



United Way
of Monroe County

SOCIAL ENTREPRENEURSHIP RESOURCES

Available in the Resource Center at
United Way of Monroe County

Journals and Websites

Social Enterprise Reporter

- "SER's mission is to seek out and report business news, practices, and other issues that are significant to individuals involved in social enterprise."
- The United Way recently purchased a 1-year subscription to this web-based journal. SER is published 10 times each year, and the United Way is allowed to distribute up to 6 print or electronic copies. As a subscriber, the United Way has access to archived publications from SER's onset in November 2004. The Resource Center will have one paper copy and pdf files of each issue. There is a second copy available for borrowing.
- <http://www.sereporter.com/>

Stanford Social Innovation Review

- "Strategies, tools and ideas for nonprofits, foundations and socially responsible business"
- The United Way purchased a 1-year subscription which includes 4 quarterly issues. With articles written by faculty, thought-leaders, and executive directors, the SSIR discusses new ways to "improve the lot of the world" while offering practical information and case studies to nonprofit leaders and students. The SSIR writes "for a community of professionals, united in their desire to build enduring organizations and to promote innovative solutions to social problems."
- <http://www.ssireview.org/>

Books

Generating and Sustaining Nonprofit Earned Income: A Guide to Successful Enterprise Strategies

- By Yale School of Management-The Goldman Sachs Foundation Partnership on Nonprofit Ventures; Sharon M. Oster (Editor), Cynthia W. Massarsky (Editor), Samantha L. Beinhacker (Editor), Bill Bradley (Foreword by)
- Published in 2004, this book provides a hands-on guide to achieve greater financial stability through a diversified stream of revenue. By combining wisdom from business, nonprofit and government sectors, the authors provide best practices. The goal of the book is to help your organization rely less on traditional sources of funding such as foundations and donors.

Enterprising Nonprofits: A Toolkit for Social Entrepreneurs

- By J. Gregory Dees, Jed Emerson, Peter Economy
- *Enterprise Nonprofits* was published in April 2001 and covers the new opportunities and challenges for nonprofits presented by social entrepreneurship. This book aims to help nonprofit leaders meet the challenges of social enterprise by offering explanations of business tools that can help nonprofit organizations gain success.

Strategic Tools for Social Entrepreneurs: Enhancing the Performance of Your Enterprising Nonprofit (Hardcover)

- By J. Gregory Dees, Jed Emerson, Peter Economy
- Written as a follow-up to *Enterprising Nonprofits* in February 2002, *Strategic Tools* addresses social enterprise with practical tools of business that are successful in the nonprofit environment. *Strategic Tools* incorporates examples, exercises, checklists and action steps that help leaders apply and personalize business strategies to their nonprofit. The goal of this book is to help nonprofit leaders carry out their social missions more effectively.

The Cathedral Within: Transforming your Life by Giving Something Back

- By Billy Shore
- Speaker Martha Perry advised us to read this book during the Social Enterprise Workshop in June 2006, so we bought 2 copies to share. Billy Shore is a social entrepreneur who advises leaders how to “create something that endures” by describing the work successful leaders in the social enterprise field.

Selling Social Change (Without Selling Out): Earned Income Strategies for Nonprofits

- By Andy Robinson
- *Selling Social Change (Without Selling Out)* was published in April 2003 by expert fundraising trainer and consultant Andy Robinson. Robinson shows nonprofit professionals how to initiate and sustain successful social ventures that advance an organization’s mission. This book “shows leaders how to organize a team, select a venture, draft a business plan, find start-up funding, and successfully market goods and services.” Robinson also addresses information about the tax implications of earned income.