

# WELCOME

**SOCIAL  
ENTERPRISE  
ACCELERATOR**

**SOCIAL  
ENTERPRISE  
ACCELERATOR**



**Earned Income Business Plan**

## ***FAST PITCH***

*Boosting Nonprofit Revenue  
and Mission Impact*

March 9, 2022



**NSP**

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



## 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

SOCIAL  
ENTERPRISE  
ACCELERATOR

## 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



# FAST PITCH

**SOCIAL  
ENTERPRISE  
ACCELERATOR**



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

- And you're the sharks!



**NSP**

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

# FAST PITCH

**SOCIAL  
ENTERPRISE  
ACCELERATOR**



## Purpose

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



# PROCESS

**SOCIAL  
ENTERPRISE  
ACCELERATOR**



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

# WE'RE READY

SOCIAL  
ENTERPRISE  
*ACCELERATOR*



Let the **FAST PITCH** Begin!



# Health Equity Solutions

---

Fast Pitch- 2022

Hartford Foundation for Public Giving  
Social Enterprise Accelerator Initiative



# Health Equity Solutions

## ***Vision***

For every Connecticut resident to attain optimal health regardless of race, ethnicity, or socioeconomic status.

## ***Mission***

To promote policies, programs, and practices that result in equitable health care access, delivery, and health outcomes for all people in Connecticut



# Health Equity Solutions Business Planning Team

# Health Equity Solutions Staff & Board



## Storymap: The Problem Of The Color Line



### SUMMARY

Maine Department of Health & Human Services (DHHS) is seeking a Facilitator & Consultant

## A Verywell Report: How Racism



energize

ont the  
ked A



GENERAL  
Energy Solutions for  
All

Select Language AA Q

## U.S. Life Expectancy Has Plummeted, Especially for Black and Latinx People

The steep decline was fueled by the 2020 COVID-19 pandemic, according to a report detailed in The New York Times.

America has experienced racism like this before

## Stanford psychologist identifies seven factors that contribute to American racism

*Of the seven factors the researchers identified, perhaps the most insidious is passivism or passive racism, which includes an apathy toward systems of racial advantage or denial that those systems even exist.*

clusive and equitable public

approaches. program

if you have comments or would be  
[@cdcfoundation.org](https://www.cdcfoundation.org).

# We Have the Solution...

*Health Equity Solutions Consulting* is equity-driven training and consulting that assists agencies, health systems, schools, and communities in shaping policy, programs, and practice.

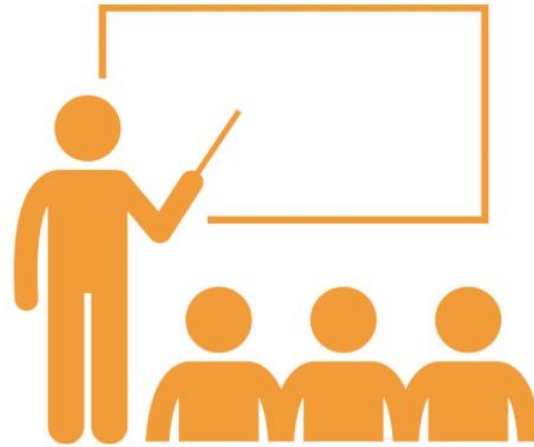
We are a multi-faceted, multi-talented, and multi-cultural team of experts at the ready to address your equity needs



# HES Consulting



Meeting Planning &  
Facilitation



Training and Workshops



Equity Assessment &  
Advising

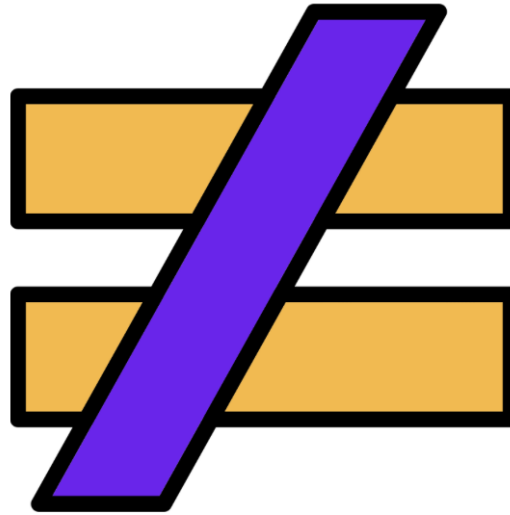
# The HES Advantage

## Connecticut

- Re-Center
- Leading Culture Solutions
- National Conference for Community and Justice

## National

- Race Forward
- Bailit Health



## Health Equity Solutions

- Health equity specific niche
- Three Approaches

# The HES Advantages



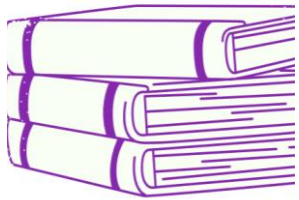
Strong Brand  
Recognition



Talented &  
Knowledgeable Staff



Nonprofit



Developed  
Curriculum  
Library



Highly Adaptive,  
Flexible, and  
Responsive



Grounded in Community  
Partner Relationships

# Target Customers

- Policymakers (Local, State, National)
- Health care
  - Hospitals
  - Clinics
  - Direct Service Providers
- Educational Institutions
  - Medical Training Programs
  - Community Colleges & Secondary Schools
- Safety Net/Community-Based Orgs



# Marketing & Sales Approach

- Website
- Print & Digital Material
- Community Partners Newsletter
- Workshops
- Social Media
- Events & Conference Sponsorship



# Will You Invest \$126,180?

New Staff  
\$84,980

Printing &  
Branding  
\$6,500

Office Supplies  
\$4,800

Technology  
\$26,000

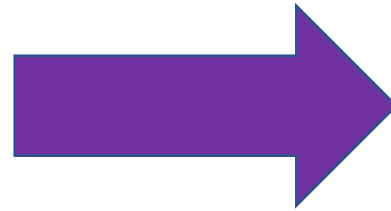
Office Space  
\$3,900

# Working While Planning!

Current Start-Up Funds Raised



\$10,000



Current Contracts



**Commonwealth Medicine**

The public service consulting and operations division of UMass Chan Medical School



The Commission on  
Women, Children, Seniors, Equity & Opportunity

**CWCSEO**

Connecticut General Assembly





# Financial Projections

Year 1: 550K  
Net Profit

Year 2: 535K  
Net Profit

Year 3: 780K  
Net Profit

Total Net Profit 1.85 Million

# Key Milestone Timeline

2022

2023



# Next Steps



You will receive a copy of the HES business plan after this presentation



We will follow up with you within a week



Continue to grow in our business plan



FOR PUBLIC GIVING

Together for good.®

**No Margin, No Mission.™**

**Your double bottom line matters.™**

**Sara**  
**Leonard**  
**GROUP**

## Your Partner In Doing More Good

# Questions?

