



Yale School of Management-  
The Goldman Sachs Foundation  
Partnership on Nonprofit Ventures

Supported by  
The Pew Charitable Trusts

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**For Immediate Release:**

**Yale School of Management - The Goldman Sachs Foundation  
Partnership on Nonprofit Ventures  
Announces National Business Plan Competition Finalists**

**464 Nonprofit Organizations Enter Competition;  
20 Are Selected to Final Round to Compete for \$500,000 in  
Prize Money and Business Planning Assistance**

**New Haven, Conn., March 1, 2005 - “The Yale School of Management - The Goldman Sachs Foundation Partnership on Nonprofit Ventures”** yesterday announced its selection of 20 nonprofit organizations to proceed to the final round of the Third National Business Plan Competition for Nonprofit Organizations.

The 20 finalists are in the planning stage, or early stages of operating income-generating business ventures. They will spend the next three months working with business planning consultants and Yale School of Management students to strengthen and finalize their business plans. For a full report on the finalists' business ventures and Competition entrants, visit:

[http://www.ventures.yale.edu/statusreport\\_third\\_competition.asp](http://www.ventures.yale.edu/statusreport_third_competition.asp)

**On June 9 - 10, 2005**, the 20 nonprofit finalists will present their business plans to a panel of expert judges at the Third Annual Conference and Awards Ceremony in Jersey City, New Jersey at the Hyatt Regency on the Hudson. The judging panel will select four grand-prize recipients, each of whom will receive \$100,000 and four runners-up, each of whom will receive \$25,000. In addition to cash awards, the winners will receive hundreds of hours of business planning consultations to assist their organizations in implementing their business ventures. To register to attend the presentations, visit <http://www.ventures.yale.edu/aboutconference.asp>

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**Stanley J. Garstka, Deputy Dean of the Yale School of Management** and co-faculty director of The Partnership commented, "The Partnership, in its fourth year, continues to reach thousands of nonprofits interested in exploring the growing field of social entrepreneurship. We have demonstrated the viability of the idea that nonprofits engage in for profit activity to partially fund their financial needs. The success of the venture has exceeded even our wildest dreams. As planned, Yale and its two major benefactors on this initiative—the Pew Charitable Trusts and the Goldman Sachs Foundation—will pass the reins to a new group of leaders. We look forward to seeing *their* unique contributions, and watching as they help guide The Partnership on its journey to the next stage of development."

**Yale School of Management Professor Sharon M. Oster**, a leading authority on competitive strategy and nonprofit management and co-faculty director of The Partnership, added, "Once again we have been delighted with the quality of the ideas and business plans generated by the hundreds of nonprofit organizations that have entered the National Business Plan Competition for Nonprofit Organizations. Our special thanks go to our partners--The Goldman Sachs Foundation and the Pew Charitable Trusts--for their encouragement and active participation in the process and to the hundreds of loyal Yale SOM alumni who have worked with us in the last four years to make this a great competition."

<b>THIRD NATIONAL BUSINESS PLAN COMPETITION FOR NONPROFIT ORGANIZATIONS FINALISTS SELECTED TO ROUND III</b>	
<b>NONPROFIT ORGANIZATION NAME</b>	<b>VENTURE DESCRIPTION</b>
<p><b>Amos House</b> Providence, RI <a href="http://www.amoshouse.com/">http://www.amoshouse.com/</a></p>	<p>Amos House Works partners with area schools and day-care centers to serve a wholesome meal while providing employment opportunities for job-training graduates and revenue for the program's sustainability. The Amos House Culinary Education Training Program (ACE) works with people who are overcoming barriers to entering the workforce - including the homeless, ex-offenders and those with a history of substance abuse. ACE students work through a varied curriculum aimed at employability, the development of food service skills and certification in food safety. Graduates are then placed in jobs with Amos House Works or within the food service industry.</p>
<p><b>Arena Stage</b> Washington, DC <a href="http://www.arenastage.org/">http://www.arenastage.org/</a></p>	<p>Camp Arena Stage in Washington, D.C. will offer classes in theater, music, dance and visual arts - taught by professional, accomplished artists and educators - to campers from diverse economic and racial backgrounds.</p>
<p><b>Brooklyn Justice Counsel</b> Brooklyn, NY <a href="http://www.batf.net/">http://www.batf.net/</a></p>	<p>In collaboration with numerous Brooklyn community organizations, the Brooklyn AIDS Task Force has created and spun off Brooklyn Justice Counsel, a public-interest law firm providing affordable, comprehensive legal business and litigation services to the borough's most vulnerable community-based organizations. BJC will target nonprofits with budgets of \$5 million or less serving the needs of persons living with HIV/AIDS, mental illness, domestic violence or substance abuse.</p>

<b>NONPROFIT ORGANIZATION NAME</b>	<b>VENTURE DESCRIPTION</b>
<p><b>Caroline Center</b> Baltimore, MD <a href="http://www.caroline-center.org/">http://www.caroline-center.org/</a></p>	<p>Caroline Center provides job training in various disciplines to low-income women in Baltimore, and operates Caroline Center Upholstery - a custom retail upholstery shop serving both residential and commercial customers in the Baltimore region.</p>
<p><b>EcoLogic Finance</b> Cambridge, MA <a href="http://www.ecologicfinance.org/">http://www.ecologicfinance.org/</a></p>	<p>EcoLogic Finance is a nonprofit development finance institution that provides affordable credit, including pre-shipment trade credit and capital goods financing, to community-based enterprises located in environmentally sensitive areas. EcoLogic Finance markets these products throughout Latin America, and plans to expand to locations in Africa.</p>
<p><b>Ecotrust</b> Portland, OR <a href="http://www.ecotrust.org/">http://www.ecotrust.org/</a></p>	<p>Ecotrust Forests, LLC is an Oregon limited liability company that will capitalize a \$12 million fund to acquire and manage forestlands in the western U.S. and Canada, with a focus on building forest health and long-term value. The Fund expects to profit largely from the sale of timber, and also from conservation easements, recreation leases, appreciated value due to tree growth, and, where appropriate and consistent with mission, limited sale of real estate parcels for residential, commercial and recreational use.</p>
<p><b>First Book</b> Washington, DC <a href="http://www.FBMarketplace.org/">http://www.FBMarketplace.org/</a></p>	<p>First Book Marketplace is a web-based venture that sells low cost, high quality new children's books to organizations serving disadvantaged children. Through special "Marketplace Edition" print runs and other enterprising purchase arrangements, First Book Marketplace acquires large quantities of books at deep discounts from its publishing partners, and sells them to its target market at prices well below any other options available to this market. In its first 6 months of operation, over \$300,000 in sales were generated with no marketing expenditure incurred.</p>
<p><b>Haley House</b> Boston, MA <a href="http://www.haleyhouse.org/">http://www.haleyhouse.org/</a></p>	<p>Haley House will expand its wholesale bakery business and establish a cafe in Dudley Square, a vibrant but struggling commercial center in Boston. The venture will contribute to the revitalization of the district by creating jobs, offering job training, and providing healthy, delicious food and baked goods to the community.</p>
<p><b>The Housing Partnership Network</b> Boston, MA <a href="http://www.housingpartnership.net/">http://www.housingpartnership.net/</a></p>	<p>The Housing Partnership Network has created a captive insurance company for its member organizations in response to unstable coverage and rising costs of insurance. Housing Partnership Insurance, Inc. markets cost-effective property and liability insurance to its network of regional nonprofit housing developers, who collectively represent a portfolio of more than 34,000 affordable apartments nationwide.</p>

<b>NONPROFIT ORGANIZATION NAME</b>	<b>VENTURE DESCRIPTION</b>
<p><b>Lee Pesky Learning Center</b> Boise, ID <a href="http://www.lplearningcenter.org/">http://www.lplearningcenter.org/</a></p>	<p>The Lee Pesky Learning Center is creating and distributing the Every Child Ready series of educational materials for parents. These engaging, effective information books and activity booklets help parents prepare their young children to read and increase their school readiness.</p>
<p><b>National Center for Family Philanthropy</b> Washington, DC <a href="http://www.ncfp.org/">http://www.ncfp.org/</a></p>	<p>Family Philanthropy Online is a subscription-based online content service for community foundations, regional associations, and other local and regional networks of donors and foundations. FP Online provides subscribing communities with co-branded sites providing 24-hour, 365-day-a-year access for their donors and members to cutting edge information on trends, strategies, and research for community-based philanthropy. The business specializes in working with local community foundations and advisory networks to connect individual and family donors with the leading providers of content and information needed for effective philanthropy.</p>
<p><b>New England Heritage Breeds Conservancy</b> Richmond, MA <a href="http://www.nehbc.org/">http://www.nehbc.org/</a></p>	<p>500 Farms markets Northeast Artisan Meats: the finest, most tender and flavorful all natural and grass-fed meat on the market. By doing so, it helps family livestock farmers, while also promoting sustainable agriculture in the Northeast.</p>
<p><b>New Jersey Performing Arts Center</b> Newark, NJ <a href="http://www.njpac.org/">http://www.njpac.org/</a></p>	<p>The internationally-recognized New Jersey Performing Arts Center in Newark, New Jersey, completing its 8th season of presenting the highest quality diverse programming and arts education activities, will develop a 1.2-acre site it controls adjacent to its theaters for mixed-use, arts and cultural activities.</p>
<p><b>New Sector Alliance</b> Boston, MA <a href="http://www.newsector.org/">http://www.newsector.org/</a></p>	<p>New Sector partners with leading academic institutions and businesses to deliver affordable, high impact consulting services to nonprofit organizations and other social enterprises.</p>
<p><b>NPower NY</b> New York, NY <a href="http://www.npowerny.org/">http://www.npowerny.org/</a></p>	<p>NPOWER BASIC combines a successful workforce development program for urban young adults with a sophisticated technology service that meets the basic needs of small nonprofits. Staffed in part with graduates from NPower's NY's Technology Service Corps, the service offers a network and pre-configured desktops and provides installation, remote monitoring, a help desk and emergency support.</p>
<p><b>Points of Light Foundation (Mission Fish)</b> Washington, DC <a href="http://www.missionfish.org/">http://www.missionfish.org/</a></p>	<p>MissionFish, a service of the Points of Light Foundation, helps nonprofits raise money through sales on eBay. The business offers eBay sellers the opportunity to donate a portion of their proceeds to nonprofit organizations, and thereby turn online trading into a new revenue stream for good causes.</p>

<b>NONPROFIT ORGANIZATION NAME</b>	<b>VENTURE DESCRIPTION</b>
<b>Redmoon Theater</b> Chicago, IL <a href="http://www.redmoon.org/">http://www.redmoon.org/</a>	Redmoon Theater creates theatrical spectacles that transform public spaces into places of celebration. Its venture, Redmoon for Hire, offers party entertainment for corporate events, conventions, nonprofit benefits, civic celebrations, and private parties.
<b>Thirteen/WNET New York</b> New York, NY <a href="http://www.thirteen.org/">http://www.thirteen.org/</a>	EGG TV is a set of DVDs and standard-based lesson plans, organized by academic discipline and based on video segments from the PBS arts series EGG, that will be produced and marketed by Thirteen/WNET New York (operating under its parent company, the Educational Broadcasting Corporation) to schools across the country, as well as libraries and other educational and cultural organizations.
<b>Wai`anae Community Re-Development Corporation</b> Wai`anae, HI <a href="http://www.waianaorganic.com/">http://www.waianaorganic.com/</a>	The MA`O Youth Organic Farm is an organic farming venture managed by youth from the Wai`anae community in Hawaii.
<b>Women's Transition Project</b> Bisbee, AZ <a href="http://www.bellezagallery.org/">http://www.bellezagallery.org/</a>	Belleza Gallery's social purpose is to help sustain the Women's Transition Project, a shelter for homeless women in rural Southeastern Arizona, by featuring the remarkable artwork of local and regional artists, as well as the resident women's handcrafted collection of Adirondack furniture. Additionally, it provides a rich learning environment in which homeless women can develop vocational and social skills as part of a holistic recovery program.

### About The Partnership on Nonprofit Ventures

The Partnership on Nonprofit Ventures was funded through combined grants totaling \$6 million made by The Goldman Sachs Foundation and The Pew Charitable Trusts. The Yale School of Management - The Goldman Sachs Foundation Partnership on Nonprofit Ventures educates nonprofits about social enterprise, serves as a mechanism for capitalizing promising profit-making ventures with financial support, and provides intellectual capital to build the practice of social entrepreneurship in the nonprofit sector at-large. As its signature event, The Partnership runs the National Business Plan Competition for Nonprofit Organizations. The Partnership maintains a comprehensive online Resource Center with current research, articles, and discussion boards on the subject of social enterprise and social entrepreneurship. For more information, visit <http://www.ventures.yale.edu>.

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### **About The Yale School of Management**

The mission of the Yale School of Management is to educate leaders for business and society. The school prides itself on preparing men and women to combine rigorous business skills with a broader appreciation for the economic, social, and political factors that shape the global environment. The Partnership on Nonprofit Ventures brings together three strands of the Yale School of Management's teachings-entrepreneurship, business skills, and social responsibility-to nonprofit organizations, infusing its program with the philosophy that superb business and management skills are a critical ingredient for leadership in every sector of the economy - private, public, and nonprofit. Since 1993, the Yale School of Management has been consistently rated #1 in Nonprofit Management among the nation's graduate management programs by U.S. News and World Report.

### **About The Goldman Sachs Foundation**

The Goldman Sachs Foundation is a global philanthropic organization funded by The Goldman Sachs Group, Inc. The Foundation's mission is to promote excellence and innovation in education and to improve the academic performance and lifelong productivity of young people worldwide. It achieves this mission through a combination of strategic partnerships, grants, loans, private sector investments, and the deployment of professional talent from Goldman Sachs. Funded in 1999, the Foundation has awarded grants in excess of \$43 million since its inception, providing opportunities for young people in more than 20 countries. For more information, visit <http://www.gs.com/foundation>.

### **About The Pew Charitable Trusts**

The Pew Charitable Trusts serve the public interest by providing information, policy solutions and support for civic life. Based in Philadelphia, with an office in Washington, D.C., the Trusts make investments to provide organizations and citizens with fact-based research and practical solutions for challenging issues. In 2003, with approximately \$4.1 billion in dedicated assets, the Trusts committed more than \$143 million to 151 nonprofit organizations. For more information, visit <http://www.pewtrusts.org>

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