

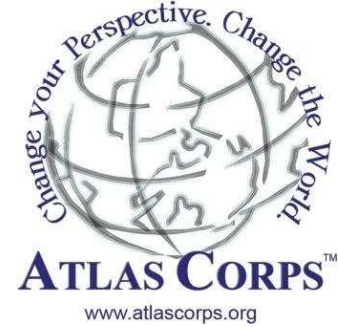
# Social Entrepreneurship Principles and Practice



By Scott Beale,  
GU'98 and Founder  
of  
Atlas Service Corps,



# Terms



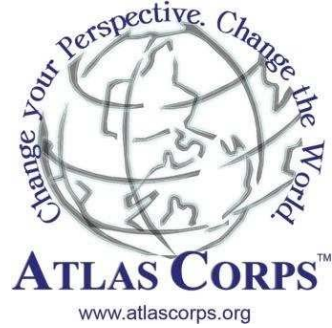
- Nonprofit: Citizen: Social: NGO: Independent
- Social Entrepreneurship: Social Innovation: Social Enterprise
- Global South: Developing World



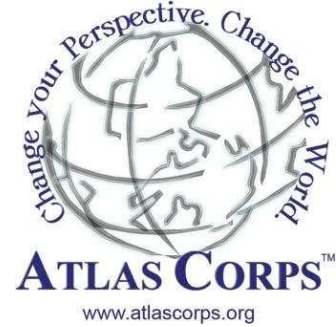
Some details on starting a nonprofit

# GETTING STARTED

So, you want to  
change the  
world ...



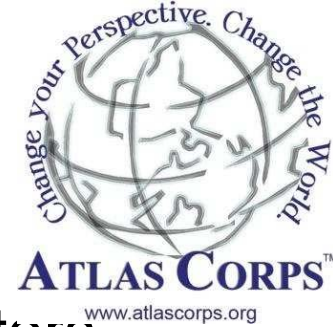
# Starting a Nonprofit



It is critical to clearly define:

- Motivation (why do you want to do this?)
- Mission (what do you want to achieve?)
- Competition (who else is addressing this issues?)
- Structure (what is the legal and financial framework?)

# Lots of steps in the process ...

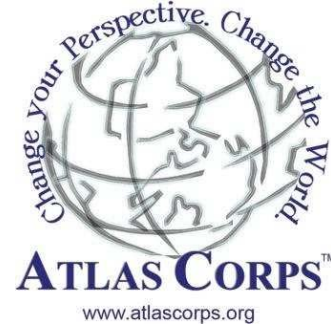


1. File the certificate of incorporation
2. Select individuals to serve on the board of directors
3. Develop vision and mission statements
4. Establish bylaws and board policies
5. Obtain an employer identification number (EIN)
6. Open a bank account and establish check signing procedures
7. File for federal tax exemption
8. Follow state and local nonprofit regulations
9. Find office space and obtain office equipment
10. Recruit staff and prepare a personnel manual
11. Establish a payroll system and procure necessary insurance coverage
12. Develop an overall fundraising plan

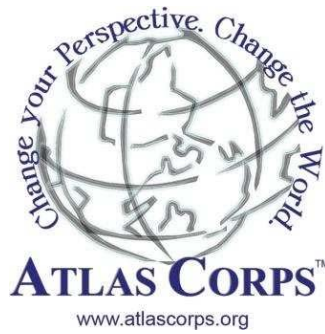
*From: [foundationcenter.org/getstarted/tutorials/establish/index.html](http://foundationcenter.org/getstarted/tutorials/establish/index.html)*

# Start here ...

1. Find your passion
2. Research the issue
3. Keep your day job
4. Clarify your mission and vision
5. Outline your funding model
6. Find two individuals to serve on the Board of Directors
7. Find a lawyer to help you with the 501(c)3 incorporation and legal paperwork
8. Set up your website
9. Start small, but get started and find help!
10. Do not lose your passion



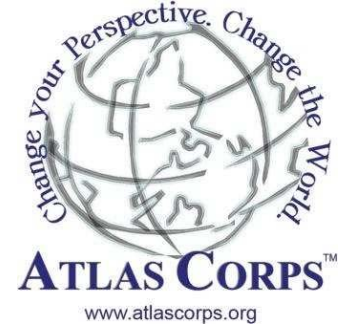
# Six Practices of High Impact Nonprofits



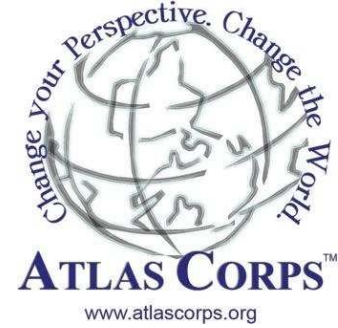
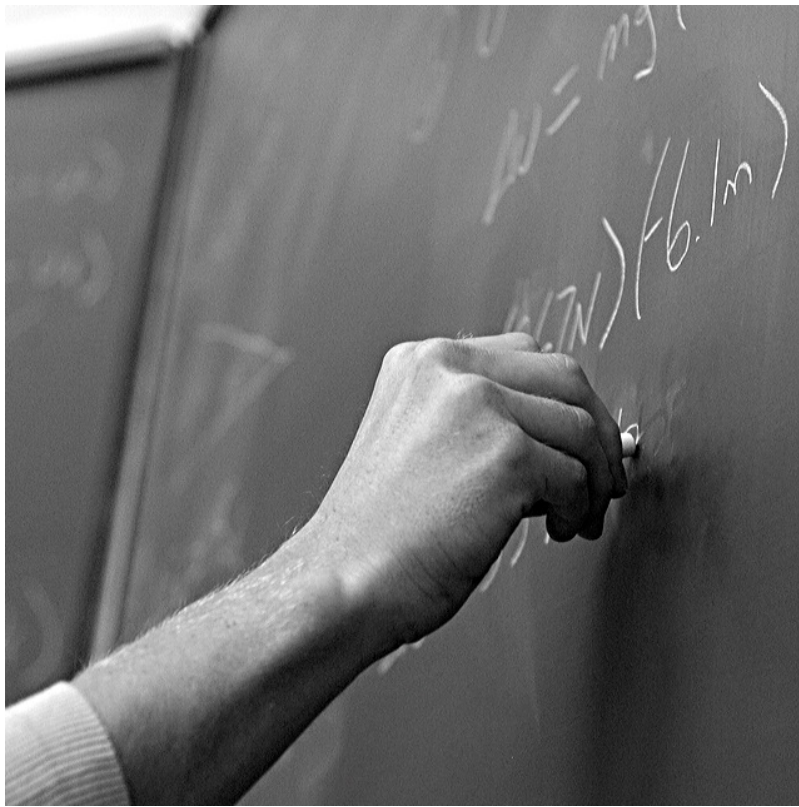
- Work with government and advocate for policy change
- Harness market forces and see business as a partner
- Convert individuals into evangelists
- Build and nurture nonprofit networks
- Adapt to changing environments
- Share leadership, empower others

*From Crutchfield and McLeod Grant, Forces for Good*

# Resources

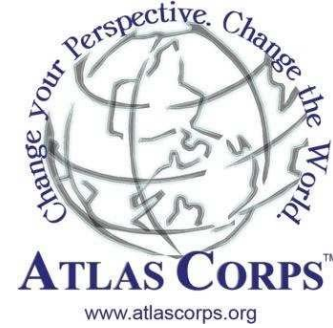


- Foundation Center Library
- Idealist.org FAQ Section
- Pro-bono Attorneys
- Books: Anthony Mancuso's *How to Form a Nonprofit Corporation* published by Nolo Press.



What makes social entrepreneurship different?

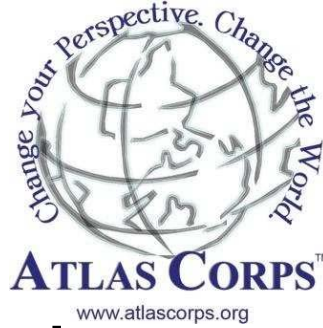
# PRINCIPLES OF SOCIAL ENTREPRENEURSHIP



“Social entrepreneurs are not content to just give a fish nor teach someone how to fish. They will not rest until they have revolutionized the fishing industry.”

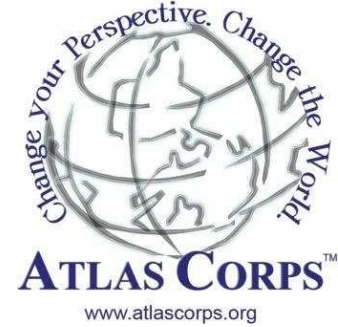


# Muhammad Yunus, Founder of the Grameen Bank



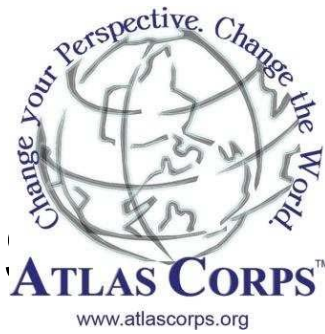
# Florence Nightingale, Founder of modern nursing

# What makes “social entrepreneurship” different?



- Innovative (how is your idea unique?)
- Sustainable (how will it exist for years to come?)
- Scalable (how will the idea grow and replicate?)

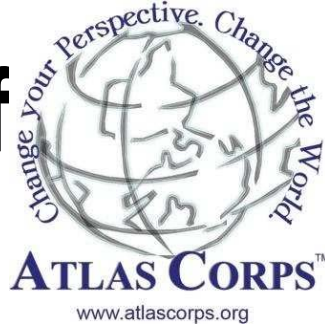
# Four Practices of Innovative Organization



- Institutionalize Listening
  - Formal Evaluation, Informal Open Door
- Pay Attention to the Exceptional
  - Where are the market failures?
- Design Real Solutions for Real People
  - Think like a business. What works?
- Focus on Human Qualities
  - Strong ethical fiber

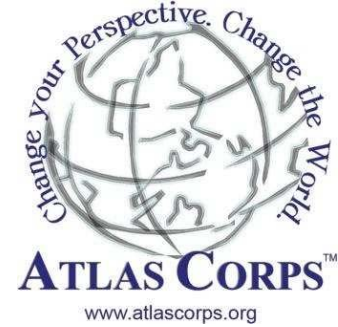
*From Bornstein, How to the Change the World*

# Six Qualities of Successful Social Entrepreneurs



- Willingness to Self-Correct
- Willingness to Share Credit
- Willingness to Break Free of Established Structures
- Willingness to Cross Disciplinary Boundaries
- Willingness to Work Quietly
- Strong Ethical Impetus

# Qualities of an Entrepreneur

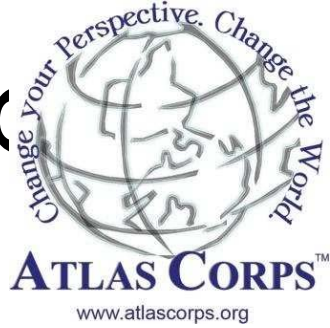


“The most important quality of an entrepreneur ...

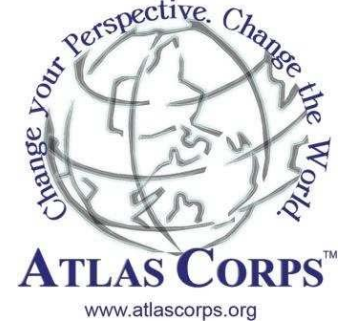
... is a spouse with a job.”

*-- Told to Scott Beale by a unknown professor at Northwestern University*

# Social Entrepreneurship Resources



- Ashoka.org
- EchoingGreen.org
- SocialEdge.org
- Books: David Bornstein's *How to Change the World* published by Oxford University Press.



The 2007-2009  
Atlas Corps  
Fellows in  
Washington, DC

A case study of Atlas Service Corps, Inc.

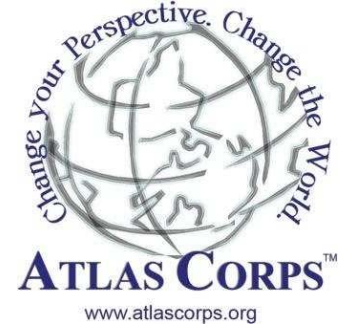
# **SOCIAL ENTREPRENEURSHIP IN PRACTICE**

# What is Atlas Corps?

Atlas Corps is a multinational multidirectional “Peace Corps” that develops leaders, strengthens organizations and promotes innovation in the international nonprofit sector through a one year overseas fellowship program for skilled nonprofit professionals.

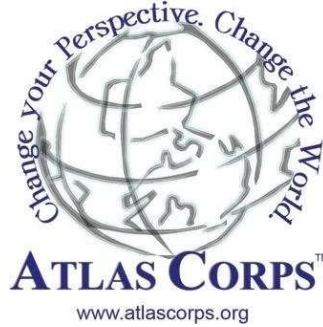


# How are we structured?



- U.S. Nonprofit organization, 501(c)3 with 9 Board Members and a large Senior Advisory Board
- A sister organization that is registered as a Colombian nonprofit organization
- In India and around the world, we work through local partners
- 5 Staff in three continents, 13 Fellows from 8 different countries, 31 people have participated in our program

# How is Atlas Corps Social Entrepreneurial?



## 1. Innovative

“Reverse Peace Corps”

70% of our expenses covered by a Host nonprofit organizations cost share – about \$28,000 per Fellow.

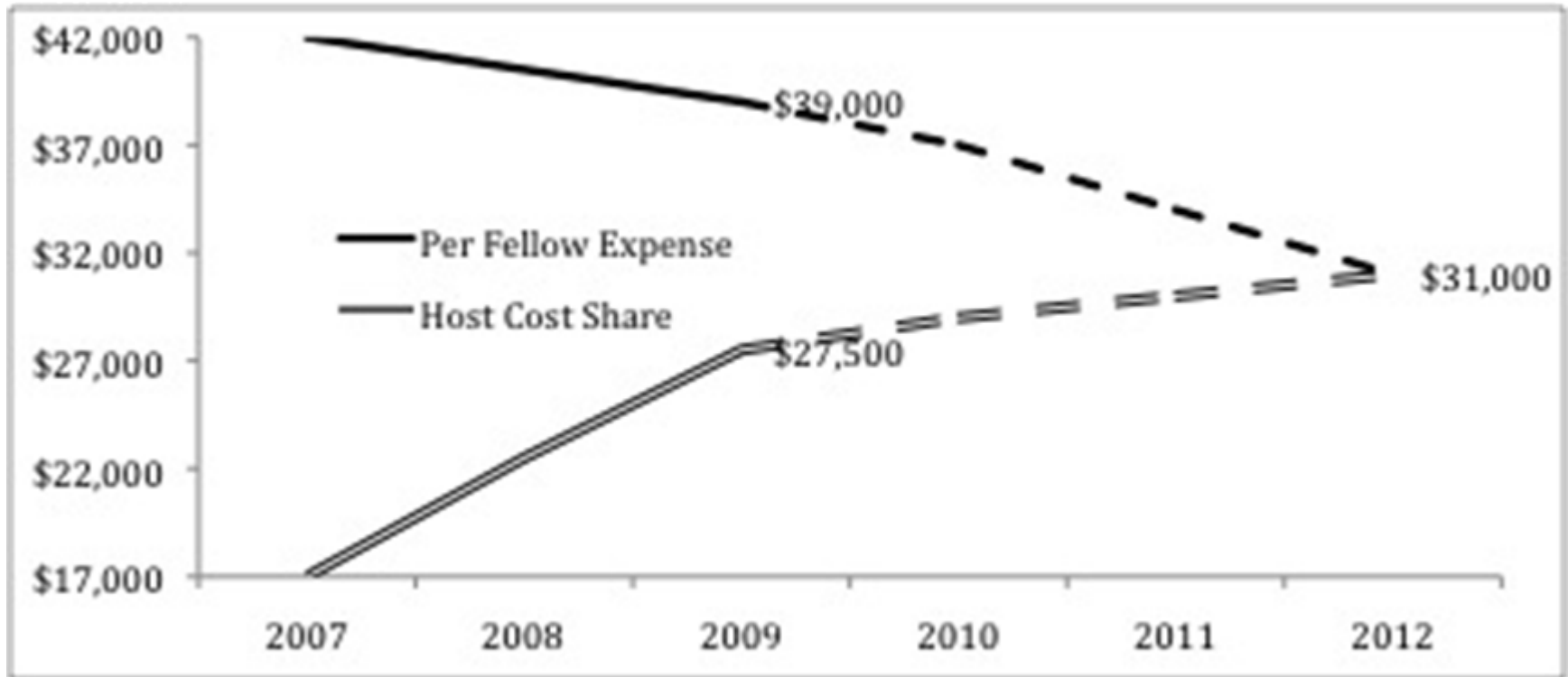
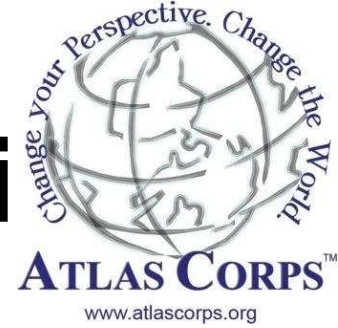
## 2. Sustainable

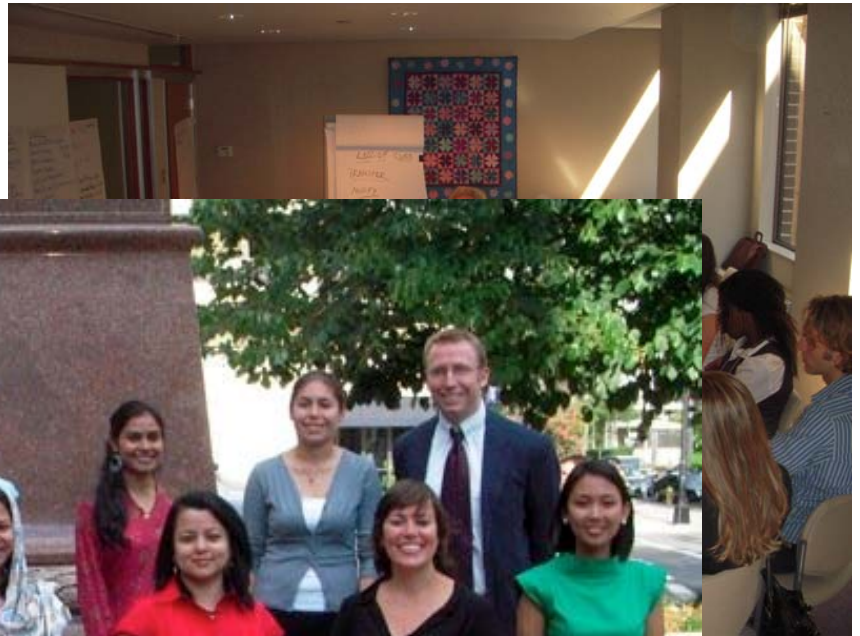
With thousands of nonprofits in the U.S.

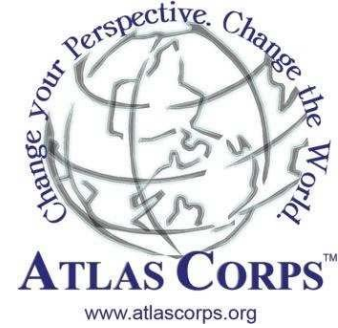
## 3. Scalable

that could be Host organizations and hundreds of thousands of nonprofit leaders around the world, Atlas Corps should be able to scale to 100 Fellows a year, if not as many as 5,000 around the world.

# U.S. Cost Share Sustainability







# To learn more about Atlas Corps

- [www.atlascorps.org](http://www.atlascorps.org)
- [Facebook.com/atlascorps](https://www.facebook.com/atlascorps)
- [Twitter.com/atlascorps](https://twitter.com/atlascorps)
- [Youtube.com/atlascorps](https://www.youtube.com/atlascorps)
- [Causes.com/atlascorps](https://www.causes.com/atlascorps)

Scott Beale, Founder, Atlas Corps  
[scott@atlascorps.org](mailto:scott@atlascorps.org)

# Questions?

