



SOCIAL
INNOVATION
FORUM

ALL IN FOR CHANGE

SOCIAL INNOVATION FORUM
2019 ANNUAL REPORT



CHANGE HAPPENS HERE.

The Social Innovation Forum catalyzes greater Boston's change community by connecting high-growth nonprofits with investors and skilled volunteers who can help get them to the next stage of impact. We're building a powerful network with the vision, skills, and resources to make a lasting difference in our community.

Are you all in?



Dear Friends,

At the Social Innovation Forum we relentlessly seek ways to maximize the impact of greater Boston's nonprofit and philanthropic sectors. Our mission is to create positive social change by engaging leaders, strengthening organizations, and building networks.

This year was our most impactful yet: We boosted the capacity of eight nonprofits through our Social Innovator Accelerator and 28 more through shorter-term Capacity Camps. Our three showcases drew 513 investors and supporters—a record high—and we convened a growing network for important conversations about pressing social issues and funder-nonprofit relationships.

We turned attention inward this year too. In October, we moved to a larger headquarters, and in the spring, we completed a strategic plan that affirms our commitment to the social change “marketplace” approach and sharpens our emphasis on addressing the systems of inequity at the root of so many social problems. We've intensified our internal commitments to diversity, equity, and inclusion and made important new hires and additions to our board as we prepare to expand support for nonprofits, ramp up our development, education, and outreach, and deepen the impact of our network over the long term.

In this time of growing social upheaval and inequality, we feel more strongly than ever that we must be out in front on critical issues affecting our communities. As we look ahead with strengthened resources and a growing network, we're grateful for the many individuals and organizations who show up again and again, proving that you are *all in* for change.



Susan Musinsky
Susan Musinsky
Executive Director



Ryan Dings
Ryan Dings
Chair, Board of Directors

2019 AT A GLANCE

164

NONPROFITS
VETTED

4,216

INDIVIDUALS
ENGAGED

\$38M

CHANNELED
SINCE 2003 (CASH
AND IN-KIND)



IN 2019, THE SOCIAL INNOVATION FORUM COMMUNITY INCLUDED:

8 Social Innovators

These nonprofits were selected through a rigorous vetting process to participate in our intensive, two-year Accelerator program.

28 Capacity Campers

A group of nonprofit organizations participated in robust, themed "camps" which ran over a period of months to boost their capacity in key areas.

90 Alumni

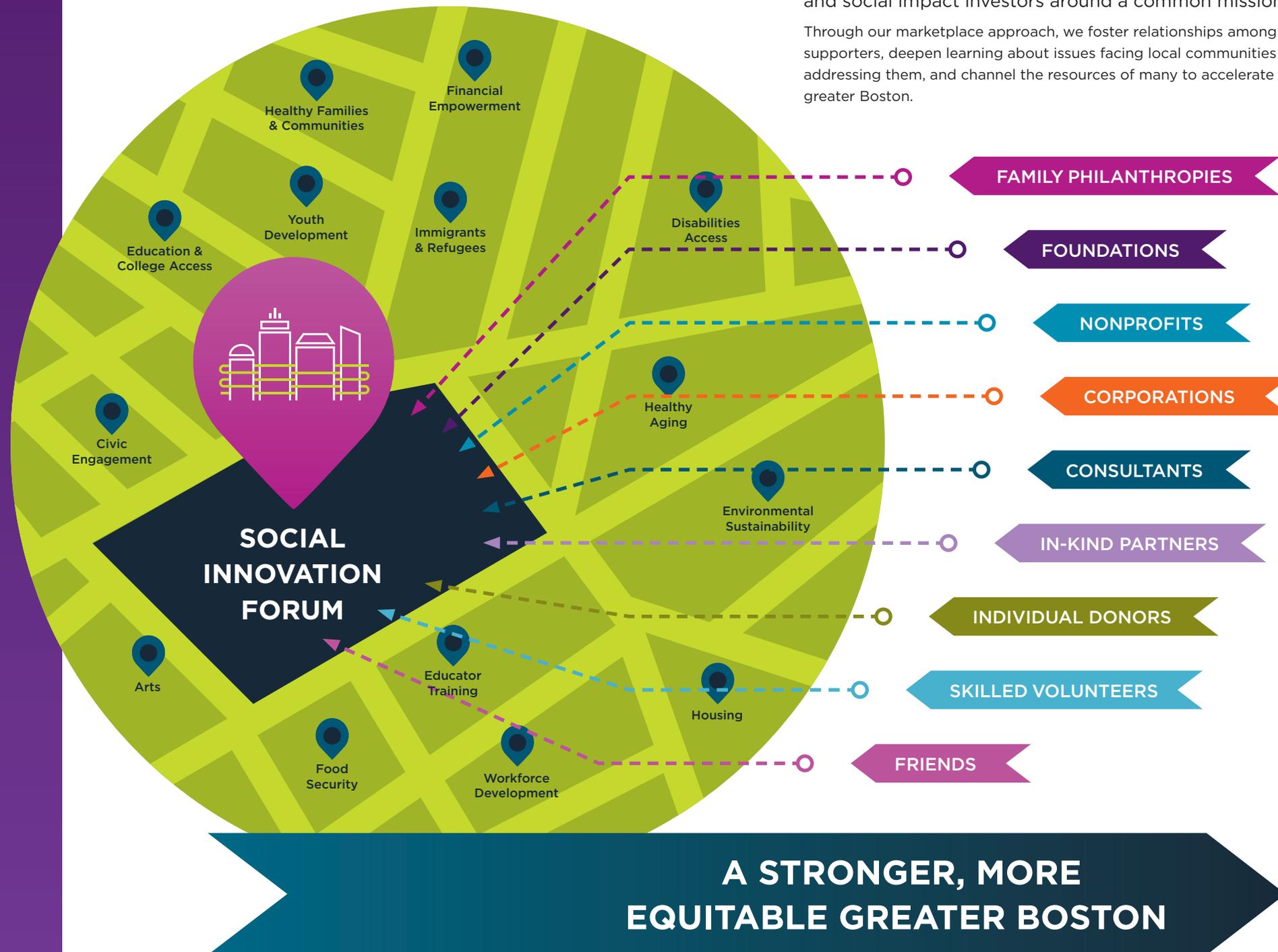
Graduates of our Accelerator continue to benefit from their connection to our learning community.

182 Investors

These individuals, businesses, and foundations contributed to the more than \$38 million in high-impact gifts and in-kind services SIF has directed to vetted nonprofits since 2003.

194 Skilled Volunteers

Individuals from across greater Boston's business community volunteered their time and expertise to help advance the work of our Innovators.



CHANGE TAKES A COMMUNITY

The Social Innovation Forum connects community-based organizations and social impact investors around a common mission of social change.

Through our marketplace approach, we foster relationships among nonprofits and supporters, deepen learning about issues facing local communities and strategies for addressing them, and channel the resources of many to accelerate positive change in greater Boston.

ALL IN FOR INNOVATION

Through our Social Innovator Accelerator program, we support high-potential nonprofits over an intensive 24-month period as they hone their strategy, build capacity, and develop a convincing pitch.

We select participants through a rigorous vetting process that includes social issue experts and surround our Innovators with our community of staff, consultants, and investors, who provide organizational development and strategy services that accelerate their capacity and impact.

URBAN FARMING INSTITUTE: FROM MANY PLOTS TO PITCH

“This has been huge for us,” Executive Director Patricia (Pat) Spence says, reflecting on the array of services she’s accessed in her first year as a Social Innovator.

Pat entered the Accelerator program following Urban Farming Institute’s (UFI) whirlwind move to a reclaimed farm site in Mattapan. UFI had grown quickly under Pat’s leadership and now encompassed seven farm sites, a spin-off land trust, and an array of job training, cooking, and community education programs.



Nataka Crayton, UFI Operations Manager

UFI impressed reviewers with its strong, diverse leadership and pro-active approach to creating access to land, jobs, and healthy food in vulnerable communities. But while their work was effective, Pat and her small staff had run up against the limits of their capacity.

“Pat was doing a lot,” says Kerry Bowie, the Social Innovator Consultant who helped Pat wrangle many strands of activity into a focused message. With additional help from a graphic designer and Presentation Advisor Geoffrey Underwood, Pat developed a visual model and a slide deck to support her pitch at the Social Innovator Showcase.

She’s since delivered the same pitch to many more funders, strengthening UFI’s donor pipeline. “People get it now,” Pat says. “It makes sense.”

As she embarks on Year 2, Pat is hard at work on a five-year plan to achieve the financial grounding needed to become a true hub of urban farming in Boston. “Our vision,” she says, “is to have everybody growing food.”



Greg Horner, Senior Program Officer, Cedar Tree Foundation

2019 SOCIAL ISSUE TRACK SPONSOR

“We wanted to find ways to support smaller organizations and, in particular, those led by people of color—groups that don’t often have the capacity to compete for large grants. **Sponsoring an environmental justice track with the Social Innovation Forum was an opportunity to hand over control to someone who could engage a broad network and use more of a participatory grantmaking model than we have the capacity to do as a foundation.**”



Kerry Bowie, Managing Partner, Msaada Partners

2019 SOCIAL INNOVATOR CONSULTANT

“Not unlike many nonprofits, UFI is trying to do many things. Most of our work together was streamlining, so we could say, ‘Yes, you’re doing a lot of good work, but it all falls into four lanes: land access, farm enterprise, farmers training, and community education.’ **It wasn’t adding anything; it was carving away at the essence of what really makes them tick.**”



Patricia (Pat) Spence, Executive Director, Urban Farming Institute

2019 SOCIAL INNOVATOR

“We’ve grown all over the place—more workshops, expanded farmer training programs, a young farmers project for teens. Guess what the problem was? We would ramble on, talking about A and B and C, and people would get overwhelmed. So the question became: How can we succinctly say what we do so that someone would leave understanding the organization? **The Social Innovation Forum really helped with narrowing our pitch and clarifying what we do so that now someone can see what we’re doing right away.**”



Geoffrey Underwood, Director of Brand Marketing, Eaton Vance

2019 VOLUNTEER PRESENTATION ADVISOR

“Storytelling within a high-impact presentation is key to a successful pitch. I bring the perspective of the audience: How can UFI communicate clearly, visually, and with as few words as possible? How can Pat make the story connect? **For nonprofit leaders, who wear so many hats, the ability to tap someone with a particular expertise is a real luxury. For me, it’s a relatively low commitment, high-satisfaction way to contribute.**”



THE 2019 SOCIAL INNOVATORS

164 applicants

34 finalists

8 selected

EVERY SOCIAL INNOVATOR RECEIVES

- ✓ Six months of focused consulting
- ✓ Six to eight months of executive coaching
- ✓ 24 months of leadership development
- ✓ Professional preparation of a pitch, slide deck & prospectus
- ✓ Three opportunities to present to local investors
- ✓ Pro bono support in key areas of nonprofit development
- ✓ \$10,000 in pass-through funding
- ✓ Support with performance measurement and evaluation
- ✓ Ongoing alumni learning and support

ALL IN FOR COMMUNITY

At the Social Innovation Forum, we know that change makers need opportunities to connect, learn, and evolve.

Through recurring learning and networking events, we're building a more dynamic, informed, and inclusive change community in greater Boston. We believe that *everyone* has something to bring to these conversations—and that we all have much to learn—so we're intentional about creating opportunities for donors and nonprofits of all sizes and types to engage in the marketplace for social change. Our intention is to amplify everyone.



1,366
INDIVIDUALS ARE
A PART OF SIF'S
COMMUNITY OF
FUNDERS, MENTORS,
AND SUPPORTERS.

THIS YEAR, WE HOSTED:

8

SOCIAL ISSUE
TALKS

8

APPROACH &
IMPACT LUNCHES

6

LEARNING
SESSIONS

3

SHOWCASING
EVENTS

SPECIAL FOCUS: STRENGTHENING THE GRANTMAKING RELATIONSHIP



leaders courageously explored these challenging grantmaking dynamics.

At the first session in April, more than 100 funders and nonprofit leaders (registered as pairs) gathered for a heady discussion with Nonprofit AF blogger Vu Le. Vu shared typical challenges of—and ways to improve—grantmaking relationships. “Nonprofit leaders must be honest about challenges and successes so that funders can be true partners

A strong nonprofit sector requires true collaboration and trust between funders and grantees, but honest conversations aren't always easy when one party controls the money. This year, the Social Innovation Forum hosted two events where funders and nonprofit

through ups and downs,” he said. That requires adjustments on both sides.

The great energy generated in April carried into a breakfast discussion in June facilitated by Social Innovation Forum Executive Director Susan Musinsky. She asked funders and nonprofits to share the concerns that keep them up at night and the challenges they wish the other group understood.

Some participants contributed strategies they've used to open up dialogue, and others bravely shared obstacles they had yet to resolve within their institutions. All left with a call to do more. That includes the Social Innovation Forum, who will continue to focus on trust-building in the years ahead.

To learn more about ideas and strategies shared at both events, visit www.socialinnovationforum.org/news.



Anita Sharma, Executive Director, Political Asylum Immigration Representation Project (PAIR)

2018 SOCIAL INNOVATOR

“It was an amazing conversation. There was a lot of thought put into this dialogue. **Most communities don't get to connect like this. There isn't a forum where nonprofits get to sit down with funders and talk so openly and honestly.**”



Megan Briggs Reilly, New England Program Officer, The Clowes Fund

2018 COLLABORATIVE TRACK PARTNER

“Social Innovation Forum made it an explicit expectation that funders and nonprofits would attend in pairs. **Often, nonprofits are together having one conversation, and funders are together having another conversation. I think the even split really gave power to both voices.**”



Karen Pfefferle, Art Curator & Manager of Philanthropy, Wellington Management

2019 & 2020 SOCIAL ISSUE TRACK PARTNER

“I'm now reading Vu's blog regularly! I think it is a great source of ongoing education and insight for my role. The ‘power dynamic’ conversations with SIF have reinforced what I learned from other recent presentations on the topic. **As a result, I am introducing new training materials for our board and our volunteer reviewers this year.**”



Sarah Poulter, Executive Director, WriteBoston

2006 SOCIAL INNOVATOR

“This is the first year that we've had a relationship with Wellington. I had never met Karen in person. My takeaway was that, oh yes, this is in fact a lovely, interesting person who is very willing to have an exchange of ideas and get feedback. **We had a very open conversation from the get-go because the table had been set by these events.**”



David Cohen, Chief Executive Officer, Doc Wayne Youth Services

2014 SOCIAL INNOVATOR

“For me, the importance of being transparent in your relationship with your funding partner is so critical. It shouldn't be a transaction; it should be a relationship. **Anyone that supports my organization I consider part of our team. Having their trust is crucial.**”



Tref Borden, Executive Director, Fish Family Foundation

2016 SOCIAL ISSUE TRACK PARTNER

“I have a great relationship with David and several other grantees, but there's a handful that I don't have this level of communication with. That was a big takeaway. I thought, ok, that's on me. **I came back and looked at my portfolio and identified five organizations that I need to visit to try to build that kind of relationship.**”

ALL IN FOR GROWTH

The Social Innovation Forum's change community strengthens as we add more nonprofits, funders, and volunteers to our network every year.

This year, we grew internally as well. Through our strategic planning process, we recognized the need for enhanced capacity on staff and our board to support and sustain network growth. Our move to a new headquarters enhances our ability to support coworking organizations too!

Meet our newest staff!

Allison Picott, *Director of Development (new position)*,
Michelle Lineberger, *Development Coordinator*, and **Kassandra Goncalves**, *Communications and Events Coordinator (new position)*. As we enter our fifth year as an independent organization, we recognized the need to have a full-time, experienced development professional to raise the necessary monies to ensure our sustainability and fuel our work with the greater Boston change community. Meanwhile, enhanced communications capacity will help us continue to raise the visibility of our portfolio organizations and garner more support for our community.

Welcome our newest board members!

Julia Satti Cosentino of *Nutter, McClennen & Fish, LLP*, **Nageeb Sumar** of *Fidelity Charitable*, and **Colby Swettberg** of *Silver Lining Mentoring (2014 Social Innovator)*. These three new members represent a significant expansion in the size and expertise of our board. In particular, the addition of a second former Social Innovator brings important perspective to our current work in the Accelerator and Alumni programs, while the two other members expand our capacity on the funder side.

Say hello to our coworkers!

With the move to our 6,300 sq. ft. office at 2 Oliver Street, we are now able to support more nonprofits looking for an affordable, supportive place to grow. Our larger office includes more amenities for coworking groups, including a full, eat-in kitchen, enhanced technology, conference rooms of various sizes (from 4 up to 50 people), and space for informal gatherings. Our coworkers continue to benefit from access to Social Innovation Forum workshops and staff as well.

→ **Contact us to explore coworking options:**
coworking@socialinnovationforum.org

FIND YOUR WAY IN

We thank all of our past and current community members for laying the groundwork for social change with their generous gifts of time, talent, and resources. Each time you participate in our network, you strengthen critical connections among change seekers and generate ideas and resources that amplify impact.

We invite you to find your place within greater Boston's change community.

Contribute your skills

Engage as a volunteer, in-kind partner, or participant in the marketplace to see how you can help our portfolio organizations.

Sponsor a social issue track

Learn about a social issue area of interest to you by sponsoring one of our Social Innovator Accelerator tracks or teaming up with a group of funders to co-sponsor a collaborative track.

Give directly to the Social Innovation Forum

We're proud of our role as a social change convener and are eager to keep this community growing. Your gift will help us do more for greater Boston's change community in 2020!

Support our portfolio of Social Innovators

Check out our Social Impact Investment Guide (available online!) to find vetted nonprofits working on issues that matter to you.

Questions? Ideas? Want to chat?

Contact our Director of Development Allison Picott at apicott@socialinnovationforum.org to discuss ways you can connect with our growing change community.

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\$50,000+

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Yvrantz Celestin, *Operations Manager* | Sarah Dingee, *Senior Program Coordinator* | Melissa Duggan, *Director of Strategy & Operations* | Kassandra Goncalves, *Communications & Events Coordinator* | Tanya Inwald, *Director of Programs* | Michelle Lineberger, *Development Coordinator* | Susan Musinsky, *Executive Director* | Jenna Nackel, *Program Manager* | Caroline Panchelli, *Program & Events Co-op* | Allison Picott, *Director of Development* | Matthew Powers, *Development & Operations Co-op* | Carolyn Shaughnessy, *Donor Engagement Officer*



From left to right: Boston Youth Wrestling, Disability Policy Consortium, Dream Out Loud Center, Inc., English for New Bostonians, LEAP for Education, Paige Academy, Urban Farming Institute, and Y2Y Network

CHANGE HAPPENS HERE.



PORTFOLIO ORGANIZATIONS

SOCIAL INNOVATORS

2019 Boston Youth Wrestling
Disability Policy Consortium
Dream Out Loud Center, Inc.
English for New Bostonians
LEAP for Education
Paige Academy
The Urban Farming Institute
Y2Y Network

2018 ACT Lawrence
Community Boating Center
Fathers' UpLift
GreenRoots
Political Asylum Immigration Representation Project (PAIR)
Partners for Youth with Disabilities
The Renew Collaborative, a program of HomeStart
Strategies for Youth

2017 Boston CASA
Citizens for Juvenile Justice
Community Economic Development Center
Institute for Nonprofit Practice
Julie's Family Learning Program
Project Citizenship
Room to Grow

2016 African Community Education
Budget Buddies
Cambodian Mutual Assistance Association
Dorchester Community Food Co-op
Hale
Louis D. Brown Peace Institute
MassCOSH
SMART Team, a division of JRI

2015 Catie's Closet
Company One Theatre
Courageous Parents Network
Massachusetts Public Health Association
Mystic River Watershed Association
Transformative Culture Project
Waypoint Adventure

2014 Coaching for Change
Doc Wayne Youth Services, Inc.
Mill City Grows
Silver Lining Mentoring
Veterans Legal Services

2013 AgeWell West Roxbury
GRLZradio
Groundwork Lawrence
Safe City Academy, a program of Dorchester Youth Collaborative
Shelter Music Boston

2012 Cooking Matters, a program of Share Our Strength
InnerCity Weightlifting
LGBT Aging Project, a program of Fenway Health
Science Club for Girls
Tempo Young Adult Resource Center, a program of Wayside Youth & Family Support Network
WorkExpress, a program of Father Bill's & MainSpring

2011 Fiscal Health Vital Signs
Future Chefs
Massachusetts Senior Action Council
MathPOWER
Smart from the Start

2010 Generations Incorporated
Home & Healthy for Good, a program of the Massachusetts Housing & Shelter Alliance
Medicine Wheel Productions
My Life My Choice, a program of JRI
Playworks MA
Workforce Development & Employer Partnerships, a program of Project Hope

2009 Bessie Tartt Wilson Initiative for Children
Hearth, Inc.
Maritime Apprentice Program
More Than Words
RAW Art Works
uAspire

2008 CitySprouts
Cradles to Crayons
Girls' LEAP
ReVision Urban Farm, a program of Victory Programs
True Colors: Out Youth Theater, a program of The Theater Offensive
UTEC

2007 Boston Urban Youth Foundation
Building Impact
Incarcerated Youth at Play, a program of the Actors' Shakespeare Project
Strong Women, Strong Girls

2006 Boston Black Women's Health Institute
Tacos Unidos, a project of Roca
Treehouse Boston
WriteBoston
Zumix, Inc.

2004 Boston Children's Chorus
Boston Health Care and Research Training Institute
Close to Home
Common Impact
Rediscovery House
VietAID

2003 ACT Roxbury/Madison Park Development Corporation Boston Learning Center
Eagle Eye Institute
Haley House
Social Capital Inc.
Year Up

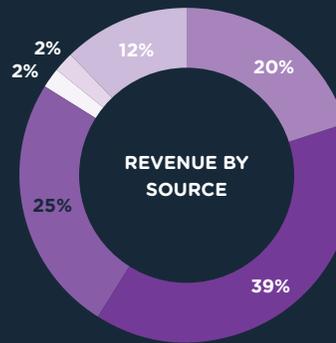
IMPACT ENTREPRENEURS

2016 ClearGov, EnergySage, KinderLab Robotics, PlenOptika, Sunwealth, WiCare
2015 Agora for Good, Cabbige, Custom Camisas, Daily General Counsel, DrivenData, Fresh Food Generation, Jubali, Memory-Lane TV
2014 A Little Easier Recovery, Artisan's Asylum, ChopChopKids, Janji, Life Alive, ReFleece
2013 City Feed and Supply, Green City Growers, GRIT (Global Research Innovation & Technology), Project Repat

FINANCIALS

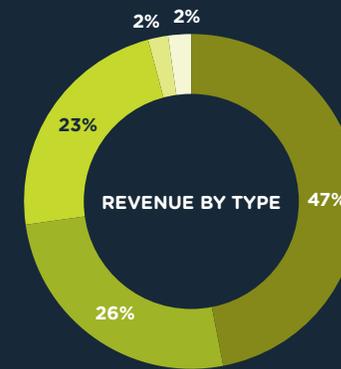
REVENUE BY SOURCE

- 39% Foundations
- 25% In-Kind Support
- 20% Individuals
- 12% Corporations
- 2% Program Revenue
- 2% Coworking Fees



REVENUE BY TYPE

- 47% Net Assets Released From Restrictions
- 26% Contributed Goods & Services
- 23% Contributions & Grants
- 2% Program Revenue
- 2% Coworking Fees



EXPENSES

- 70% Program Services
- 15% Fundraising
- 15% General & Administration



OPERATING REVENUE • \$2,056,202

EXPENSES • \$1,875,598





SOCIAL
INNOVATION
FORUM

617.492.2305 • www.socialinnovationforum.org
2 Oliver Street, Suite 802, Boston, MA 02109

Design: J Sherman Studio
Writing: Katie Bayerl
Photography: Keith Pantanka