

# WELCOME

SOCIAL  
ENTERPRISE  
ACCELERATOR

SOCIAL  
ENTERPRISE  
*ACCELERATOR*



**Earned Income Business Plan**

## ***FAST PITCH***

*Boosting Nonprofit Revenue  
and Mission Impact*

March 1, 2022



**NSP**

**Nonprofit Support Program**  
HARTFORD FOUNDATION FOR PUBLIC GIVING

# THRIVABILITY



## An Entrepreneurial Opportunity...

- Explore a new way to build a *thriving* nonprofit organization
- Diversify revenue
  - Earned income
- Sustain and extend capacity to do good!

# THE JOURNEY

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## Social Enterprise Accelerator

- 30-month initiative
- 6 participating organizations
- Extensive vetting
- 3 Phases:
  - 14 weeks of business plan development
  - **Fast Pitch**
  - 14 weeks of business plan implementation
  - 2 years of tracking and monitoring



**NSP**

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HARTFORD FOUNDATION FOR PUBLIC GIVING

# FAST PITCH

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**A Kinder, Gentler  
Approach for  
Nonprofits...**

- **And you're the sharks!**



**NSP**

**Nonprofit Support Program**  
HARTFORD FOUNDATION FOR PUBLIC GIVING

# FAST PITCH

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## Purpose

- Platform to be heard
- Mechanism for discussion and feedback
- Opportunity for mission impact investment



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# PROCESS



- **Business Plan Presentation**
  - 15 minutes
    - No exceptions for overtime!
- **Audience Q&A**
  - Everyone is invited to participate
  - Questions, comments, observations
- **HFBG Closing Comments**



# WE'RE READY

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Let the **FAST PITCH** Begin!





# Earned Income Business Plan

## Fast Pitch

March 1, 2022

Hartford Foundation For Public Giving  
Social Enterprise Accelerator Initiative



# Our Mission

To eliminate hunger and promote healthy nutrition through outreach and support, public education and legislative and administrative advocacy.



# Hunger is Pervasive



In Connecticut, 428,800 people are facing hunger - and of them 109,480 are children.

1 in 8 people



face hunger.

**1 in 7**  
**children**

face hunger.



Statistics provided by Feeding America

# Food Banks Are A Lifeline

- They are the #1 source for food assistance agencies throughout the state.
- *However, they are not designed to meet the complete needs of food assistance agencies to feed their communities.*



# The Problem

**Beyond food banks, there is no coordinated support system for food assistance agencies across Connecticut to help them:**

- Purchase food not provided by food banks or through donations
- Efficiently share food between organizations
- Support logistical needs for supplies and services
- Share information, problem solve and communicate

# Common Food Procurement Challenges

CT food assistance agencies:

- Contend with supply chain challenges and food availability in the era of Covid-19
- Typically pay retail prices for food not provided by food banks and the donation network
- Make food purchases independently in their communities
- Lack a coordinated state-wide support system for purchasing food and personal hygiene products





In Order To Address These Challenges,  
We Are Proud To Introduce



An entrepreneurial venture designed to efficiently  
and cost-effectively support food assistance agencies  
in feeding their communities.



# The **Full Shelves Initiative** Will Uniquely Offer:

A wholesale buying group offering contract pricing for food with delivery included

A proprietary online resource, “The CT Food Exchange,” allowing agencies to coordinate surplus food sharing

A comprehensive resource of best practices, supplies, and services

An online forum for communicating and crowd-sourcing problem-solving



# We are seeking \$100,000 in startup capital for our social enterprise

**\$51,000 will be used to cover a portion of Year One operating expenses:**

- Operating and administrative costs (\$12,500)
- Marketing and advertising (\$20,500)
- Technology and software purchases (\$5,600)
- Travel (\$2,400)
- Employee related costs (\$10,000)

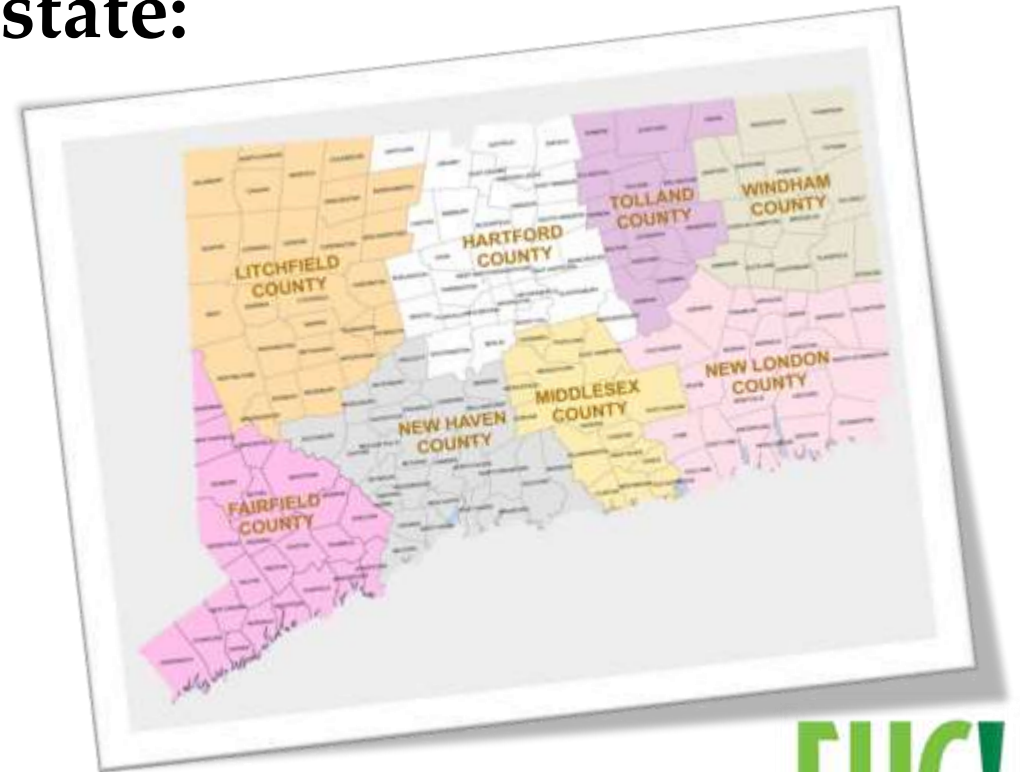
**The remaining \$49,000 will cover a portion of Year Two operating expenses:**

- Operating and administrative costs (\$12,500)
- Marketing and advertising (\$20,500)
- Technology and software maintenance (\$3,000)
- Travel (\$2,400)
- Employee related costs (\$10,000)

# Our Primary Target Market

**All food assistance agencies in the state:**

- Approximately 1,000 in CT
  - Food pantries
  - Soup kitchens
  - Mobile pantries
  - Senior outreach and home-bound assistance
  - After school/summer/weekend backpack programs



# Secondary Target Market

- YMCAs and YWCAs
- Boys and Girls Clubs
- Children and Adult Care Food Programs (CACFP)
  - Child Daycare Centers
  - At-risk Programs
  - Adult Daycare Centers



CONNECTICUT ALLIANCE OF  
BOYS & GIRLS CLUBS, INC.



# Current Alternatives To Our Buying Group

- |                                    |   |   |
|------------------------------------|---|---|
| • Food Banks                       | ➡ | • Not structured to meet the total food needs of agencies     |
| • Local grocery retailers          | ➡ | • Do not offer wholesale pricing or on-site delivery          |
| • Wholesale suppliers              | ➡ | • Not positioned to seek out opportunities/not cost-effective |
| • Outside commercial buying groups | ➡ | • None currently exist in our state at this time              |

***We offer a comprehensive, cost-effective solution that addresses these challenges and more***



# We Offer Unique Advantages

**Understanding** the current challenges facing the food assistance environment

**Offering tools and services** that fill gaps in the current supply system

**The ability to harness the resources** of 100s of independent agencies across the state

**The ability to negotiate** contract pricing with wholesalers to maximize our collective purchasing power

**20+ years' experience** managing wholesale supplier relationships



# Reaching Our Clients



## Key Marketing Activities

- Creating a strong brand identity with a clear message of how we can help
- Creating visibility and awareness through our website, social media, email marketing, partnerships and strategic alliances across the state

## Key Sales Activities

- Building a robust Client Relations Management (CRM) platform to manage, identify and engage our clients
- Implementing business development outreach strategies and tactics
- Leveraging key partnerships to drive business development and outreach



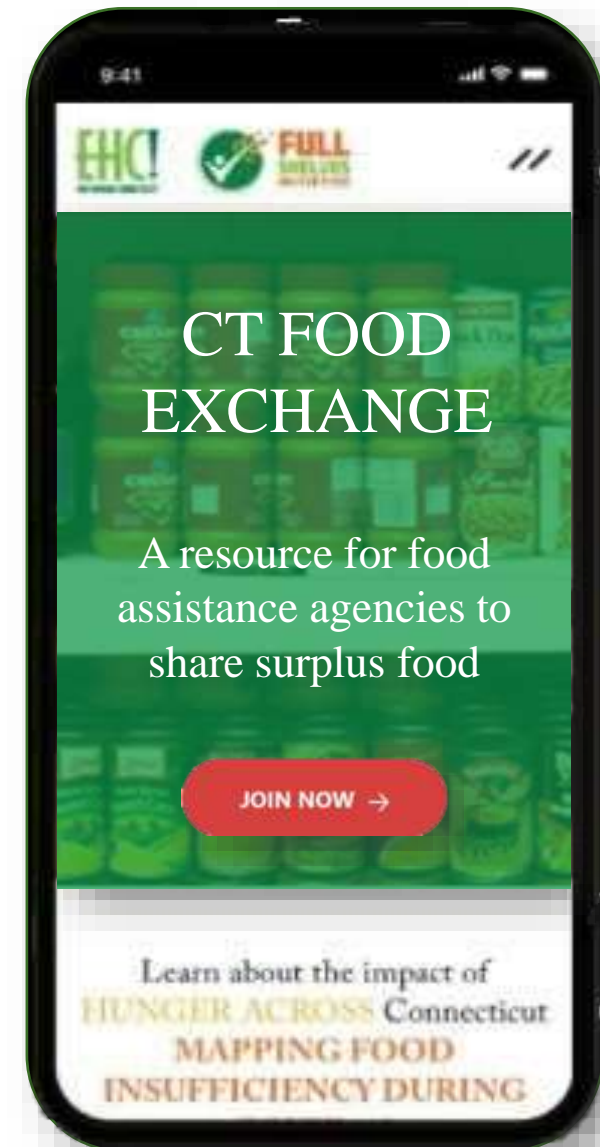
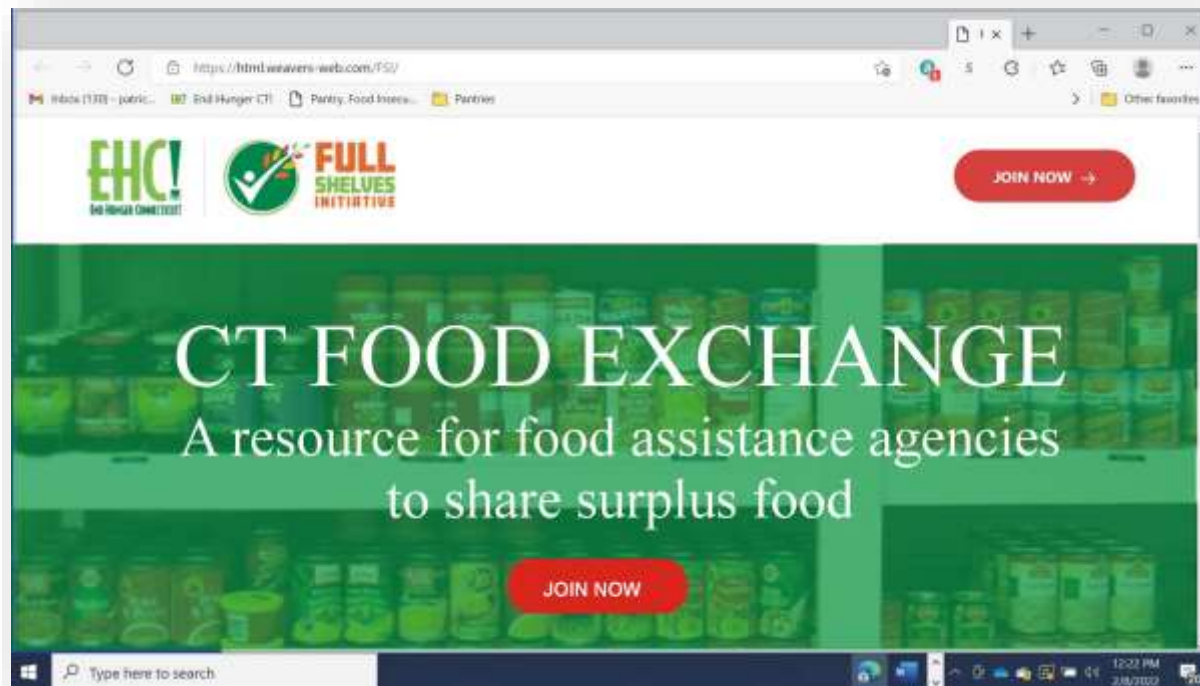
# We've been doing while planning

- Building the Buying Group infrastructure:
  - Establishing network of wholesale suppliers
  - Building a database of food assistance agencies throughout the state
  - Learning the needs and challenges facing agencies
  - Building partnerships with key community organizations
- Pursuing necessary trademarks and patents to protect our intellectual property
- Building the online platform “CT Food Exchange”



# The CT Food Exchange

A ground-breaking proprietary online platform to help food assistance agencies efficiently and effectively share surplus food



# Our Financial Goals

## Year 1

Revenue \$31.5K    Expenses \$134K    **Net Income (\$102.6K)**

## Year 2

Revenue \$104K    Expenses \$143K    **Net Income (\$39.6K)**

## Year 3

Revenue \$214.5K    Expenses \$172K    **Net Income \$42K**



# Where Will Our Revenue Surplus Go?

**Funding  
our larger goals  
at EHC!**

Reinforcing our  
position to address  
hunger issues in  
Connecticut

**Supporting food  
assistance agencies**

Providing financial  
assistance to agencies  
with equipment  
and services

**Strengthening  
Full Shelves  
Operations**

Building a robust  
organizational  
foundation to ensure  
sustainability



# Will You Help Fund Our Social Enterprise?

## We are seeking \$100,000 in startup capital

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# Our Next Steps



- We will follow up to answer any questions
- We have copies of our business plan for you
- Our business plan implementation will continue
- We can make the CT Food Exchange demo available for review
  - We are testing the beta version this week
- Our wholesale partners are ready to accept new EHC! clients

***Stay tuned for updates on our progress!***



# Full Shelves Timeline

- CT Food Exchange beta – March 7th
- CTFX limited rollout – March 21<sup>st</sup>
- Buying group pilot launch – April 1<sup>st</sup>
- CTFX launch phase 2 – April 15<sup>th</sup>
- Website relaunch - date
- Buying group official launch – Sept 1<sup>st</sup>





# Thank You for Joining Us Today

We appreciate your participation and support!

A special **thank you** to:

- Our Donors
- Our Team, Board, and Partner Agencies
- Our Key Community Partners
- Hartford Foundation for Public Giving
- No Margin, No Mission
- The Sara Leonard Group

*thank  
you*

A decorative graphic of a branch with several leaves, rendered in a light brown or tan color, positioned to the right of the 'thank you' text.



# Any Questions?



## Thank You!