

## **SOCIAL ENTERPRISE ACCELERATOR**

*Helping Nonprofits Boost Revenue and Mission Impact*

### **Hartford Foundation Matching Dollars for Mission Impact Investors**

#### **What is Hartford Foundation's total investment in the *Social Enterprise Accelerator* initiative?**

The Hartford Foundation is investing time, energy and resources to provide learning opportunities and consulting expertise to help participating organizations develop and implement earned-income business plans. While each organization is creating its own plan, The Hartford Foundation provides opportunities for all to come together to share ideas and lessons learned during the process.

To help jumpstart implementation, funds contributed to your organization by June 8 will be matched dollar for dollar by the Hartford Foundation, up to 50% of startup/growth capital, not to exceed \$20,000.

*Please note the Hartford Foundation match is for contributions received from external sources through June 8, and does not include pledges, in-kind contributions, or debt funding.*

When completed, the Hartford Foundation will have invested \$500,000 in this round of *the Social Enterprise Accelerator* initiative.

#### **Why is the Hartford Foundation providing a match opportunity?**

Just as it has supported each organization's exploration and development of earned-income strategies, the Hartford Foundation is committed to jumpstarting each organization's ability to implement plans that accelerate mission impact.

Recognizing that each organization participating in *the Social Enterprise Accelerator* invested time and effort to develop a viable plan, this match boosts each organization's startup/growth capital fundraising efforts.

#### **What is eligible to be matched?**

The Hartford Foundation will match dollar for dollar, up to 50% of startup/growth capital, not to exceed \$20,000. This is for contributions received from external sources through June 8, 2022, and does not include pledges, in-kind contributions, or debt funding.

#### **What is my return on investment?**

Rather than a financial return, individuals and organizations contributing to the startup costs of an organization's earned-income venture understand that their investments are innovative and will help yield a return on mission impact for the organizations implementing earned-income plans.

#### **What if as a result of the Hartford Foundation match an organization raises more than their startup/growth capital needs?**

In the event an organization's fundraising efforts succeed to the point that the Hartford Foundation match will result in their surpassing their startup/growth capital needs, they are allowed to apply the excess Hartford Foundation funds to mission-related expenses.

#### **What if I have additional questions about *the Social Enterprise Accelerator*?**

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