

# The Social Enterprise Leader

The Newsletter of The Social Enterprise Alliance of Long Island



## social enterprise alliance

Where mission meets the marketplace.® Long Island Chapter



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Special Thanks to Flexible Systems for creating and designing the new SEA Website, check it out [here](#).



### Upcoming Events:

**On Purpose: The Church in a New Economic Paradigm**

*Hosted by Abundant Communities Together*

### Social Enterprise Training Program Report

SEA-Long Island's Social Enterprise Training/Consultation Program was launched on April 17 and will end on May 22 after six weeks of 20 hours of training. Nine nonprofit organizations will have completed the training program which assists organizations to identify and plan a social enterprise project in order to produce new revenue. After the six weeks of training is completed SEA-LI will provide monthly group consultation to program graduates.

Congratulations to the Spring 2012 program graduates:

- Shannon Boyle, New Ground
- Derrick Dingle, Freeport PRIDE
- Reine Emeish, The Multicultural Arts Center
- Vivian Hart, PRONTO
- Frank Lombardi, Independent Group Homes for Living
- Janice Miles, Concerned Citizens for Roslyn Youth
- Lynne O'Leary, Community Development Corporation of Long Island (CDCLI)
- Diana O'Neill, Long Island Volunteer Center (LIVC)
- Katie Roche, Rainbow Chimes International Child Development Center.

**The Training/Consultation Program will be repeated in the Fall. Check our website for further information. If you'd like more information about the program, contact our Executive Director, Paul Arfin at:**

**Date: Wednesday, May 23rd**

- Keynote Speakers with experience leading economic revitalization through their congregations
- Church leaders that create jobs & investment through social enterprise
- Ways that energy efficiency can lower operating costs and enhance stewardship
- Sustainable agriculture that takes food ministry to the next level.

Place: Congregational Church of South Hempstead

Register today at:

[www.actogether.givezooks.com/events/on-purpose](http://www.actogether.givezooks.com/events/on-purpose)

### **Breakfast Seminar: “Funding and Financing Social Enterprise”**

**Date: Thursday, June 14th**

#### **Featuring:**

- **Rachel Glasier**, Head of Partnerships from **Catchafire**, a B corporation, providing highly-skilled pro bono professionals to social enterprises and nonprofit organizations
- 
- **Derek Denckla**, Co-Chair of **Slow Money NYC**, a network of food activists, investors, and entrepreneurs
- 
- **Erin Barnes**, Executive Director (Founder) of **In Our Backyard (IOBY)**, a crowdfunding internet platform for social enterprises.

Event Sponsor: [Campolo Middleton McCormack LLC](#)

#### **News From SEA:**

##### **Advocacy Begun to Establish a NYS Task Force on Social Entrepreneurship, Social Enterprise, and Social Innovation**

SEA-LI has begun discussions with the SEA-NYC Chapter of The Social Enterprise Alliance for the purpose of urging the Governor to establish a Task on Social Entrepreneurship, Social Enterprise, and Social Innovation. Such task forces have been established by the Governors of Illinois and Massachusetts. These task forces are helping to develop statewide policies and practices.

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#### **Join SEA-LI**

As a SEA member, you enjoy many benefits. Among them is Grant Station’s Insider, a grant notification digest that’s filled with the latest national and regional grant opportunities, as well as upcoming federal deadlines that will assist the serious grantseeker. The GrantStation Insider is delivered directly to you each week by Monday. Members also receive discounts at SEA-LI training, seminar, and conference events.

For member information and to become a SEA member, go to: [www.sea-li.org](http://www.sea-li.org) and follow the Membership link.

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#### **Outreach to Long Island Schools of Business**

SEA-LI recently initiated conversations with officials at two of Long Island’s Schools of Business for the purpose of identifying how SEA-LI and the schools can work together to promote social enterprise among BA and MBA students. Ideas being discussed include opportunities for SEA-LI serving as a guest lecturer; co-sponsoring campus-based social enterprise educational events; and the convening of representatives of all of Long Island’s Schools of Business to explore ways to promote and expand the social enterprise field.

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**Time:** 8:00AM – 10:30AM

**Place:**

Suffolk County Community College,  
Grant Campus Sports &  
Exhibit Complex-  
Lecture Hall  
Crooked Hill Road, Brentwood

Registration payable by check only.  
Members-\$20 Nonmembers-\$35

RSVP to Theresa Weston at  
[tweston@ceriniandassociates.com](mailto:tweston@ceriniandassociates.com), 631-  
582-1600 ext. 216.

**Networking Evening Get-Together**

**Date:** Monday, June 18<sup>th</sup>

**Featuring** Cash bar and edibles; bring  
your business cards to meet social  
entrepreneurs, exchange ideas and  
information.

**Time:** 6:00PM – 8:00PM

**Place:** Wind Watch Golf and Country  
Club, Motor Parkway, Hauppauge

Free to attend. RSVP to Chuck Schwartz  
at [chuck@ligreen.com](mailto:chuck@ligreen.com)

**SEA-LI  
Board of Directors**

**Chairman:**

Reverend Patrick Duggan  
Abundant Communities Together  
Chairman

**Vice Chairman:**

Nancy Engelhardt  
Energiea Partnership  
Molloy College

**Treasurer:**

**Special Report: IOBY (In Our Backyard)**

***NYC-Based Environmental Crowdfunding Platform—  
[ioby.org](http://ioby.org)—Announces National Expansion***

Nearly 250 tons of food waste has been composted, 36 farms and gardens have broken ground or grown, nine bike and recreation days activated, four city streets have been closed to cars and opened for play, 11 food education classes taught, three CSA farm shares expanded, and all this has been powered by small donations made by New Yorkers through a website focused on micro-donations made to local environmental projects, [ioby.org](http://ioby.org).

These statistics are just a snapshot of the successful pilot in NYC [ioby](http://ioby.org) (which stands for “in our backyards”) has seen in the last two years, leveraging the platform to turn thousands of micro-donations, averaging \$35, for a total so far of more than \$250,000.

Today, [ioby](http://ioby.org) is opening its operations to community-led environmental projects across the United States. Now, anyone in the country who has an environmental project they would like to fund, can log on to [ioby.org/idea](http://ioby.org/idea) and work with the [ioby](http://ioby.org) team to launch, fund and share their initiative.

The [ioby](http://ioby.org) name derives from the desire to shift the environmental movement from a “NIMBYist” framework, [ioby](http://ioby.org) represents the next generation in environmental history. [ioby](http://ioby.org) is designed to engage Gen X and Gen Y people living in urban centers and so, interacts with the public primarily through a website that powers community-driven, local environmental impacts.

"Many people focus on the benefits [ioby](http://ioby.org) brings to the groups who list projects on the site. But what I love about [ioby](http://ioby.org) is the way it makes philanthropy accessible at a grassroots level," says Charlotte Kaiser, [ioby](http://ioby.org) Board treasurer. "Because [ioby](http://ioby.org) project budgets average less than \$5,000, a smaller gift can really help a project to the finish line—I can see the impact I'm having with my donation even when all I can give is \$10 or \$20."

[ioby](http://ioby.org) staff estimates that they've seen nearly 50,000 in volunteer hours logged in green stewardship projects on the ground in New York. More than 75% of all projects are led

Ken Cerini  
Cerini & Associates

**Secretary:**

Joseph Campolo  
Campolo, Middleton, & McCormick

**Directors:**

Randi Dresner, Island Harvest

Bruce Newman, Pipeline LLC

Julie Samkoff

Chuck Schwartz, Green Long Island Inc.

by volunteers who live in the community where the project is taking place.

“I love ioby because it means that everyone can be a philanthropist,” says Karen Washington, ioby Board member and urban farmer. “It's the gift of giving. I'm going to fund another farm, another garden, another healthy eating program at a public school. Now that ioby is national, everyone can fund gardens and farms across the country.”

ioby already has ten projects online from across the country, everything from river adventures to urban farming and bicycling programs. “We all know what we need to do to make our neighborhoods better – picking up litter, clearing out a vacant lot, teaching kids about taking care of trees and parks, increasing access to our waterways and trails – ioby makes it easy for environmental leaders to fund their projects, and find new local supporters,” says Irene Nielson, ioby's Board chair and Climate Change Coordinator at the U.S. EPA New York City office. “ioby is a tool for people who want to make their neighborhood better, all while doing some good for the earth at the same time.”

Social Enterprise Alliance Long Island  
3340 Veterans Memorial Highway  
Bohemia, NY 11716  
P: 631 780 4704.  
E: sea\_longisland@yahoo.com  
w: www.sea-li.org

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Social Enterprise Alliance-Long Island  
3340 Veterans Memorial Highway  
Bohemia, New York 11716  
US

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