

# SOCIAL ENTERPRISE/IMPACT INVESTING EXECUTIVE EDUCATION PROGRAM

## COURSE DESCRIPTION

The Ohio State University College of Social Work is excited to partner with The Wells Foundation to bring you the Social Enterprise/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 influence, improve stability, and grow the sustainability of their organizations.

## DETAILS

- Wednesday, March 29–Friday, March 31; 9 a.m.- 5 p.m.
- Blackwell Inn & Conference Center on The Ohio State University Campus
- Cost: \$2,100 (Scholarships available—priority given to those who apply by January 31)
- 16 CEUs available
- Admission by application only. **CLICK HERE TO APPLY!**
- Questions? Contact Sara Friedman at [friedman.32@osu.edu](mailto:friedman.32@osu.edu) or 614-292-5167

## HERE'S WHAT YOU'LL LEARN:

- What is a social enterprise, what can it do for your organization and what structures should be considered
- How you can 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 you can 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



*“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 OHIO STATE UNIVERSITY**  
COLLEGE OF SOCIAL WORK

## ABOUT THE WELLS FOUNDATION

The Wells Foundation is a Columbus-based private family foundation created in 2001. The foundation has spent nearly a decade investing in social enterprises, developing social innovation models and advising local nonprofit organizations that are considering social enterprise. The foundation regularly provides loans and lines of credit to nonprofits and has provided the seed capital to fund numerous social enterprises. For more information about the Wells Foundation, visit [trwellsfoundation.org](http://trwellsfoundation.org).

## APPLICATION DETAILS AND PROCESS

Admission is by application only. The application deadline is March 3, but applications are currently being accepted on a rolling bases. **Only 24 applicants will be accepted, so early application is strongly encouraged.** The application includes an optional scholarship application for those in financial need. Scholarship priority will be given to those who apply by January 31.

Approved applicants will receive an email that contains a link to registration and payment as well as local hotel information. Your registration and payment must be received within two weeks of your notification date to secure your spot. Scholarship recipients will also be notified at that time.

The program fee includes 16 CEUs, all instructional materials (includes case studies, readings, handouts, financial models, worksheets and sample legal contracts), five free hours of consulting, all breakfasts, lunches and coffee/snack breaks, and one select networking dinner event. Questions? Contact Sara Friedman at [friedman.32@osu.edu](mailto:friedman.32@osu.edu) or 614-292-5167.



## MEET YOUR INSTRUCTORS



**Tony Wells, President, Wells Foundation**

Tony 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, Wells Foundation**

Patrick 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., Executive Vice President, The Columbus Foundation**

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

**David Martin, JD, Of Counsel, Bailey Cavalieri**

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

**Jane Pfeifer, CPA, Shareholder, Clark Shaefer Hackett**

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



## AGENDA

### Day 1

The course begins at the macro level with a discussion of how the philanthropy industry has evolved to its current makeup before looking at the social impact investing ecosystem more specifically. Key terms are defined and participants 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 available funding. Participants will begin to understand where their organization is situated in the greater ecosystem, but more importantly, participants will be able to distinguish between which type and source of funding is appropriate for a given situation and which others are not. Lecture topics:

Industry trends  
Defining social entrepreneurship & social impact investing  
Impact investing ecosystem  
Mission & program related investments  
Risk & return

Charitable arrangements  
Debt financing  
Quasi-equity debt financing  
Equity financing  
Funder motivations & expectations

### Day 2

Day 2 focuses on the legal organization of a social enterprise activity. This organization can take the form of a single entity or it can be part of a parent-subsidary hybrid structure. Throughout the day, we will consider legal liability and tax issues related to each of the legal entity options, enabling participants to purposefully choose the most effective legal form for their social ventures. This includes a group activity in which participants 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. Lecture topics:

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

### Day 3

The final day is focused on becoming investment ready and thinking even further outside the box. It 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 program's most beneficial activities and focuses on preparing your organization for success prior to taking on outside investment. The day concludes with a 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. Lecture topics:

Licensing & royalties  
Mission-Money Matrix activity (in-depth)

Getting organizational buy-in  
SharkTank™ simulation

