



# SOCIAL IMPACT INVESTING

## Executive Education Program



This cutting-edge three day course enables nonprofit, foundation and social enterprise leaders to leverage the power of social enterprise and social impact investing together to increase impact, improve stability, and grow the sustainability of their organizations.

### Upcoming Program Dates

**June 14th – 16th 2016**

Columbus, OH | [Apply Now](#)

**August 23th - 25th 2016**

Columbus, OH | [Apply Now](#)

**October 18th - 20th 2016**

Columbus, OH | [Apply Now](#)

**December 6th - 8th 2016**

Columbus, OH | [Apply Now](#)

### Program Fee

**\$2,100** (scholarships available)

### What You Will Learn:

- What is a social enterprise, what can it do for your organization and what structures should be considered? (emphasis on legal, tax and funding options)
- How can you use impact investing to expand your mission and increase your total access to funding?
- What are foundations looking for in a social enterprise compared to a traditional grant funded program?
- What is the impact investing ecosystem and what industry trends are creating billion dollar funding opportunities?
- How can you access the extensive network, knowledge, and other resources of foundations through true partnerships?

### Course Benefits:

- Understand the legal, tax, and financial issues your organization will face – before you face them – potentially saving thousands of dollars in professional fees and rework
- Cultivate a network of social innovators and receive detailed financial models, sample legal agreements and five free hours of consulting time to help you get started
- Expand your toolset beyond that of a typical nonprofit leader and stand out among your peers when you talk to funders
- Bring sustainability to your organization and reduce your dependence on grants, donations, and reimbursements



“ Imagine being the only interview candidate that knows what the hiring manager is looking for... Spending three days with a funder was hugely beneficial, as was the opportunity to build relationships and network. ”

**Ernest Perry**  
HandsOn Central Ohio

“ Everything you need to know about social entrepreneurship but were afraid to ask! A dynamic learning opportunity and the most engaging training I have ever been to. ”

**Kathy Streblo**  
Foundation for the Challenged

“ The class made it clear that anyone who wants to go down this path can succeed. The course has an enjoyable format that allows you to learn from dozens of real life examples as well as from other participants. ”

**Kimberly Reynolds**  
Netcare Access

## CONTACT:

Patrick Westerlund – Course Instructor  
pwesterlund@trwellsfoundation.org  
614-335-5009 Ext. 3

Visit our website for more info:  
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# ABOUT THE TONY R. WELLS FOUNDATION

The Tony R. Wells Foundation is a Columbus-based private family foundation that was created in 2001. Pursuant to its mission to “create value for our community by developing stronger nonprofit leaders and investing in the next generation of social innovations,” the foundation has spent nearly a decade investing into social enterprises, developing new social innovation models, and advising local nonprofit organizations that are considering social enterprise. The foundation regularly provides loans and lines of credit to nonprofits for operating needs and has provided the seed capital to fund numerous social enterprises.

## INSTRUCTORS



### **Tony Wells**

*President, Tony R. Wells Foundation*

Tony Wells is a business veteran with 25 years of executive management experience as an entrepreneur, philanthropist, professional investor and board director.



### **Patrick Westerlund**

*Education & Impact Investment Consultant, Tony R. Wells Foundation*

Patrick Westerlund leads the foundation's executive education program, conducts due diligence on impact investment opportunities, and collaborates on the development of portfolio social ventures.

## GUEST SPEAKERS



### **Lisa Courtice, PhD.**

*EVP Community Research & Grants Management, The Columbus Foundation*

Lisa Courtice oversees the development and implementation of grant policies, program priorities, impact investments, and areas of strategic grantmaking. She serves on several nonprofit boards.



### **Jane Pfeifer, CPA**

*Shareholder, Clark Shaefer Hackett*

Jane Pfeifer is a not-for-profit taxation expert with CSH where she heads the firm's NFP tax group and consults with clients regarding matters such as unrelated business income tax.



### **David Martin, JD**

*Of Counsel, Bailey Cavalieri*

David Martin is a corporate and business law attorney who assists businesses with their commercialization strategies and advises nonprofit organizations on social entrepreneurship.

## APPLICATION PROCESS

Admission is by application only. The course application includes an optional scholarship application for those in financial need. Scholarship awards and acceptances are made on a rolling, space-available basis. Once scholarship funds for a particular class are allocated, no more scholarships can be awarded for that class. For these reasons, early application is highly encouraged.

The program fee includes all instructional materials including case studies, readings, and handouts; financial models, worksheets, and sample legal contracts; 5 free hours of consulting; all breakfasts, lunches, and coffee/snack breaks; and one select networking dinner event.

Upon acceptance to the class, we ask for payment within two weeks. This payment completes your registration for the program and fully reserves your seat. Payments can be mailed by check or submitted online by credit card.

## A SPECIAL THANKS TO





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### Agenda: Day 1

The course begins at the macro level with a discussion of how the philanthropy industry is and has evolved to its current makeup before looking at the social impact investing ecosystem more specifically. Key terms are defined and students evaluate their own organizations for risk in the eyes of an investor. This discussion of risk and return translates into a lesson about the various types of funding that are available. Students will begin to understand where their organization is situated in the greater ecosystem, but more importantly students will be able to distinguish between which type and source of funding is appropriate for a given situation, and which others are not.

### Agenda: Day 2

Day 2 of the course focuses on the legal organization of a social enterprise activity. This organization can simply take the form of a single entity or it can be part of a parent-subsidary hybrid structure. Throughout the day we consider legal liability and tax issues related to each of the legal entity options, enabling students to purposefully choose the most effective legal form for their social ventures. This includes a group activity where students practice applying their knowledge to various scenarios. The afternoon covers partnerships with other organizations in the context of Corporate Social Responsibility and Creating Shared Value, contract hybrids, and joint ventures.

### Agenda: Day 3

The third and final day of the course is focused on becoming investment ready and thinking even further outside the box. The day begins with a lecture on licensing, which allows great ideas to take flight and generate income using the help of a partner without giving up control. Next is an in-depth case study that puts the Mission-Money Matrix to use. This is one of the most beneficial activities in the program and focuses on preparing your organization for success prior to taking on outside investment. The day concludes with everyone's favorite activity, the SharkTank™, in which participants play the roles of impact investors and nonprofits who are pitching for social impact investment. This is a one of a kind experience that prepares participants to make their own investment pitches in the future.

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### Lecture Topics

- Industry trends
- Defining Social Entrepreneurship and Social Impact Investing
- Impact Investing Ecosystem
- Mission Related Investments
- Program Related Investments
- Risk & Return
- Charitable arrangements
- Debt financing
- Quasi-equity debt financing
- Equity financing
- Funder Motivations & Expectations
- Nonprofit
- C-Corporation
- Limited Liability Corporation (LLC)
- Benefit Corporation
- Low-Profit Limited Liability Corporation (L3C)
- Income Tax Issues
- Threats to parents nonprofit's tax status
- Partnerships
- Creating Shared Value vs. Corporate Social Responsibility
- Contract hybrids
- Joint ventures
- Licensing & Royalties
- Mission-Money Matrix Activity (in-depth)
- Getting Organizational Buy-In
- SharkTank™ Simulation

### Work Book Contents

- Mission-Money Matrix (to define social entrepreneurship)
- Mission vs. Profit Activity
- Top 10 Philanthropists (Entrepreneurs) of the Decade
- Risk Assessment Activity
- Reflection Point 1
- Adjusting the Size of Your Loan Payments
- Loan Amortization Schedule Practice Activity
- Equity as a Program Related Investment
- "Can it Qualify as a PRI?" Activity
- Summary Comparison of Different Types of Funding
- Reflection Point 2
- The 5 C's of Credit
- Factors to Consider when Making a Loan
- Motivations & Expectations of Capital Sources
- Sphere of Influence Activity
- Funding Types, Sources and Eligibility
- Using IRS Tests Together
- Funding Eligibility by Legal Form
- Common Exceptions to UBIT
- Overview of Legal Structures
- Legal Structures Group Project
- 5 Yr. Debt vs. Equity Model Exercise
- Reflection Point 3
- Reflection Point 4
- Nonprofit Earned Income Strategies
- Mission-Money Matrix Activity
- Reflection Point 5
- SharkTank™ Activity
- Reflection Point 6: SharkTank™
- Raise4Me Sample Licensing Agreement
- What Should Your Feasibility Study Include?
- What Should Your Business Plan Include?
- Investment Application Checklist
- Sample Community Foundation Investment Process
- Making a Business Plan
- Loan Agreements Analysis
- Sample Loan Agreement

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