



The entrepreneurial nonprofit marketplace for social change.

Mission

The mission of SeaChange is to catalyze sustainable social change through social entrepreneurship.

Vision

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

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

Progress to Date

- Created alliances with nonprofit, for-profit, and philanthropic organizations including Business for Social Responsibility (BSR), Garage.com, National Venture Capital Association (NVCA), Social Venture Partners (SVP), The Philanthropic Initiative (TPI), and Young Entrepreneurs' Organization (YEO)
- Chosen by McKinsey & Co. as one of the cutting edge nonprofits it supports with strategic and business planning expertise. They have devoted a team of six to assist SeaChange, three of whom are working with us full time.
- Selected highly skilled management team across U.S. (staff biographies: <http://sea-change.org/staff.html>)
- Implemented successful nonprofit venture fair in Seattle
- Advise social investors such as Full Circle Fund, Social Venture Partners of the San Francisco Bay Area
- Access to 40,000 interested in SeaChange community

Background

SeaChange evolved from the 1998 Wingspread leadership summit and a 1999 global research effort of nearly a 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 to whom they could offer support and partnership. In response to this call, SeaChange was created to fill the void and connect those who have the interest, experience and means to support the growth and development of social entrepreneurship.

SeaChange's Primary Constituencies

Social Entrepreneurs: The *social entrepreneur* served by

SeaChange is a nonprofit leader who delivers or sustains his or 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.

Social Investors: A social investor practices engaged philanthropy as an individual offering time, expertise and capital; a foundation who encourages staff to give technical assistance to grantees, or as one who convenes their grantees for communication and collaboration.

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

Support

Seed Capital: Kellogg Foundation, Kauffman Foundation, Open Society Institute, Irvine Foundation, Hearst Foundation, AOL Foundation, Echoing Green Foundation, Tides Foundation, Hitachi Foundation, Steiner Foundation, anonymous donors

In-Kind: America Online, McKinsey & Co., APCO Associates, Carter, Ledyard & Milburn, Microsoft, Open Society Institute, Social Venture Network, Wells Fargo Bank

Sustaining Revenues: Revenue streams will be created through fees, workshops, nonprofitgarage.org, web referrals and through other products and value-added services.

Specialized Services

Social Entrepreneurs

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

Social Investors

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

Business Leaders

- Staff placed in business organizations (BSR and YEO) to develop alliances with social entrepreneurs using both expertise and capital
- Trainings about engaged philanthropy offered company-wide and also for individuals

Broad Service Offerings:

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

Technology Makes it Happen

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.

Get Involved

- Visit www.sea-change.org and register in the SeaChange community
- Contribute your talent and resources to support social entrepreneurship
- Introduce others to our work