

Theresa Weston

**From:** Social Enterprise Alliance-LI Chapter [Social\_Enterprise\_Alliance\_LI\_Ch@mail.vresp.com]  
**Sent:** Wednesday, March 20, 2013 10:04 AM  
**To:** Theresa Weston  
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## The Social Enterprise Leader

*The Newsletter of The Social Enterprise Alliance of Long Island*



social enterprise alliance  
**LONG ISLAND CHAPTER**

Where mission meets the marketplace.®

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### Upcoming Events:

**Power Your Mission:  
Conference on Social  
Enterprise**

**Thursday, April 25,  
2013**

**8:15 a.m.–5:00 p.m.**

*UJA-Federation of New*

*York*

*Seventh-Floor Conference*

*Center*

*130 East 59th Street*

*New York City*

Click [here](#) to read more.

### News from SEA-LI

#### SEA-LI Welcomes New Board of Directors for 2013

The Long Island Chapter of the Social Enterprise Alliance (SEA-LI), the organization dedicated to supporting the growth and development of nonprofit and for-profit enterprises while simultaneously pursuing self-sustaining revenue and measurable social impacts, has announced its 2013 Board of Directors.

Ken Cerini, Managing Partner of Cerini & Associates, LLP, is the organization's new President. He succeeds Reverend Patrick Duggan, Founder and President of Abundant Communities Together. Nancy Engelhardt, of the Energeia Partnership at Molloy College was named Vice President. In addition, the Board is pleased to welcome several new members, who include:

**Dan Grinberg** is the Founder and President of Elara Foodservice Disposables (Elara). Elara is a designer and producer of high quality gloves, food storage bags, plastic cutlery, drinking straws and other single-use items used by restaurant and institutional foodservice operators. A social-mission driven company, Elara is also committed to fighting hunger in America. Grinberg also services as a Director and Treasurer of Island Harvest, a Long Island food bank and member of the Feeding America network

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## SEA-LI Board of Directors

### President-Interim:

Ken Cerini  
Cerini & Associates, LLP

### Vice President:

Nancy Engelhardt  
Energeia Partnership  
Molloy College

### Treasurer/Secretary:

Theresa Weston  
Cerini & Associates, LLP

### Directors:

Randi Dresner, Island Harvest

Chuck Schwartz, Green Long  
Island Inc.

Bruce Newman, Pipeline, LLC

Frank Lombardi, Independent  
Group Home Living

Dan Grinberg  
Elara FoodService Disposables,  
LLC

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### Join SEA-LI

As an 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 grant seeker.

For member information and to become a SEA member, go to:

Prior to founding Elara, Grinberg was an owner, director and CEO of FoodHandler, Inc., a leading supplier of foodservice gloves and disposables.

**Frank Lombardi** is the Compliance Officer for Independent Group Home Living (IGHL). IGHL is dedicated to providing programs, services and support for people with developmental disabilities so they can realize their full potential as human beings and contributing members of their community. With Frank's help, IGHL has grown into an industry leader that now provides services to 5,000 children and adults with developmental disabilities and employs more than 1,600 people.

**Theresa Weston** is the Senior Marketer at Cerini & Associates, LLP. Cerini & Associates is a full-service accounting firm with a concentration in the nonprofit sector. At the firm, Theresa coordinates all marketing and communications efforts. Theresa currently serves as Secretary/Treasurer of the organization.

"We plan on 2013 being an eventful year for SEA-LI," said Cerini. "We have plans to develop new programs, new partnerships, and extend our presence in the Long Island community."

Other notable members of the board include Bruce Newman of Pipeline, LLC; Randi Dresner of Island Harvest; and Chuck Schwartz of Green Long Island, Inc.

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### SEA-LI Unveils its New Focus & Goals for 2013

In addition to welcoming several new Board Members, SEA-LI continues to focus on and expand its mission. SEA-LI's mission is to **support the growth and development of nonprofit and for-profit enterprises that simultaneously pursue self-sustaining revenue and measurable social impacts.**

The organization's main goals for 2013 will focus on:

**Education:** Education of youth, nonprofits and for-profits throughout Long Island on what social enterprise is and how to achieve a triple bottom line. This will be accomplished through developing partnerships, programs and events for the community.

[www.sea-li.org](http://www.sea-li.org) and follow the Membership link.

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**Contacting Us:**

**Education Chair:**  
[Nancy Engelhardt](#)

**Facilitation Chair:**  
[Bruce Newman](#)

**Marketing Chair:**  
[Theresa Weston](#)

**President:**  
[Ken Cerini](#)

**Facilitation/Integration:** Through programs, collaboration and outreach, SEA-LI will work toward helping Long Island companies, organizations and individuals work toward social impact and learn how to become a social enterprise.

**Marketing and Communications:** Work to generate awareness of SEA-LI so that the organization becomes the go-to on Long Island for nonprofits, for-profits and the media in any facet that involves social enterprise.

If you are a member of SEA-LI, and would like to participate in any of the above committees, please contact the committee [chair](#).

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**Chapter Spotlight: *Highlighting LI Organization's in the Social Enterprise Field***

**[Cure MS Foundation, NY](#)**

**Q: How does the organization exhibit social entrepreneurship?**

In March of 2012, the board members agreed that a consignment store in St. James was an ideal situation to spread the word of the foundation. MS CUREiosity's

Closet was opened in May 2012. We sell designer clothes and accessories on consignment and some that are donated to us outright. 100% of all profits are donated to the foundation. Consigned goods are split 60/40. 60% goes to the foundation. The community has responded overwhelmingly optimistic and excited to learn about MS and know that they are positively helping in a good cause.



**Q: Can you explain how the initiative is self-sustaining?**

The initiative has proven to be self-sustaining. Actually on a year to date analysis the store has raised over \$20,000 in less than 6 months.

**Q: Describe how the initiative creates significant social impact, and how this impact is measured.**

The initiative creates significant social impact through the outreach we create when shoppers enter the store. The literature and knowledge the volunteers share with people that enter the store creates a positive impact on how this disease is perceived in the public eye. MS is a very

misunderstood disease. It is often mistaken with MD (muscular dystrophy) When we educate more people about the disease and how it afflicts people we are able to obtain more support and understanding as to what is needed to better treat the disease. The impact is measured on an individual basis. As we inform our customers they in turn share their knowledge with others.

**Q: How is this initiative unique, innovative, and an improvement to the community?**

Our initiative is very unique. We have created a strong following with in the short duration we have been open. We are currently looking for a larger square footage storefront due to our growth. We turned an unattractive store front into a very inviting store that draws hundreds of people every week. MS is being talked about more frequently and people are asking more questions about the disease. We are bringing people together and wanting to help to make a difference.

**Q: Finally, can you describe how the organization was able to decrease its reliance on traditional fundraising streams.**

The organization relies 100% on donations and proceeds that are made through the consignment store. As MS CUREiosity's Closet becomes even more widespread profits will increase steadily having to rely less on conventional ways of raising funds through outright donations.

Cure MS Foundation of NY is a finalist in the social entrepreneurship category of the Long Island Imagine Awards. For more information about the Foundation, click [here](#).

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**Sector News**

***In Conversation with Antony Bugg-Levine  
By Elisa Birnbaum***

In our continuing In Conversation Series, we speak with Antony Bugg-Levine, a pioneer of the impact investing field and co-author of [Impact Investing: Transforming How We Make Money While Making a Difference](#). Click [here](#) to visit SEE Change's article and listen to an excerpt from our interview. Read on to get the full story.

As managing director at the [Rockefeller Foundation](#), Bugg-Levine designed and led its impact investing initiative, oversaw its program-related investment portfolio and convened the now-famous meeting that coined the phrase “impact investing.” Founding board chair of the [Global Impact Investing Network](#), most recently Bugg-Levine took on a whole new challenge as CEO of [Nonprofit Finance Fund,\(NFF\)](#) dedicated to mobilizing and deploying resources effectively to build a just and vibrant society....

To read the full article, [click here](#).

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