Focus Your Vision

Capacity Building Social Enterprise Projects.

Mary Lockhart White, CCAP
Focus on Your Vision!

Do You Have A Vision?
Review of agency’s Strategic Plan
Focus on Your Vision!
Is It REAL!
Focus on Your Vision!
What are the Strengths
Focus on Your Vision
What are your Challenges
Focus on Your Vision!
What are the Opportunities?
Focus on Your Vision
Let’s Get Started!
Focus Your Vision
Complete your Check List

8/25/2017
Before You Begin

- Prepare an Assessment: review of current Corporate Non-Profit Legal Status, Etc.

- Organization’s skills, interests, and business ideas: Review of staff skills, interest and program ideas.

- Organization’s assets for the business
  - Cash
  - Equipment
  - Human
  - Other
Four Phases of Business Planning

• Developing a Marketing Plan
• Performing a Preliminary Feasibility Study
• Preparing a Business Plan
• Securing Financing
Catering and Special Events Opportunity
Strengths:
Staff
Kitchen
Special Events Room
Special Events Catering Staff
Special Events Banquet Room
Special Events Banquet Room
Special Events Decoration
Cardinal Health Cafeteria
Cardinal Health Cafeteria
“Changing Lives” Upscale, Resale Shop.
Upscale, Resale Shop
CAP -T shirt Shop

www.captshirt.org
ON-line T-shirt shop

Partnership with local small business. Limited overhead, managed through Executive Office.
Lessons Learned

Marketing Challenges; Free verses Fee Profit verses Non-Profit
Benefits realized:

Staff motivated for change of funding sources
Community Partners recognizing change through capacity building, “Helping Ourselves, and developing job opportunities through expansion and Small Business Partners
Questions & Answers
Thank you, ILL. Community Action Agencies