



SheVentures™

Resource

Guide



A comprehensive list of resources and words of wisdom from fellow women entrepreneurs to help you launch a successful social venture!



Introduction

The genesis for this guide is a simple question, “how do I start?” Women have asked us this question time and again. They have ideas for solutions to problems in their lives, communities, and environment, but they don’t know how to begin, who to call, or where to find help. This guide aims to inspire, enable and inform young women so they can create social and environmental change. We believe that there are thousands of young women with ideas and all they need is the answer to “how do I start?”

I want to acknowledge the creativity and hard work of two volunteers, Leslie Wolf and Anu Sanghvi. They took the idea of a list of websites and made it something much more than that. Leslie and Anu are the volunteers that all nonprofit leaders dream of. I also want to thank the women who shared their stories for this guide. Many women will feel motivated to start a venture because of their insights and words of wisdom. Thank you all for your time and energy.

Finally, I want to encourage young women to “just try.” Building a business, launching a nonprofit, and dedicating yourself to a cause are hard things to do. You will encounter obstacles and challenges, especially as a young woman. However, through this experience you will gain wisdom and achieve rewards, fulfillment, and pride. You will learn about yourself and about the world. By trying you will gain so much regardless of what eventually happens to the business or organization. Just try and see what happens.

Annie Burke
Executive Director, SheVentures

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Table of Contents

	Page
SheWisdom:	
Karla: “Networking is important. It is all about connecting with individuals.”	4.
Jane: “Starting a social venture will change your lifestyle...”	5.
Tirza: “Don’t shy away from doing the numbers”	6.
Farhana: “Take every rejection as an opportunity to improve on something”	7.
Nadia: “First impressions are very important”	8.
SheResources:	
How do I start?	10.
Where can I get money?	11.
How can I network with interested people?	12.
Technology? Where can I get it and how do I use it?	13.
How do I deal with legal and tax issues?	14.
How will I market my product or service?	15.

Meet...

Karla



Karla is the founder of **A Tapestry of Women** (www.atapestryofwomen.org, *website available soon*), an economic empowerment organization, which brings local artisans and adolescent girls together. The artisans assist the girls in designing, creating, and selling high quality crafts. The mission of A Tapestry of Women is to empower young girls by giving them the essential life skills of leadership, communication, collaboration, and marketing.

Who is Karla:

I am 26 years old and my company is based in Oakland, California. As an alternative income source, I work for a therapeutics arts organization. I enjoy acting and writing.

Resources Karla Suggests:

- **Compass Point:** www.compasspoint.org
A nonprofit consulting company in San Francisco that helps nonprofits through workshops, technology assistance, and guidance with board governance, fundraising, marketing and more.
- **Nolo Press:** www.nolo.com
A legal self-help website, which publishes books and software that help new entrepreneurs deal with the legal matters concerning small business.
- **The Soul of Money:** www.soulofmoney.org
A novel by Lynne Twist offering guidance for fundraising and monetary advice.
- **Young Women Social Entrepreneurs:** www.ywse.org/index.htm
Provides training, access to resources, networking opportunities and support for social women entrepreneurs between the ages of 25 and 40.

Karla's Words of Wisdom:

Starting a business is about the small steps. You must learn to balance the big vision with the day to day things.

When starting a business you must put your ideas out there even if they are not solidified. Networking is very important, **it is about connecting with individuals.** Seek out and attend events that may be linked to your company and make an effort to talk to the evolved people.

You must allow yourself the full range of emotions, but **don't let your feelings dictate your actions.**

You must let things happen at the right time. I really wanted a space for my business, but we couldn't find an affordable space in a good location. Instead of getting the wrong space for too much money, we didn't push things and worked on other things until the right place became available.

Meet...

Jane



Jane is the founder of **Building a Cure** (www.buildingacure.org), a San Francisco based social venture working with designers to create furniture to be sold in retail stores. Revenue from sales fund HIV advocacy, awareness, and education programs. Building a Cure recently designed its first piece (shown below) and is planning to launch soon.

Who is Jane?

I am 31 years old, and first envisioned **Building a Cure** several years ago. I received my B.A. from the University of California, Davis and as an alternative income source I work as a political consultant. I am on the Board of Directors for the Social Enterprise Alliance. I also enjoy exploring San Francisco, camping, and traveling.

Resources Jane Suggests:

- **The Stanford Center for Social Innovation:** <http://www.gsb.stanford.edu/csi/>
Offers events which bring together nonprofit leaders, corporate executives, government officials, and philanthropists in order to discuss and confront social problems and possible solutions. These events are beneficial in meeting other social entrepreneurs and individuals willing to assist in a new social venture.
- **The Women's Technology Cluster:** <http://www.wtc-sf.org/>
This consulting company provides office space with shared facilities, management assistance and networking opportunities to women entrepreneurs.
- **Social Enterprise Alliance:** <http://www.se-alliance.org>
This membership organization is a source of education and networking for non-profits and social businesses with sustainable revenue. SEA encourages non-profits to diversify revenue sources in order to improve sustainability.
- **Net Impact:** <http://www.net-impact.org/>
Net Impact Service Corps partners MBA students and professionals with non-profits providing pro-bono consulting including assistance with finance, marketing and organization.

Jane's Words of Wisdom:

Starting a **social venture will change your lifestyle**. You must be committed to your idea and prepare yourself to sacrifice financially and face numerous challenges.

Find **responsible and trustworthy board members** who are extremely committed to your cause/idea.

When looking for funding don't settle for traditional funding, which is competitive and difficult to obtain. **Think outside the box** about opportunities events that could bring in funding. Building a Cure hosts house parties and small events which gives the business exposure and creates buzz.

Meet...

Tirza



if PEOPLE
innovation for people



Tirza and her husband are the founders of **ifPeople** (www.ifpeople.net), a socially responsible business that contributes to the success of enterprises with complementary lines of service in information technology and management for sustainability. To produce web-based applications IfPeople employs individuals and micro-enterprises in Argentina. ifPeople promotes economic and social development in Latin America through trade in services.

Who is Tirza?

I am 27 years old and my company is located in Atlanta, Georgia. **ifPeople** is my only income source, however, in my free time I enjoy woodworking, writing poetry, hiking, preparing dinner parties and doing yoga.

Resources Tirza Suggests:

- **Prepaid Legal:** www.prepaidlegal.com
This service gives you access to a lawyer for unlimited questions concerning your business every month. You are able to speak with a lawyer anytime you have a doubt or question, without worrying about high fees.
- **Public Library:**
You can learn about everything you need to know about business management from the library. Some examples of good books are:
 - **Growing a Business and The Ecology of Commerce: A Declaration of Sustainability** by Paul Hawken, these books are a great resource for those wishing to build strong sustainable businesses.
 - **The Fifth Discipline Fieldbook: Strategies and Tools for Building a Learning Organization** by Peter M. Senge This is a essential handbook for leaders looking to build teams and help people to think together.

Tirza's Words of Wisdom:

READ... always be learning and researching.

Don't shy away from doing the numbers. Money is not bad, it is important to recognize that you cannot run a successful enterprise without understanding accounting. Numbers are the language of business and if you don't create a reasonable financial plan your business will fail.

Peer Networks are one of the most important aspects of starting a business. It is important to be in contact with other social entrepreneurs who can give advice, assistance and moral support when regular business owners would not understand. To meet other social entrepreneurs, you can go to conferences about social entrepreneurship.

Be persistent. Remember that you are trying to do something that is very new and it may take awhile to realize results. Don't give up because the road is hard.

Meet...

Farhana



Farhana is the founder of **CEO Women, Creating Economic Opportunities for Women** (www.ceowomen.org). CEO Women empowers low income immigrant women in becoming self sufficient, contributing members of our society by helping them to start small businesses. They provide training and coaching services in business and technology as well as English as a second language classes.

Who is Farhana?

I am 28 years old and based out of Oakland, California. When I am not involved with CEO Women I teach dance or practice Kathak, a North Indian form of dance.

Resources Farhana Suggests:

- **Future Social Innovators Network (Fusion):** <http://fusion.stanford.edu>
Fusion serves future entrepreneurs by providing lecture series about social ventures, offering grants to students interested in starting a social enterprise, and organizing conferences to encourage networking and international development of social ventures.
- **Social Venture Network:** www.svn.org
SVN is a membership organization that helps people launch social ventures by providing access to forums where members can exchange ideas and educate each other. SVN also offers access to newsletters and online quarterlies with job listings and business plan postings from its members.
- **Full Circle Fund:** www.fullcirclefund.org
A membership organization of emerging business leaders that addresses housing, education, and technology/workforce development through financial, political, and social, assistance of non-profit organizations.
- **Young Nonprofit Professionals Network:** (www.ynpn.org)
YNPN offers nonprofit leaders in the Bay Area professional development assistance and networking opportunities.



Farhana's Words of Wisdom:

Take every rejection as an opportunity to improve on something

When starting out, **access to networks can mean everything**. If you are young you can make up for your limited experience with enthusiasm and dedication; you should be a 24/7 ambassador of your program.

C.E.O. Women helped Coco Liu, an immigrant artist from China, start her own business teaching Chinese art to the Community

Meet...



Nadia



THE VICTORIAN HANDS FOUNDATION
Generations Uniting Generations

Nadia is the founder of **The Victorian Hands Foundation** (<http://www.tvhf.org>), an organization that provides voluntary companionship and interaction for seniors and those who live alone. TVHF encourages intergenerational relationships by uniting youth volunteers with the elderly in their community. Through these interactions, participants gain wisdom and understanding for another generation.

Who is Nadia:

I am 20 years old, but I started TVHF when I was 11 after seeing a 20/20 special on the abuse and neglect that so many elderly in our communities endure each year. I began to volunteer at a nursing home, but decided to start TVHF to encourage more young people to get involved with care and companionship for the elderly. I named the foundation after my late Aunt Victoria who was kind and loving towards all. I also am the director of volunteer services at a nursing home.

Resources Nadia Suggests:

- **Volunteer Match:** www.volunteermatch.org
An online service connecting individuals interesting in volunteering with organizations that need volunteers.
- **Idealist.org:** www.idealist.org
Idealist.org contains a huge database of nonprofits and community organizations worldwide, volunteer opportunities in your community and abroad, and listings of jobs and internships available in nonprofits.
- **SERVEnet:** www.servenet.org
Enter your zip code, city, state, skills, interests, and availability and SERVENet will match you with organizations that need your help. A great resource for those looking to volunteer or social ventures needing volunteers.
- **Youth Venture:** www.youthventure.org
A national non-profit that empowers young people ages 12-20 by providing them with the money and resources needed to start civic-minded organizations or businesses. This organization provided Nadia with her first grant.

Nadia's Words of Wisdom:

First impressions are very important. Dress appropriately and be professional; have business cards ready at all times because you never know when you might meet someone who can help you. Even if you don't have a business and only an idea you can still make business cards with your contact information and name.

Spend a lot of time doing **research**, whether it is surfing the web, going to the library, or asking everyone you know. By doing internet research I found Youth Venture, the organization which provided me with my first grant.

Stay focused and surround yourself with positive people who support you. You also must believe in yourself because not everyone will.

Resource Guide

A comprehensive list of sites, books, and organizations you'll need to know about when starting your social venture.

😊 = Recommended by a fellow woman entrepreneur

How do I get started?

General Websites	URL	Description
☺ Compass Point	www.compasspoint.org	A San Francisco consulting company which assists non-profits with workshops, technology assistance, guidance with board governance, fundraising, marketing and more.
☺ Future Social Innovators Network	http://fusion.stanford.edu	Serves future social entrepreneurs with lecture series, grants and conferences that encourage networking and international development of social ventures.
☺ <u>Growing a Business</u> and <u>The Ecology of Commerce</u>		Two novels by Paul Hawken, a great overview of everything about business management.
☺ Renaissance Entrepreneurship Center	www.rencenter.org	Offers training classes and workshops, financing assistance, and support strategies for women entrepreneurs in the Bay Area.
☺ SBA's Online Women's Business Center	www.onlinewbc.gov	Provides business training, technical assistance, and access to funding to help women start businesses.
Small Business Development Center	http://siliconvalley-sbdc.org/	Assists small businesses in the Silicon Valley with tips concerning financing, taxes, legal structure and more.
The Small Business Association	www.sba.gov	Offers advice to small businesses concerning financing, management, and organization.
☺ The Women's Technology Cluster	http://www.wtc-sf.org/	This consulting company provides office space with shared facilities, management assistance and networking opportunities to women entrepreneurs.
☺ Young Women Social Entrepreneurs	www.ywse.org/index.htm	Provides training, access to resources, networking opportunities and support for social women entrepreneurs between the ages of 25 and 40.

Where can I get money?

Name	URL	Description
Community Development Venture Capitol Alliance	www.cdvca.org	CDVCA funds investment in businesses in low income areas. Invest cash in exchange for an interest the business.
Community Wealth Ventures, INC	www.communitywealth.org	A consulting firm that helps nonprofit businesses become self sustaining by generating revenue with corporate partnerships.
☺ The Foundation Center	www.fdncenter.org	Assistance for non-profits seeking funding, guidance for obtaining a fiscal sponsor, introduction to grant seeking.
☺ Full Circle Fund	www.fullcirclefund.org	A membership organization of emerging business leaders who address housing, education, and technology/workforce development through financial, political, and social, assistance of non-profit organizations.
Grassroots Fundraising Journal	www.grassrootsfundraising.org	Website and Journal offer clear and practical fundraising strategies including direct mail, special events, major gift campaigns, and online fundraising.
☺ Roberts Enterprise Development Fund	www.redf.org	A non-profit organization that gives grants to other non-profits. Believers in SROI, social return on investment.
☺ <u>The Soul of Money</u>	www.soulofmoney.org	A novel by Lynne Twist offering guidance for fundraising and dealing with all issues concerning money. Her organization offers workshops and consultation.
Taproot Foundation	www.taprootfoundation.org	A volunteer organization which provides grants and professional services to nonprofits.
Women Friendly Banks and Financial Institutions	www.digital-women.com/financial.htm	The best banks and institutions to use if you are a women looking for grants or other financial assistance.
☺ Youth Venture	www.youthventure.org	A national non-profit that provides young people, ages 12-20, with the money and resources needed to start civic-minded organizations or businesses.

How can I network with interested people?

Name	URL	Description
☺ Board Source	www.boardsource.org	Helps in developing a board and locating interested board members
Connect!	www.connect.one-stop.org	Offers services for employers, recruiting, retaining, and training employees in the Bay Area.
☺ Idealist.org	www.idealist.org	Contains a huge database of nonprofits and community organizations worldwide, volunteer opportunities in your community and abroad, and listings of jobs and internships available in nonprofits.
National Association for Women Business Owners	www.nawbo.org	A dues based national organization representing the interests of women entrepreneurs in all industries.
☺ SERVENet	www.servenet.org	Matches you with organizations that need your help. A great resource for those looking to volunteer or social ventures needing volunteers.
☺ Social Enterprise Alliance	www.se-alliance.org	A source of education and networking for non-profits and social businesses with sustainable revenue; encourages non-profits to diversify revenue sources in order to improve sustainability.
☺ Social Venture Network	www.svn.org	A membership organization that provides access to forums where members can exchange ideas and educated each other.
☺ The Stanford Center for Social Innovation	http://www.gsb.stanford.edu/csi	Offers events which bring together nonprofit leaders, corporate executives, government officials, and philanthropists in order to discuss and confront social problems and possible solutions.
☺ Volunteer Match	www.volunteermatch.org	An online service which connects individuals interested in volunteering with organization that need volunteers.
☺ Young Nonprofit Professionals Network	www.ynnpn.org	Assists nonprofit leaders with professional development and offers young people involved in the Bay Area's nonprofit community networking opportunities.

Technology? Where can I get it & how do I use it?

Name	URL	Description
© Compumentor	www.compumentor.org	Offers technology assistance to community-based organization, opportunities to buy recycled PC's at affordable prices.
Nonprofit Matrix	www.nonprofitmatrix.com	An online directory and guide which connects nonprofits with dotcoms to help the nonprofits to integrate new communications media with their mission.
Nonprofit tech	www.nonprofit-tech.org	Offers technological expertise, support, education, and assistance to nonprofits. The site also features tips, a technology forum, and recommendations for Mac and Windows.
Nonprofit Technology Enterprise Network	www.nten.org	Connects and supports individuals and organizations that encourage non-profits to use technology to achieve their missions.
NPower	www.npower.org	A network of nonprofits that work to ensure all nonprofits can use technology to expand their impact. They offer hands-on assistance, a technology library, and skill-building classes.
Summit Collaborative, Strategic Technology Toolkit	www.summitcollaborative.com/cwpm.html	Contains articles, fact sheets, and tools useful in evaluating your organizations technology tools and strategies.
© TechSoup	www.techsoup.org	Provides donations and discounts on technology products and services

How do I deal with legal and tax issues?

Name	URL	Description
Alliance of Nonprofits for Insurance, Risk Retention Group	www.ani-rrg.org	ANI-RRG is a nonprofit insurance company that provides reasonably priced liability insurance for nonprofits.
FirstGov for Nonprofits	www.firstgov.gov/Business/Nonprofit.shtml	This site provides links to Federal government services beneficial to nonprofits.
Hurwitt & Associates	www.hurwitassociates.com	A law firm that serves nonprofit, philanthropic, and tax-exempt organizations by providing legal counsel in all aspects of nonprofit law.
Internal Revenue Service	www.irs.gov/businesses/small/article/0,,id=99003,00.html	Offers everything you need to know about small business taxes, for example, applying for an Employer Identification Number, includes PDF file, Guide to Free Tax Services.
Legal Aid Society of Santa Clara County	www.legalaidsociety.org	A non-profit corporation that provides civil legal services for low-income people.
© Net Impact	www.net-impact.org/	Partners MBA students and professionals with non-profits providing pro-bono consulting including assistance with finance, marketing and organization.
© Nolo	www.nolo.com	Publishes books and software that help new entrepreneurs deal with the legal matters concerning small business.
Nonprofits' Insurance Alliance of California (NIAC)	www.niac.org	A liability insurance pool for 501(c)(3) nonprofits in California. NIAC provides reasonably priced coverage and effective loss control and risk management programs.
© PayCycle	www.paycycle.com	Provides small businesses with an easy, low cost way to pay employees and handle payroll taxes online.
© Prepaid Legal	www.prepaidlegal.com	This service gives you access to a lawyer for unlimited questions and a number of contract reviews and letters every month. You are able to speak with a lawyer anytime you have a doubt or question, without worrying about high fees.
QuickBooks	www.quickbooks.com	Accounting software for small businesses and non-profit companies.

How will I market my product or service?

Name	URL	Description
Aboutpr.com	www.aboutpr.com	Offers press release templates and samples, articles about how to write a press release, and a PR glossary that explains the basic terminology of public relations.
Convio	www.convio.com/site/PageServer?pagename=eMarketingGuide	A free guide that you can download which offers the basics of email marketing for nonprofits.
The Direct Marketing Association	www.the-dma.org	A trade association for businesses who are interested in direct, database and global marketing. The DMA offers its members up to date research on their field, legislative representation, specialized education and more. Part of their site is devoted solely to nonprofit marketing.
MediaNet	www.internetnewsbureau.com/medianet	A web-based guide for media and public relations on the Internet. Offers examples, articles, and links about media relations, email press releases, website development, online publications, media contact databases and more.
PT3 Online Media Toolkit	www.pt3.org/mediakit/tools/glossary.html	Offers a glossary of media terms as well as tip sheets providing guidance for calling the media, giving interviews, writing press releases and more.
© SBA's Marketing Mall	www.onlinewbc.gov/docs/marketing	Everything you need to know about marketing: the 4p's, sales on the internet and more.
Spin Project	www.spinproject.org/resources/mainframe.php3	Offers many media resources including SPIN Works! a media guidebook, and many other publications on PR and advertising.



For more information please consult SheVentures at

www.sheventures.org

Good luck on all your endeavors!