

OVERVIEW Academies for Social Entrepreneurship is located in Southern California and manages the Social Enterprise Academy, which provides training, coaching, mentoring and a venture competition to nurture entrepreneurship and innovation in not-for-profit organizations.

The Academy offers organizations the opportunity to learn and apply key business skills to increase their organization's profits while also making a social impact in line with their mission and values.

This evaluation brief provides results for 20 not-for-profit organizations that participated in the Academy, funded by The California Endowment. Evaluation methodology included a one-year post-training follow up.

STATUS OF SOCIAL ENTERPRISES AT 12- MONTH FOLLOW-UP

5	Generated Revenue \$90,000	Projected Revenue next year \$600,000
2	Ready to launch in 2-3 months	Projected Revenue next year \$185,000
8	In development, actively seeking startup	Projected Revenue next year \$1,556,750 Range \$18,000- \$500,00
3	Ventures on hold	Due to financial and internal capacity challenges

"We wanted to have something that had a big impact. The need [and] the commitment of time was pretty significant to go through the process and we really felt that for that kind of commitment of time we needed to develop a big plan."

- Academy Project Leader

ORGANIZATIONAL IMPACT

Project Leaders reported that a "Shift in Thinking" took place. The Academy helped to change participants' views of the services they provide and to understand that their services have market value.

"We are really thinking things differently now...We changed our mindset; we can't give everything away for free and have to think about how we leverage the skills and talent that we have."

- Academy Project Leader

Note: The data above is based on 12-month follow up interviews with 18 participating organizations. One organization did not complete the Academy nor generate a business venture. Another organization provided feedback via email but did not provide

WHAT SKILLS DID PARTICIPANTS LEARN?

Participants reported that they learned a wide range of business skills to assist them in developing social enterprise projects within their organizations.

The top three skills reported were:



HOW SATISFIED WERE PATICIPANTS WITH ACADEMY TRAINING?

- **100% of participants felt that the Academy Work Sessions were valuable.**
- **95% of project leaders would recommend the SEA to other not-for-profit organizations.**

“I think the initial shock as a nonprofit staff, that we have to get over, is that we can market ourselves...”

- Academy Project Leader

“It [Academy training] was an eye opener. At first I thought we couldn’t afford to have management involvement [due to the time commitment]...but then I realized that we couldn’t afford not to.”

- Academy Project Leader

SUMMARY

Results from this evaluation show that the 20 organizations participating in the 2011-12 Social Enterprise Academy funded by The California Endowment reported significant learning and were satisfied with the program. Seven organizations launched or nearly launched social enterprise ventures, and an additional eight, were poised for launch contingent upon startup funding. \$90,000 has been earned to date from Academy ventures, and that figure is projected to increase significantly in the coming year.