

FREQUENTLY ASKED QUESTIONS

What is the mission of SeaChange?

The mission of SeaChange is to catalyze sustainable social change through social entrepreneurship. SeaChange forges alliances among social entrepreneurs, social investors and business leaders by creating the entrepreneurial nonprofit marketplace that provides access to expertise, collaboration and capital.

How did SeaChange get started?

SeaChange evolved from the 1998 Wingspread leadership summit and a 1999 global effort that elicited input from nearly one thousand social entrepreneurs, business leaders and social investors. The results were clear: social entrepreneurs wanted more capital and more access to the talent and resources of the business and philanthropic sectors; business leaders and social investors needed a broader menu of choices for whom they could offer support and partnership. In response to this call, SeaChange was created to fill this void and connect those who have the interest, experience and means to support the growth and development of social entrepreneurship.

Who is the social entrepreneur served by SeaChange?

The social entrepreneur served by SeaChange is a nonprofit leader who delivers or sustains his/her services in entrepreneurial ways. This can include starting an enterprise where earned income strategies are employed to sustain a nonprofit mission or uniquely combining proven practice with innovation to effect social change.

Who is the social investor involved with SeaChange?

A social investor is any individual, foundation, or business that wants to develop alliances with social entrepreneurs to actively support their nonprofit organization or social purpose business venture with expertise and capital.

What business leaders does SeaChange serve?

This constituency is represented by CEOs, founders and their employees from businesses of all sizes.

Who supports SeaChange?

Seed capital for SeaChange comes from the Kellogg Foundation, Kauffman Foundation, Open Society Institute, Hearst Foundation, AOL Foundation, Echoing Green Foundation, Tides Foundation, Hitachi Foundation, Steiner Foundation, anonymous donors. *In-kind support* has been given by America Online, McKinsey & Co., APCO Associates, Carter, Ledyard & Milburn, Microsoft, Open Society Institute, and Social Venture Network.

How does SeaChange plan to generate revenue?

SeaChange will create several revenue streams through fees, workshops, nonprofitgarage.org, web referrals, and through other products and value-added services.

What partnerships have been created?

We have developed alliances with Business for Social Responsibility (BSR), Garage.com, National Venture Capital Association (NVCA), Social Venture Partners, The Philanthropic Initiative, Young Entrepreneurs' Organization (YEO).

What services will SeaChange provide?

SeaChange will offer specialized services to our constituencies:

Social Entrepreneurs

- Access to expertise, collaboration and capital of social investors and business leaders

Social Investors

- Trainings and consultations for individuals, newly-formed and well-established foundations and venture capital firms about engaged philanthropy
- An advanced technical assistance and capitalization process (nonprofitgarage.org)

Business Leaders

- Staff placed in business organizations (BSR, YEO) to develop alliances with social entrepreneurs using both expertise and capital
- Corporate trainings about engaged philanthropy company-wide and individually

Additionally SeaChange will provide the following services to all three of our constituencies:

- The entrepreneurial nonprofit marketplace to match leaders within and across sectors
- Peer connections and learning communities through an extensive database, local chapters, international conferences
- Venture fairs
- Trainings and consultations
- Comprehensive database and dynamic Web portal

What benefits do members derive from SeaChange?

Members of SeaChange will have:

- Quick access to information and networks of like-minded individuals who are either already working in the social sector or are interested in having enhanced hands-on experiences in the community
- Use of a sophisticated knowledge management system and Web portal to connect with others to build alliances in support of social entrepreneurship
- Opportunity to be involved in a rapidly growing, dynamic organization that is changing the nonprofit landscape through its alliances of social entrepreneurs, business leaders and social investors

What is the role of technology at SeaChange?

The SeaChange Web site will be a dynamic portal that leads social investors, business leaders and social entrepreneurs to a rich array of resources, events, networks, training, job banks, and much more:

- Information will grow with the membership
- Data will be well organized and cross-referenced for easy access
- Member profiles will include detailed information about social entrepreneurs' programs and infrastructure issues.

SeaChange recognizes that many nonprofits are unable to access technology. We are committed to building alliances with key providers to help bridge this gap.

What is engaged philanthropy?

Engaged philanthropy is a more active, hands-on approach to giving. It occurs when: philanthropists offer their time and expertise in the social sector in addition to their financial support; a foundation encourages their staff to give technical assistance and other training to grantees, not just serving a grants management function, and when grantees are given the opportunity to communicate and collaborate with each other, online and offline.

How will we know if SeaChange is successful?

SeaChange's success will be measured by:

- Increased numbers of social entrepreneurs, business leaders and social investors joining the organization
- Increased deal flow between social entrepreneurs and our other two constituencies
- Establishment of peer connections and learning communities
- Execution of venture fairs and nonprofitgarage.org
- Development of local chapters
- Implementation of trainings, consultations, international conferences
- Creation of knowledge management system and Web portal

Ultimately, we expect to see stronger, healthier communities as a result of social entrepreneurs having increased access to each other and the talent and resources of the business and philanthropic sectors.

What are SeaChange's long term goals?

SeaChange's impact will be online, offline and profound. SeaChange will be:

- The premier network to forge deals, alliances and learning experiences among social entrepreneurs, social investors and business leaders
- Known for helping to catalyze sustainable social change through social entrepreneurship
- A model for employing earned income strategies to support SeaChange's nonprofit mission
- A leader in expanding the field of engaged philanthropy
- The provider of the most sophisticated database and Web portal supporting social entrepreneurship

How do I get involved with SeaChange?

It's easy -- just go to our Web site at <http://www.sea-change.org> and register as part of the SeaChange community so we can keep you updated as our services roll out.