



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.®

News from SEA-LI

SEA-LI Launches Facebook and Twitter

SEA-LI has just unveiled a new Facebook and Twitter Page, where we encourage members to reach out, Tweet, and Like our posts! Stay connected and engage with our chapter and fellow chapter members!



In this Issue:

[Implementing Business Concepts with your Nonprofit](#)

[Chapter Spotlight](#)

[SEA News from National](#)

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.

Social Entrepreneurship: Implementing Business Concepts with your Nonprofit

Nonprofit organizations do an incredible job of making the world around us a better place. Their staff members and volunteers devote tireless hours as change agents, so that the hungry are fed, the homeless are sheltered, the sick are attended to... and the list goes on. Too often, however, organizational leadership focuses its attention on immediate program needs rather than its long term financial requirements. At the end of the day, a nonprofit organization is still a business. The stakeholders are different, but it is still a business nonetheless.



Register Today and receive \$50 from SEA-LI toward your registration! Click [here](#) to read more.

SEA-LI In the News:

New Directors Join the Board. SEA-LI was in Newsday & LIBN, click [here](#) to read more!

SEA-LI Board of Directors

President-Interim:

Ken Cerini
Cerini & Associates, LLP

Vice President:

Nancy Engelhardt
Energiea Partnership
Molloy College

Secretary:

Theresa Weston
Cerini & Associates, LLP

Treasurer:

Bruce Newman
Pipeline, LLC

Directors:

Randi Dresner, Island
Harvest

Since it is a business, sound financial practices need to be incorporated into its day to day operations if the organization is going to thrive and prosper in the new economy we now find ourselves in.

Beyond just being community leaders, nonprofit leaders need to become social entrepreneurs. Social entrepreneurs have, among other attributes, the following characteristics:

- They are constantly looking for ways to improve their service delivery models and increase the value they deliver to their constituents/patrons.
- They are willing to take on a certain level of "reasonable risk" to expand services and better serve their constituents/patrons.
- They are market-sensitive while still being mission-driven. In order to accomplish this, social entrepreneurs go beyond understanding what people (both constituents and donors) need and deliver what they want.
- They understand that they have a responsibility to utilize the organization's resources effectively to get the most mission output possible.
- In making decisions, they consider both the social and economic impact of each decision.
- They always look at how their decisions impact missions, but also understand that without adequate funding there can be no mission.

Successful businesses know how to effectively compete. To read the full article, click [here](#).

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

[Elara Food Service Dispensables](#)

*An Interview with Founder,
Dan Grinberg.*



Q: How does the organization exhibit social entrepreneurship?

We launched Elara Foodservice Disposables in 2011 with a social mission built into our DNA- fighting

Chuck Schwartz, Green
Long Island Inc.

Frank Lombardi,
Independent Group Home
Living

Dan Grinberg
Elara FoodService
Disposables, LLC

Join SEA-LI

As an SEA member, you enjoy many benefit including: 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: www.sea-li.org and follow the Membership link.

Contacting Us:

Education Chair:
[Nancy Engelhardt](#)

Facilitation Chair:
[Bruce Newman](#)

Marketing Chair:
[Theresa Weston](#)

President:
[Ken Cerini](#)

hunger. I have been involved in hunger relief for a decade and wanted to build a company that at its core would help those who are struggling. Our products- disposables gloves for example- are used by foodservice operators to prepare and serve food. So helping to provide meals to people dealing with food insecurity is a natural extension of our business

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

For every case of an Elara product purchased we provide a meal to a local food bank. We call this our "One Case – One Meal" program. So as our customer base grows, the more meals we are able to provide. This is not a promotion or time-limited marketing campaign. One Case – One Meal is embedding into Elara's business model - every product, every purchase.

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

Hunger is a serious issue in America. There are some 49 million people living with food insecurity, including 17 million children. In a very short period of time we have provided over 300 thousand meals. Perhaps this is a small number given the magnitude of the problem. However, if you look at it on an individual basis, the impact on our community is huge.

For example, if we can help provide a meal to a child, they have a better shot at doing well in school. Education is a path for children to take in getting out of a tough economic situation. Of course, there are other factors at work here beyond just food, but proper nourishment is fundamental.

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

We believe that the Elara One Case – One Meal model is the first of its kind in the foodservice disposables and packaging industry. The program also drives awareness of the hunger issue with our customers. The ripple effect this creates is a broader base of companies and individuals who are becoming

a part of the solution.

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

As an early stage company we are still self-funding our business at this time.

If you're a social enterprise and you would like to be featured in this newsletter, please contact [Theresa Weston](#).

Sector News

Guardian.co.uk reports on structured EU funding for social enterprises

The Social Enterprise Network, part of the Guardian.co.uk's professional news source, reported today that the EU's structural funding programs, which are used to support social and economic restructuring, are expected to place a priority on supporting social businesses in 2014. However, it will be up to member states to decide how to use the money. Those in the social enterprise field in Europe are advocating that social enterprises put pressure on national governments to receive the funds.

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



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

[Click to view this email in a browser](#)

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link:
[Unsubscribe](#)

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



[Read](#) the VerticalResponse marketing policy.