout and donated product.

Treasures Markets also improves the lives of those in the community by distributing surplus funds through its parent organization, Treasures of Hope Foundation, to other nonprofit organizations that help those in need and by offering a variety of career training and employment opportunities, with a special emphasis on individuals with disabilities and

those facing long-term unemployment. The treasures market parent organization, The Treasures of Hope Foundation is a 501c3 nonprofit organization that collects donations for and directs the proceeds from Treasures Markets.

Treasures Markets' organizational structure uniquely positions it as a first choice for closeout grocery opportunities, resulting in superior product selection and pricing. An experienced closeout grocery team ensures that grocery operations are run professionally and efficiently. Treasures Markets is also innovative in the thrift segment, offering improved product quality and merchandising. By stocking only "A" grade donated and first-quality closeout product and by improving merchandising techniques and fixtures, Treasures attracts a new group of consumers to the non-grocery, thrift market. In addition, Treasures' mission of giving back to the community results in increased loyalty as customers feel good that they are both saving money and helping others.

"Social Enterprise Institute helped us launch, raise impact and tax credit funding, and grow our organization." Mike Mitchell, CEO

