



Strengthen Your Nonprofit!

*Compete to Win Your
Share of \$100,000
in Seed Money*

in the 2012 YouthBridge® Social Enterprise
and Innovation Competition (SEIC)

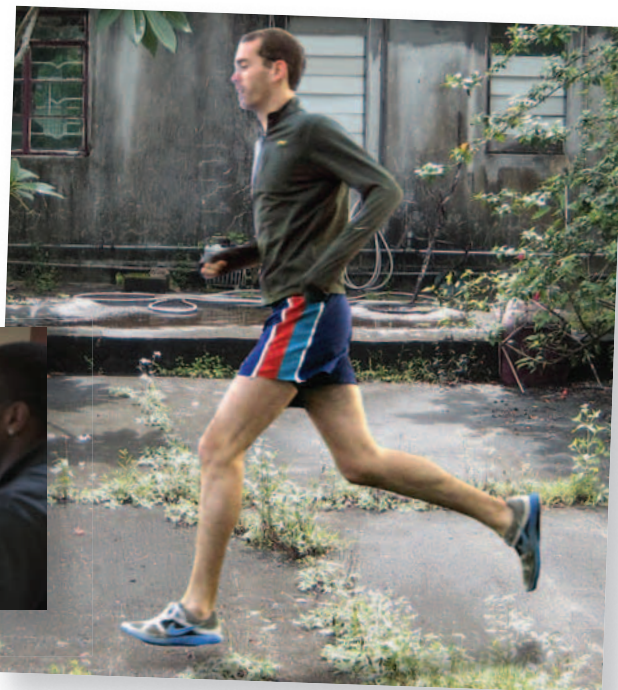
And Learn Entrepreneurial Skills in
Washington University's free
Skandalaris Seminar Series.


YOUTHBRIDGE[®]
COMMUNITY FOUNDATION
Turning PASSION into PHILANTHROPY[®]
FOUNDED 1877

 Washington University in St. Louis
SKANDALARIS CENTER FOR ENTREPRENEURIAL STUDIES



Angel Baked Cookies earns revenue while teaching business skills to youth.



Janji sells running apparel to counter malnutrition in developing nations.

Seventh Annual

YouthBridge® Social Enterprise and Innovation Competition

Win your share of \$100,000 in Seed Money

This is one of the largest social enterprise business plan contests in the United States. Over the past six years, 28 competitors have been awarded nearly \$750,000 in cash and in-kind services. New and established nonprofits may enter to compete for cash awards, in-kind services and mentoring by InnovateVMS, the Venture Mentoring Service of Innovate St. Louis.* Those who present the best social enterprise business plan are selected as winners by judges from academic, business and nonprofit organizations in the St. Louis Community.

*Innovate VMS offers mentoring for social and commercial entrepreneurs. Find more information at innovatestl.org/IVMS.

Awards are granted from the following community partners. It is possible to win more than one award.

YouthBridge: \$35,000 to fund a venture serving children or youth

Lutheran Foundation of St. Louis: \$30,000 to fund an organization promoting a healthier community

Skandalaris: \$25,000 to fund a venture with an innovative solution to effect social change

Daughters of Charity Foundation of St. Louis: Up to \$30,000 to fund an organization serving the poor and vulnerable. With a \$5,000 award to the best student team and in-kind support from Skandalaris sponsors, the total amount awarded will be more than \$100,000.

Skandalaris Seminar Series:

Developing Entrepreneurial Skills, Perspectives and Relationships

Free Skill-Building Sessions and Panel Discussions

You are welcome to attend part or all of the series, selecting the topics that are of interest to you. The seminars provide practical skills, and the panel discussions offer an opportunity to hear accomplished social and commercial entrepreneurs

discuss how they applied those skills in their own venture and personal development. Each day concludes with a networking reception where you can continue the conversation and connect with others.



Consolare makes home goods to fund services for crime victims.



Perennial teaches reuse and restoration workshops to create a better environment.

DeCycleIt! helps the environment recycling electronic media.



Ignite **Your Entrepreneurial Spirit!**

Join Us **We're Investing in Your Passion**

Funding your nonprofit—or your idea to start one—is an on-going challenge. YouthBridge® Community Foundation exists to help nonprofits become financially sustainable, so they can successfully serve their worthy causes. To do that, we believe nonprofit leaders must think like entrepreneurs and manage their organizations much like a for-profit business.

Each year, YouthBridge, in partnership with Washington University's Skandalaris Center for Entrepreneurial Studies, sponsors the YouthBridge *Social Enterprise and Innovation Competition (SEIC)* and the Skandalaris Seminar Series: *Developing Entrepreneurial Skills, Perspectives and Relationships*.

The purpose is to energize the St. Louis region's entrepreneurial spirit through entrepreneurial education and an exciting business plan competition. Winning nonprofits will receive seed money to put their plans into action, and nonprofits that do not win the competition often find other funding through this experience. All walk away more knowledgeable, more connected and better equipped to grow their organization.

The YouthBridge SEIC and the Skandalaris Seminar Series create the cornerstone of the YouthBridge commitment to leadership and investment in social enterprise. If you are a budding social entrepreneur or simply interested in the day's topic, join us this fall. You'll learn new concepts in a supportive and creative environment and have an opportunity to compete for funding. Together, we can turn your ideas and passion into a sustainable reality.

Get Started Now!

You can go online to get all the information you need and to register. You can take the seminars without entering the competition, or enter the competition without taking the seminars. But we recommend both for the most impact on your nonprofit!

Download the Competition Welcome Kit:

Go online to ideabounce.com and select SEIC Welcome Kit at the top of the page to learn more about competition deliverables and due dates. The first deliverable is due in January 2012. Plan to attend the YouthBridge SEIC Kickoff September 8, 2011.

Register for the Seminars:

Go online to ideabounce.com and select Register for Events at the top of the page, then scroll down to select the seminars to attend. Enroll early, space is limited.

YouthBridge® Social Enterprise and Innovation Competition (SEIC)

Fall 2011 – Spring 2012 Schedule

All events are held at Washington University Danforth Campus in St. Louis.

All events are free and open to all, except as noted for judging events.

Kickoff

The YouthBridge SEIC Kickoff is held in conjunction with the Washington University Olin Cup Competition* Kickoff. A keynote speaker with both commercial and social entrepreneurial expertise will energize the audience and highlight the event.

Date: Thursday, September 8, 2011

Time: 6:00 p.m.

Location: Simon Hall, May Auditorium

*The Olin Cup competition is for the commercial sector. More information is available at ideabounce.com.

YouthBridge SEIC/Olin Cup IdeaBounce®

This event is an overview of both competitions, the YouthBridge SEIC and the Olin Cup, and the required deliverables for each. It includes time to pitch your idea and receive feedback from participants. This is a great opportunity to hear nonprofit and commercial venture ideas.

Date: Friday, September 16, 2011

Time: 1:00 – 4:00 p.m.

Location: Simon Hall, Room 103

Session Leaders: Skandalaris Center staff

Social Change IdeaBounce®

This session is specially designed for students to pitch ideas for social change. Students may post ideas at ideabounce.com, and the Skandalaris Center will invite 15 – 20 people to make a two-minute pitch to a panel of expert judges, who will select 5 winners to receive \$100 each. After a reception for all, the winners also join the judges for a private dinner for individual advice and mentoring. This is a great opportunity for YouthBridge SEIC participants to hear student ideas for social change.

Date: Thursday, November 17, 2011

Time: 6:00 p.m.

Executive Summaries Due

Participants email their executive summaries to seic@wustl.edu.

Date: Tuesday, January 3, 2012

Time: by noon

Semi-finalists Selection

Semi-finalists are selected from the executive summaries.

Date: Wednesday, January 24, 2012

Announcement: By email and Skandalaris press release

Elevator Pitch Competition

Private Event: Semi-finalists make their pitches privately to the judges.

Date: Thursday, January 26, 2012

Time: 2:00 p.m.

Public Event: Semi-finalists make their pitches to the general public. Spectators evaluate the pitches, and the person whose ratings are closest to those of the judges will win \$250. This provides semi-finalists with valuable public feedback on their ideas. At the conclusion of the event, finalists will be announced.

Time: 6:00 p.m.

Location: Simon Hall, May Auditorium

Business Plans Due

Participants deliver 30 printed copies of their business plans to the Skandalaris Center.

Date: Tuesday, March 20, 2012

Time: by noon

Final Presentations

Private Event: Finalists present a 15-minute PowerPoint to showcase their creative solution, business model, business plan, and impact with 15 minutes for Q&A from the judges. Final Presentations are open to finalists and judges only.

Date: Wednesday, April 4, 2012

Time: 2:00 p.m.

YouthBridge SEIC Awards Ceremony

Winners of the 2012 YouthBridge Social Enterprise and Innovation Competition will be announced and awards presented.

Date: Wednesday, April 11, 2012

Time: 6:00 p.m.

Location: Simon Hall, May Auditorium

Keynote Speaker: TBA

Times and locations are subject to change. Visit ideabounce.com to register and confirm details.

For questions or additional information about the YouthBridge SEIC, please contact Chris Striker at 314-720-4408 or cstriker@youthbridge.org.

The Skandalaris Seminar Series:

Developing Entrepreneurial Skills, Perspectives and Relationships

Spring 2012 Schedule

All events are held at Washington University Danforth Campus in St. Louis.

All events are free and open to all.

Idea Generation and Testing

The first seminar will help early-stage innovators understand their personal motivations and how to develop an idea. At the end of the session, you will be able to answer:

- Are you a founder or team member?
- Where do ideas come from?
- How can you tell if it's a good idea?
- Can you describe your idea in a compelling way?
- Is there a customer need?
- How can you test an idea?

Date: Friday, January 20, 2012

Time: 1:00 – 2:30 p.m. Seminar

2:30 – 4:00 p.m. Panel Discussion

4:00 – 5:30 p.m. Reception

Location: Simon Hall, Room 113

The Market and Value Proposition

The second seminar will address steps for testing an idea and evaluating the market need. At the end of the session, you will be able to answer:

- What is your value proposition?
- Who is your customer or constituent?
- Who is the competition?
- Are customers willing to pay for your product or service?
- What is the economic value?
- What is the social value?

Date: Friday, February 3, 2012

Time: 1:00 – 2:30 p.m. Seminar

2:30 – 4:00 p.m. Panel Discussion

4:00 – 5:30 p.m. Reception

Location: Simon Hall, Room 113

Finances and the Business Model

The third seminar will address financial projections and defining a business model. At the end of the session, you will be able to answer:

- How do you determine what resources you need?
- How do you find them?
- What are the funding sources?
- What financial statements are important in building a business plan?
- What do investors and donors look for?
- How do you sustain the new enterprise?

Date: Friday, February 17, 2012

Time: 1:00 – 2:30 p.m. Seminar

2:30 – 4:00 p.m. Panel Discussion

4:00 – 5:30 p.m. Reception

Location: Simon Hall, Room 113

The Business Plan and Telling Your Story

The fourth and last seminar will summarize all points from previous seminars to help develop the business plan and tell the story. At the end of the session, you will be able to answer:

- Do all parts support the success of the venture?
- How do you stay focused but flexible when implementing your plan?
- How do you address ethical concerns?
- How do you celebrate success and deal with challenges?
- When do you exit?
- What are your community resources?

Date: Friday, March 2, 2012

Time: 1:00 – 2:30 p.m. Seminar

2:30 – 4:00 p.m. Panel Discussion

4:00 – 5:30 p.m. Reception

Location: Simon Hall, Room 113

For questions or additional information about the Skandalaris Seminar Series, please contact Aimee Dunne Zander at 314-935-6906 or dunnezander@wustl.edu.

Meet the 2011 YouthBridge SEIC Winners!

These innovative nonprofits were awarded thousands in seed money in the 2011 YouthBridge SEIC. Enter now for your chance to become one of the 2012 SEIC winners!



Won \$42,500

Angelbaked.org

Angel Baked Cookies

empowers youth in North St. Louis by providing employment, training and character development through production of all-natural cookies.



Won \$15,000

[Facebook.com/janjirunning](https://www.facebook.com/janjirunning)

Janji, formerly known as Edele, is a social enterprise selling running apparel, with the proceeds funding organizations addressing malnutrition in developing nations.

CONSOLARE

Won \$25,000

Consolare.org

Consolare makes healing, comforting home goods by community volunteers, including ex-offenders, to provide free services to victims of crime and violence.



Won \$10,000

Perennialstl.org

Perennial is a community workshop and store offering educational programming in creative reuse, and sales of repurposed furnishings and supplies for reuse projects.



Won \$10,000

DeCycleIt! provides ultra-secure disposal and recycling

of highly sensitive paper and electronic media to reduce identity or corporate theft, as well as reduce the amount of poisonous metals entering landfills from fluorescent lamps and related products.

What can YouthBridge do for your nonprofit?

The YouthBridge SEIC and the Skandalaris Seminar Series are two of many services we offer with our community partners to area nonprofits. We are here to help your nonprofit achieve long-term financial stability through education, endowment

building, mentoring and services for your donors. Let us show you what we can do. Call Rex Reed, Executive Director of Agency Services, at 314-985-6777.

Join our Email List

To get email updates on YouthBridge activities and opportunities, please call Chris Striker at 314-720-4408 or email cstriker@youthbridge.org.



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