

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Recursion Pharmaceuticals, LLC

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Finding new ways to use known drugs.

Relevant leadership experience: All three founders have worked at start-ups. One founder has built an e-commerce company with >\$70M in 2014 revenue. Another founder has started two biotech companies that have raised more than \$60M total in investment.

What problem are you solving? Developing new drugs takes decades and is incredibly expensive. At the same time, there are thousands of genetic diseases affecting Utahns, and millions of people around the world for which no treatment or cure is available. Together these diseases affect about 10% of our population, and the cost for symptomatic care for these patients is a major burden on our system.

How are you solving it? We use experimental biology to model many human diseases in various human cell types, then we take pictures of the cells using microscopy. For each disease model, we use computer vision to quantify more than a thousand structural features. Machine-learning algorithms are used to extract the most relevant disease-specific changes in structure, much like facial recognition technology recognizes different faces. We then add thousands of known drugs to each model and identify those that 'fix' the structural changes. Those drugs go on to additional testing, before being moved to clinical trials if they show continued value.

Sustainability/revenue plan: We aim to partner with large pharmaceutical companies who have entire libraries of hundreds of drugs that have been shown to be safe in humans, but didn't make it to market for their intended indication ('shelved assets'). We rapidly evaluate those compounds for new uses against rare genetic diseases. Rather than working on a fee-for-service basis, we aim to own a portion of each successfully new indication in the form of milestone and royalty payments. We also plan to leverage non-dilutive funding opportunities to help us grow; for example, we recently were awarded a \$1.46M Small Business Grant from the National Institutes of Health to help advance our technology.

Target market: Our target market is the rare disease pharmaceutical industry (also called "Orphan Drugs"). Our customers are mid- to large-size pharma companies with many shelved drug assets.

Competitive advantage: We are combining the latest advances in functional genetics and computational technology. These two approaches are both major strengths of Utah, but are rarely combined in the pharmaceutical industry. Further, our approach is 'target-agnostic', meaning we don't assume to understand the biology of a disease and we don't narrow down our search for therapies based on those assumptions. Instead, we let the data guide us.

Definition of success: Thousands of patients and their families helped by a drug we help to give new life to.

Metrics to be reported in 6 months: Two partnerships with large pharma companies signed (in early stages with two deals now). Increase screenable disease models from 15 to 50. Move 3 new drugs into validation phase.

Finance: (note we've replaced 'donations' with 'grants' in financial table)
Annual operating budget:

Budget for this strategy:

Current and forecast revenues for project (complete chart):

(\$000s)	Last Year	This Year	Year 2	Year 3	Year 4
Grants	25	900	2,000	4,300	4,500
Revenues		150	1,100	2,300	6,900
Expenses	(420)	(1,200)	(4,250)	(8,750)	(10,580)
Profit (loss)	(395)	(150)	(1,150)	(2,150)	820

Website:

www.recursionpharma.com

Industry: Life Sciences

Employees: 9

Year founded: 2013

Contact: Chris Gibson,

Ph.D., CEO

Chris@recursionpharma.com

(801) 587-1629

Location: U. Utah
Research Park (383
Colorow Building)

**Amount of Capital
Seeking:** \$150k

Use of Funds: Hiring 1
additional data scientist,
leasing liquid-handling
system, related reagents,
and computational bandwidth
to enable scaling platform.

Management team:

Chris Gibson, Ph.D., CEO
Dean Y. Li, MD/Ph.D., CSO
Blake Borgeson, CTO

Advisors:

Lawyer: General Law -

Fabian (Vic Pollak/Nora
Brunelle) & Antczak Polich
(Val Antczak)

IP – Stoel Rives (Kelly
Echols)

Partnering/Deals – Wilson
Sonsini (Farah Gerdes)

Accountant: Robert Cole,
Cbiz.

Board / Other: Bob Lollini,
CFO – Biofire

Perry Fell, MBA/Ph.D. –
Seattle Genetics.

**Current Investors in this
project:** \$1.08M Angel
round led by Central Texas
Angel Network (March, '15)
with participation from
investors in >8 states.

Referred By: Cristina Might

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Senior Charity Care Foundation

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Improve low-income seniors' quality of life through a mobile dental program.

Relevant leadership experience: Beth Ehrhardt, MSW, President, SCCF, with 30+ years of non-profit management experience, has served as President of SCCF since 1/2012, assisting seniors and identifying issues such as costs preventing them from obtaining dental care. Since 1/15 has coordinated mobile dental clinics for seniors through the UT Primary Health Grant.

What problem are you solving? Medicare and Medicaid do not cover senior dental care. Seniors who lack good dental health use twice as many medical visits monthly and more than twice the monthly medical charges (in an AHRQ study) than seniors with good dental health. **Our experience has shown that the majority of seniors lack dental coverage; the low-income seniors who have some dental insurance cannot afford the co-pays as they use their income to pay for rent, food, transportation and medications. Additionally dentists who accept the dental insurance charge more than private pay only providers.**

How are you solving it? Our Mobile Dental Clinic travels to care facilities and senior apartments to provide acute, chronic and preventative dental care, charging the senior a percentage of the hourly rate rather than by procedure.

Sustainability/revenue plan: We will bill any dental insurance seniors may have; senior co-pays of 0-30% of hourly rates based on their income; grants and individual donations.

Target market: Medically underserved seniors (ages 55+) with income equal to or below 200% of poverty, who are uninsured or underinsured and reside in senior apartments and care facilities throughout Salt Lake, Utah, Weber and Davis Counties, Utah.

Competitive advantage: For profit dentists providing mobile dental care go only to care facilities (not senior apartments); provide limited dental care (extractions and dentures); and only serve seniors who have the funds to pay for their care. We believe ALL seniors in care facilities and senior apartments deserve quality dental care. Our service model promotes affordability and access, which is more economical for the consumer, the State of Utah and the health care system as a whole.

Definition of success: Increased access to dental care for disadvantaged seniors throughout our four-county area; providing hundreds of seniors a healthy smile, improved self-esteem, confidence and ability to eat solid foods--improving their overall health. \$100,000 provides 50 mobile dental clinics, providing 400 encounters, assisting at least 266 seniors.

Metrics to be reported in 6 months: The project will be evaluated by Beth Ehrhardt, President, using eligibility assessments, onsite customer feedback surveys, hours/services provided by mobile dental health professionals for productivity and cost analysis including savings by billing hourly rather than by procedure; and patient dental health outcomes.

Finance:

Annual operating budget: \$214,106.48

Budget for this strategy: \$476,784.00

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations		25,000	100,000	476,784	419,485
Revenues		3,360	14,400	100,000	200,000
Expenses		25,000	100,000	476,784	419,485
Profit (loss)		3,360	14,400	100,000	200,000

Website:

seniorcharitycarefoundation.org

Industry: Nonprofit

Employees: 1

Founded: 2011

Contact: Beth Ehrhardt

BEhrhardt@ensigngroup.net

801.468.6806

Location: Davis, Salt Lake, Utah & Weber Counties

Capital Seeking: \$100,000

Use of Funds:

Equipment/contract dentist and assistants

Management team: Beth Ehrhardt

Advisors:

Lawyer: Reed Topham, Board Member; Daniel Linford, DDS; Michael Eibling, DDS

Accountant: Larson & Co, PC

Board: Laird Washburn; Kent Howard, Martin Diaz, Reed Topham, Brook Lyons, Brent Jones

Other: Kurt Micka and Natalie Steck from Utah Partners for Health; Butch Luers and Joe Guimond, Family Dental Plan

Current Investors in this project: Utah State Dept. of Health Primary Care Grant

Referred By: CFU

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Wasatch Cooperative Market, LCA

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Give local consumers seeking an environmentally conscious and socially responsible option for all their grocery shopping needs by establishing a democratically-run, member-owned cooperative store that is dedicated to building our local community by upholding our shared values.

Relevant leadership experience: Cooperative business development, grocery store management, non-profit development, community building, architectural skills, environmental construction and engineering, finance.

What problem are you solving? We are addressing an unsustainable, local food system that limits the availability of healthy foods and perpetuates the decline of local agricultural lands, poor air quality and a growing income gap.

How are you solving it? By building a full-service grocery store that features local growers and producers who follow sustainable growing practices, so our food is fresher and travels shorter distances, while building an increased demand for local farming, and returning profits to our community.

Sustainability/revenue plan: 1) Set prices that are competitive with other local grocery stores, 2) provide superior product quality and information, 3) build customer loyalty through member-ownership that includes annual refunds proportionate with spending, and 4) contract with National Cooperative Grocery Association for pricing discount on bulk and other sustainably grown products when local products are not available.

Target market: Our primary market area is the greater Salt Lake City area including people seeking healthy options at competitive prices.

Competitive advantage: Jointly-owned and democratically controlled by thousands of local residents, keeping more grocery revenue in the local economy. The Co-op is dedicated to sustainable growing practices, which translates into providing healthier, fresher and higher quality foods. By focusing on supporting local producers, more dollars will stay here.

Definition of success: Building our local food economy by increasing the diversity and quantity of local, high quality foods by driving demand through convenient, normal shopping hours and year-round access.

Metrics to be reported in 6 months: Business plan, conceptual drawings, member-ownership increase to 550.

Finance: FY Oct. 1- Sep. 30. Donation line includes grants, member-owner shares, and other capital. Revenues: store earnings. Expenses: Operating expenses plus loan repayments. Annual operating budget: \$30,000 (prior to store opening, possibly in 2016) Budget for this strategy: \$55,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	48,000	33,400	\$445,000	\$300,000	\$375,000
Revenues	0	0	4,950,400	5,990,480	7,039,766
Expenses	46,000	30,000	5,939,682	6,373,655	7,228,308
Profit (loss)	2,000	3,400	989,282	383,175	188,542

Website: www.wasatch.coop

Industry: grocery retail

Employees: none at present

Year founded: 2009

Contact:

Barbara Pioli

bpioli@wasatch.coop
(385)355-5271

Location: PO Box 4303,
SLC, UT 84110

Amount of Capital Seeking: \$55,000

Use of Funds: Advertising and promotion, national consultant advice, business plan development, initial store design and administrative services

Management team:

Barbara Pioli, Development Coordinator

Advisors:

Lawyer: LaShel Shaw
Accountant: Angelika Davis, CPA

Board / Other: Allen Stutz, Thom Benedict, Beth Blattenberger, Benjamin Jordan, Seth Marcantonio

Current Investors in this project: 368 individuals throughout Utah including eight different counties

Referred By: Alison Einerson, Downtown Alliance

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: **Holy Cross Ministries (HCM)**

Legal Status (Circle One): ~~For Profit~~, **Not For Profit**, Hybrid

One line pitch: Fund underprivileged students' ability to succeed.

Relevant leadership experience: The Education Director was a teacher for 24 years and currently serves on the 0-3 Promise Park City Taskforce to strategically plan how to better prepare low-income, minority children for pre-school and kindergarten.

What problem are you solving? An achievement gap exists between minority students and their more affluent peers. Park City School District's 2014 SAGE Exam results revealed that only 17% of third grade Hispanic students were proficient in English Language Arts, compared to 71% of non-Hispanic third grade students. An inability to read in third grade is a strong predictor for academic failure later on and according to the Annie E. Casey Foundation, "every student who does not complete high school costs our society \$260,000 in lost earnings, taxes, and productivity."

How are you solving it? Implementing evidence-based curriculum in bilingual students' formative development years and executing a longitudinal study to examine graduating students' performance in Elementary School.

Sustainability/revenue plan: Parents of students in the program will pay a minimal tuition fee and Holy Cross Ministries will continue to seek out new sources of funding, both from grantors and individual funders.

Target market: Low-income 3-5 year old Hispanic students in Park City, Utah.

Competitive advantage: Holy Cross Ministries has been providing education services for Park City at-risk youth students since 2000. We are highly suited to serve this population because our long experience and connection with the Latino community in Park City. Hispanic parents and school staff trust our employees. We also have an extensive network of community collaborations with various nonprofit organizations, which can extend their reach into Park City's low-income Latino community through our diverse, affordable programming.

Definition of success: Students who graduate from the School Readiness Program will meet academic benchmarks in Math and Literacy, as defined by the Park City School District, by the time they complete third grade.

Metrics to be reported in 6 months: 1) Number of students enrolled in the program, 2) Daily attendance, 3) Assessment scores following implementation of evidence-based curriculum, as compared to previous cohort's scores without evidence-based curriculum.

Annual operating budget: \$2,170,911

Budget for this strategy: \$35,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	N/A	\$35,000	\$35,000	\$35,000	\$35,000
Revenues	N/A	\$35,000	\$35,000	\$35,000	\$35,000
Expenses	N/A	\$35,000	\$35,000	\$35,000	\$35,000
Profit (loss)	N/A	\$0	\$0	\$0	\$0

Website:

www.holycrossministries.org

Industry: Human Services

Employees: 30

Year founded: 1994

Contact: Aimee Cunniff
acunniff@hcm.utah.org
 801-261-3440

Location:

860 E 4500 S, Suite 204
 Salt Lake City, UT 84107

Amount of Capital Seeking: \$35,000

Use of Funds: To purchase an evidence-based curriculum and fund longitudinal study for HCM's School Readiness Program.

Management team:

Sister Mary Ann Pajakowski (Education Director), Leo Nieto (Outcomes Director), Diego Zegarra (Afterschool Program Coordinator), and Miriam Garcia (School Readiness Program Coordinator).

Advisors:

Lawyer: Linda Zimmermann

Accountant: Stephen Fitzpatrick, Treasurer

Board / Other: Maria Farrington, Executive Director

Current Investors in this project: Park City Municipal Corporation, Telemachus, and private donor.

Referred By: Community Foundation of Utah email

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Fit To Recover **Legal Status:** Not For Profit 501(c)3

One line pitch: *Fit To Recover, Salt Lake City's only Sober Gym and Community Center*, helps our age 18-40 target market maintain recovery from alcohol and drug addiction and **saves Society \$36 for every dollar invested (Utah Division of Substance Abuse & Mental Health Annual Report, 2014).**

Relevant leadership experience: CEO/Certified Trainer Ian Acker founded FTR and walks the walk in his fourth year of recovery. Steve Acker, Ohio State University emeritus professor, founded OSU's media innovations lab. Doug McNeil owned a tax/accounting/business appraisal firm for 27 years. Suzanne Acker has 10 years experience as Marketing/Development director for COHHIO, a non-profit.

What problem are you solving? Maintaining long-term recovery for those faced with drug and alcohol misuse.

How are you solving it? By establishing a "health hub" service model for maintaining recovery- mutually supportive programs in physical fitness, food and nutrition, and creative expression based on evidence-based research. Documenting results so that positive outcomes are sharable, replicable and sustainable.

Sustainability/revenue plan: 50% of current revenue is fee-for-service from Salt Lake Treatment Centers, membership dues, and emerging services (swag sales, consulting, Food To Recover™ early launch). 50% of revenue is from grants, crowdfunding and donations. Both earned income and donated revenue will increase, with >70% of combined cash flow from earned income by 2018.

Target market: Initially, 56,433 individuals in Salt Lake with addiction issues.

Competitive advantage: First-to-market; FTR respected in local recovery community; diverse leadership team with realistic vision and research expertise.

Definition of success: 25% annual membership dues/treatment center fee income reaching \$150,000 by 2018; maintain annual donated revenues > \$50,000. Profitability achieved when for-profit businesses and individuals purchase services as benefits are demonstrated to exceed costs. Model exported to other markets.

Metrics to be reported in 6 months: Revenue increase from fee-for-service treatment centers, membership increase; crowdfunding results; number of volunteers serving Salt Lake community.

Finance:

Annual operating budget: \$150,927 (2015 projected from Jan-April 2015 data)

Budget for this strategy: \$40,000

Current and forecast revenues for project (complete chart):

	Last Year ¹	This Year ²	Year 2	Year 3	Year 4
Donations	96,680	75,192	50,000	55,000	65,000
Revenues	11,428	77,151	96,438	120,548	150,685
Expenses	34,134	150,267	157,780	165,669	173,952
Profit (loss)	(22,706)	(73,116)	(61,342)	(45,121)	(23,267)

¹501(c)3 granted September 26, 2014; 3 months of operation in 2014

² Projected- based on January 2015 to April 2015 data

Website: fit2recover.org

Industry: Health/Addiction Recovery

Employees: 4 (FTE)

Year founded: 2014

Contact:

Name Ian Acker

Email acker0012@gmail.com

Phone (801) 410-8988
(614) 975-5689 (c)

Location: 789W 1390S
Salt Lake City, Utah 84104

Amount of Capital Seeking: \$40,000

Use of Funds: Business development; current team at capacity creating and providing services.

Management team:

Ian Acker (CEO)

Doug McNeil (Finance)

Aaron Garrett (Legal)

Stephen Acker (Research)

Suzanne Acker (Development)

Lacey Garcia (Women's group)

Rachel Santizo (Volunteers)

Advisors:

Lawyer: Aaron Garrett

Accountant: Matt Roberge

Board / Other:

Jennifer Carlson (Board)

MaryJo McMillen (Board)

Micah Woodworth (Board)

Current Investors in this project:

Petzl Foundation

LUGU/Indiegogo Contributors

Stephen/Suzanne Acker

Referred By: Blair Hodson

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015

Organization: School of Life Foundation

Legal Status: Not For Profit

One line pitch: Our Mission is to Increase High School Graduation Rates.

Relevant leadership experience: Retired business owner, Jack Rolfe, is the CEO/Founder and received his Masters Degree in Nonprofit Administration from the Mendoza College of Business at the University of Notre Dame in May, 2013.

What problem are you solving? The Utah State Office of Education reports that the 2013 Senior class cohort of 42,688 students counted 6,830 of these youth as dropouts. These individuals are more likely to be involved with crime, live in poverty, and experience poor health. Estimated cost to society from each drop out is \$292,000. Dropout reasons are tied to academics & behavior.

How are you solving it? We teach a character education curriculum called *Learn to “School” Your Toughest Opponent* to at-risk high school students in an after school program on their campus. Our data shows that of the students who enter our program off track to graduate, 85% go on to receive their diplomas on time. 70% of our students improve their GPA scores by 14% and 100% of our students record improvement in the areas of behavior that we teach.

Sustainability/revenue plan: Creation/execution of a strategic plan to launch our Endowment including funding it to the first level of sustainable revenue.

Target market: Utah High Schools. This current year we are located in Washington County, Iron County, Utah County & Davis County. We are also piloting our program in Intermediate, Middle and Elementary Schools. Plans include moving into additional Utah counties at all levels. We are currently in 14 schools with requests to partner with 30 schools next year.

Competitive advantage: Our program is at no cost to the school, we have paid certified trainers, and empower the students to take control of their own lives in only 8 hours of class interaction over a period of 30 days. Our program fulfills the Tier 2 level of the Positive Behavior Interventions & Supports (PBIS) established by the U.S. Department of Education.

Definition of success: Economic Impact on the State of Utah. This past school year we helped 62 youth graduate who were dropping out of school. This brought a savings to society of \$18,104,000.00. Every \$1 donated to the organization brought a \$400 return to society.

Metrics to be reported in 6 months: Graduation & Class advancement, GPA scores, Behavior improvement, addition of schools & Endowment growth.

Finance:

Annual operating budget: This year is \$100,000

Budget for this strategy: Year 2 - \$15,000

Current and forecast revenues for project (complete chart-overall org):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	50,000	100,000	250,000	250,000	250,000
Revenues	-	-	-	400,000	800,000
Expenses	50,000	100,000	250,000	650,000	1,250,000
Profit (loss)	0	0	0	0	0

Website:

Schooloflifefoundation.org

Industry:

Education

Employees:

32 contracted Trainers

Year founded:

2007- High School Training program launched in 2012.

Contact:

Jack Rolfe

jack@schooloflifefoundation.org

435-632-2947

Location:

St. George, Utah

Amount of Capital

Seeking:

\$15,000.00

Use of Funds: Contract with

Fund Development entity holding strong Utah relationships to assist in strategic plan mentioned.

Management team:

Kip Kint, Director of Training
Lindsey Christensen, Advisory Board Chair, John Baggaley, Data/Research Analyst

Advisors:

Lawyer: Michael Dunn
Accountant: Ryan Hambly
Board / Other: 8 Education Advisory Board Members

Current Investors in this project:

Larry H. & Gail Miller Foundation
Sorenson Legacy Foundation
Eccles Foundation
(These our supporters of our organization)

Referred By: Community Foundation of Utah - Email

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Willy the Plumber Scholarship

Legal Status: Not For Profit,

One line pitch: These smart kids haven't done anything wrong and too often are also the victims of their parents' bad choices – and these kids want to do better than their parents. They want to continue with their education.

Relevant leadership experience: You just get it done, by yourself if necessary; success breeds success. I did 20 years in prison and now doing this. Now with other people involved and helping...

What problem are you solving? Two fold (1) encouraging these kids to do better; by knowing that there is this Scholarship specifically for them (2) by actually financially helping these kids with college tuition. These often Forgotten Victims of Crime – the Children of inmates.

How are you solving it? Same as above – and giving these kids an incentive and a way to do better than their parents.

Sustainability/revenue plan: So far it has been working – granted I've been carry the lion's share of the weight right now – until I get more fund-raisers and [Prison] inmates...there are over 6,000 Utah inmates, if I can get [the Prison to allow] even a third of them to donate \$2 once a year that is another four Scholarships. Plus I'm still working on other money and events... (We have \$13,000 in back up savings from a one-man operation)

Target market: Specifically the smart kids of Utah inmates but also to encourage all Utah children with parents locked up or habitually getting locked up to do well in school and go to college...

Competitive advantage: ??? I do all the work and expenses..... No one else is helping these kids and no other group is tapping into that 6,000 plus inmates (not that there is a lot of money out there)

Definition of success: These kids choosing education over incarceration – Every Scholarship we hand out is a story of success; eight so far: (\$7,000). See this link <http://www.willytheplumberscholarship.net/events>

Metrics to be reported in 6 months:

Finance:

Annual operating budget: 5% of income goes to the Community Foundation I cover the rest; advertising pushing and promoting...

Budget: \$2,000 going out on Scholarships this year – more coming in than going out

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	\$7,912.50	So far \$660	Something??	Something??	
Revenues	\$7,912.50	At least \$3,000	Probably \$3,000	Probably the same	
Expenses/Grants	\$3,000.00	\$2,084.79	\$3500	\$3500	
In savings	\$12381.05	\$13896	????	???	

Website:

<http://www.willytheplumberscholarship.net/home>

Industry: Education

Employees: none/me

Year founded: 2012

Contact: Karl Winsness

Email

kwwinsness54@hotmail.com

Phone 801-548-1829

Location: Utah (WVC) but the Scholarship is **state-wide**

Amount of Capital Seeking: \$10,000 to \$14000

Use of Funds: 1) to insure long-term success as we get the prison on board and other fund-raisers set up. 2) To give out an extra Scholarships for the next 10 to 14 years; we have been doing 4 a year) But want to insure its long-term continued successes

Management team: Karl Winsness working with the Community Foundation of Utah

Advisors: the same

Lawyer: the Community Foundation of Utah

Accountant: the Community Foundation of Utah

Board: Karl working with the Community Foundation of Utah and a Scholarship Selection Committee

Current Investors in this project: me/Karl's Affordable Plumbing, family and friends, some inmates and just local donors

Referred By: Community Foundation of Utah

Organization: Listeners Community Radio of Utah, 90.9fm KRCL

Legal Status: Not For Profit, 501 (c) 3

One line pitch: With Utah’s population set to double by 2050, KRCL seeks to expand its mission as a catalyst for positive social change with a community journalism program that bridges cultures and engages listeners in community-based problem solving.

Relevant leadership experience: KRCL has been connecting Utahns by broadcasting stories that empower them to take action on the environment, equality, and conflict resolution for 35 years. We are a voice for minorities, women, LGBT individuals and families, and others who experiences, struggles and accomplishments are frequently ignored by mainstream media.

What problem are you solving? Mainstream media focuses on predominant cultures, from religion to politics to social class. This reductive approach to news creates a false narrative that isolates people and breeds apathy and complacency.

How are you solving it? KRCL’s community journalism program will provide tools, mentorship and an outlet for people to share their experiences, concerns and solutions, to hear and see themselves reflected in a media platform and thereby shape public debate at a grassroots level.

Sustainability/revenue plan: Approximately 85% of the station’s operating budget comes from listeners who pledge their support in biannual on-air pledge drives. The remaining 15% of support comes from local businesses and philanthropic foundations who value diversity and support a broad variety of cultural influences.

Target market: Salt Lake City, Ogden, Provo and Park City, with a global reach through our website, KRCL.org, and mobile app.

Competitive advantage: While commercial newsrooms across the country are shrinking under hedge fund management and the paradigm shift to online publishing/advertising, KRCL continues to thrive as a media platform. Our non-profit financing model has a 35-year track record that digital journalism startups are now trying to replicate. With the addition of podcasts and other forms of community journalism, KRCL will expand public access, backed by the megaphone of radio.

Definition of success: A community of engaged listeners who get off the couch to create the change they wish to see. We are most successful as a forum for reasoned debate on social issues, from LGBT rights to social justice, and more.

Metrics to be reported in 6 months: The number of workshops on basic information gathering and interview techniques, podcasts on-air/online, and matching contributions.

Finance:

Annual operating budget: \$1.2 million

Budget for this strategy: *see forecast*

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	0	\$40,000	\$50,000	\$70,000	\$100,000
Revenues	NA	NA	NA	NA	NA
Expenses	NA	\$55,000	\$70,000	\$80,000	\$100,000
Profit (loss)	NA	-\$25,000	-\$20,000	NA	NA

Website: KRCL.org

Industry: Media

Employees: 12

Year founded: 1979

Contact:

Vicki Mann, General Manager

vickim@krcl.org

(801) 834-6717

Location:

1971 W. North Temple

Salt Lake City, UT

Amount of Capital Seeking:

\$25,000

Use of Funds:

Community Journalism program

Management team:

Vicki Mann, GM

Lara Jones, Community Content Manager

Advisors:

Lawyer: John Johnson

Accountant: Lisa Chandler

Board / Other:

Daela Taeoalli-Higgs, Chair

Current Investors in this project:

George & Dolores Doré Eccles Foundation

Referred By:

Bob Farrington

Organization: Urban Yield

Legal Status: For Profit

One line pitch: Urban Yield will be Utah's first vertical hydroponic farm; transforming an underutilized warehouse space into a locally grown and organic farm.

Relevant leadership experience: I successfully made it to the final eight in the Utah Entrepreneur Challenge in 2015. I have founded and led the event Occupy Pando in Rockford, MI for three years and am a founding member of Far From Home, and independent documentary that has raised over \$150,000 to date.

What problem are you solving? Currently, the nations produce is grown inefficiently and must be transported long distances before reaching the end consumer. Basil in particular is flown in nightly from the Baja peninsula and California, decreasing nutritional value, increasing the use of natural resources, and increasing the price.

How are you solving it? By growing locally in Salt Lake City, we are able to decrease the shipping costs and the amount of fossil fuels used in produce transportation. Additionally, hydroponic systems can grow leafy greens with 90% less water than traditional agriculture without pesticides on a fraction of the land.

Sustainability/revenue plan: Urban Yield will begin by selling its produce at local farmers markets and restaurants. From there, we will begin selling in grocery stores throughout the region. We have spoken with Associated Food Stores, and have recognized their demand alone for organic basil to be over \$212,000 annually.

Target market: SLC restaurants, grocery stores, individuals.

Competitive advantage: Decreased transportation, water, pesticide, and land expenses.

Definition of success: Financial and environmental sustainability through profitability and decreased resources consumption when compared to traditional agriculture.

Metrics to be reported in 6 months: COGS, EBITDA, Net Income, Revenues, Unit Economics, Labor Costs, Operating Capital, Cash Flow.

Finance:

Annual operating budget: Year 1: \$25,000. Year 2: \$196,190.

Budget for this strategy: \$25,000 to build commercial scale operation.

Current and forecast revenues for project (complete chart):

	Last	Current	Year 2	Year 3	Year 4
Grants (Forecasted)	-	25,000			
Revenues (Forecast)	-	21,845	339,520	1,227,168	\$1,260,302
Expenses (Forecast)	-	30,000	196,190	639,883	659,709
Profit (Forecast)	-	-8,155	143,330	\$587,285	\$600,593

Website:

Industry: Agriculture

Employees: 2

Year founded: 2015

Contact:

Name: Zeppelin Zeerip

Email:
zeppelinzeerip@yahoo.com

Phone: (616) 808-6110

Location: Salt Lake City

Amount of Capital Seeking: \$25,000

Use of Funds: System construction/marketing

Management team:

Zeppelin Zeerip
Conrad Lilliness

Advisors: Gwen Crist,
Linda Muir, Dustin Sanders, Joe Sargetakis, Cliff Hurst

Lawyer: Emily Rains

Accountant: Emily Rains

Board / Other:

Current Investors in this project: Urban Yield has had investor interest but is refraining from accepting investment until the fall of 2015, at which point we will have completed a full summer with our beta farm.

Referred By: Devin Thorpe

Organization: Caribbean Pacific Foundation

Legal Status (Circle One): **Not For Profit**

One line pitch:

Caribbean Pacific Foundation (CPF) is a 501(c)(3) non-profit organization dedicated to eradicate poverty around the world while pushing the boundaries of STEM education and technological innovation.

Our goal is to foster a new vision about the potential of technology to solve some of the most critical economic and social problems around the world and excite the next generation of scientists and engineers to be active participants.

Relevant leadership experience:

Luis Carlos Antola is an economist & a lawyer with 18 years of experience in international economic development in Latin America, the Caribbean and Asia. After working for the United States Budget Committee in the House of Representatives, he started his career as a government reform consultant for the inter-American Development Bank, (IDB). During his tenure, he participated in the design and implementation of education reform programs in The Bahamas, Argentina, Panama, Dominican Republic and Guyana, among other.

John Kraczek is an engineer and inventor of the OECS¹ system. He taught Level 2 in the Salt Lake Community College Composites Engineering Program, helping to establish learning objectives and lesson plans for the curriculum while concurrently teaching the courses. Students in the program were taught skills and trained for jobs as composite technicians, aircraft and marine maintenance technicians, as well as manufacturing engineering.

What problem are you solving?

CPF aims to **motivate and encourage students to discover and pursue** careers in science, technology, engineering, and mathematics (STEM) through a series of educational and outreach programs conducted in each school district.

How are you solving it?

Our integrated program takes a four-phase approach from “Ignite” to “Connect” to “Integrate” and to “Solve” over the middle school years. The final product of each phase/year builds upon the previous and moves at the pace of the learner, beginning at 5th grade with informal discussions on local and worldwide social, political and economic events and extending to 8th grade, with clear understanding of potential technology solutions for worldwide social and economic problems, with an emphasis on developing island nations.

Sustainability/revenue plan:

Sustainability is a key issue for CPF. CPF -STEM program is an ongoing continuous service that is funded by the direct participants in the program.

Target market:

National level: School Districts/County Boards of Education. Universities

International Level: Ministries of Educations

Competitive advantage:

CPF is the only international non-profit organization in the world dedicated to integrating new technology development with sustainable economic development in island nations and remote coastal regions. CPF has its own proprietary technology, the Ocean Energy Capture and Storage System (OECS) that uses as the integrator of the STEM program.

Definition of success:

CPF-STEM program’s success is defined by **impacting** this generation of Middle School students, and **changing** the next generation of High School students.

Metrics to be reported in 6 months:

Number of School Districts to sign into the program: 4

Number of Manufacturing Partners to sign into the program: 6

Finance:

Annual operating budget:

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	0	80,000	200,000	300,000	150,000
Revenues	0	0	65,000	200,000	350,000
Expenses	0	100,000	250,000	450,000	450,000
Profit (loss)	0	-15,000	10,000	50,000	50,000

¹ Ocean Energy Capture and Storage System

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Latin American Leadership Institute

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: The Institute will identify, enroll and train Hispanics to assume leadership roles to provide Utah with a Hispanic perspective and address their community's disparities and achievement gaps.

Relevant leadership experience:

Program director, Juan Manuel Ruiz is the Vice Chair of the Utah Republican Hispanic Assembly, State Chairman of the Latin American Chamber of Commerce, Vice-Chair of The America's Council, etc.

What problem are you solving?

Lack of proactive participation of Latinos in issues that affect them and their families as well as the present lack of integration that is affecting their families' financial, educational, and social future.

How are you solving it?

By properly educating leaders with the current situational reality of their community and providing them with the motivation, the tools and training, access to mainstream leadership and connections in order to become effectively engaged in community service, politics, and leadership.

Sustainability/revenue plan:

A combination of monthly tuition paid by participants, corporate sponsorships and the support of the Latin American Chamber Commerce with a low cost model.

Target market:

Latinos currently living in the Wasatch front who are legal US residents or citizens who have at least a bachelor's degree, are bilingual, possess basic computer skills and have income above 36K

Competitive advantage:

We have a strong bond with this community and a high level of trust.

Definition of success:

Effectively enroll and retain 15 leaders who graduate in 10 months.

Metrics to be reported in 6 months:

Reach and Enrollment for the first generation

Finance:

Annual operating budget: \$60,000

Budget for this strategy: \$60,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	0.00	30,000	20,000	10,000	0
Revenues	0.00	30,000	35,000	45,000	55,000
Expenses	0.00	48,000	48,500	49,000	50,000
Profit (loss)	0.00	12,000	6,500	6,000	5,000

Website: www.lalins.org

Industry: Education

Employees: 1

Year founded: 2015

Contact: Juan M. Ruiz

Email jruzi@lalins.org

Phone 385-695-1002

Location:

5256 Primavue Ln
Herriman, UT 84096

Amount of Capital Seeking: \$30,000

Use of Funds:

Rent, payroll, marketing.

Management team:

Juan Manuel Ruiz,
Director
Juan Manuel Pascua,
Administrator

Advisors:

Lawyer: Carlos Trujillo
Acct: Juan Manuel Ruiz

Board / Other:

Dr. Doug Guldbrandsen
Ramiro Zenzano
Ignacio Valdez
Juan Manuel Ruiz
Alan Silverstein
Angel Valdez
Fernando Delgado

Current Investors in this project:

None

Referred By: NA

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Arts Educated LLC,

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: STEM vs. STEAM. We provide the “A” (Arts) solution that public schools and school districts are looking for.

Relevant leadership experience: Success program for 10 yrs. with over 200 parent/community volunteers and 11,000 elementary students having already gone through the program. Ten elementary schools in Alpine School District are currently utilizing this program.

What problem are you solving? There is no consistency in the quality of arts education in public elementary schools. There is also a major gap between the expertise of teachers and the mandated fine arts teaching that is required by state and national standards. The lack of quality arts programs in elementary schools impacts academic performance, creativity, study habits, self-esteem, attentiveness, memory and retention.

How are you solving it? Arts Educated program called Core Music for Kids meets the national and state core standards in fine arts by offering a standard-based curriculum PreK – 6th grades. We provide consistency in program delivery throughout a district, and provide instruments as well as teacher training for all music specialists. We also increase the quality of education, provide balance in a child’s school day and create a better environment for higher academic test scores and achievement.

Sustainability/revenue plan: Initial purchase price for any school and their district has 60%-70% profit margin. With this grant funding as well as district and school funds, we can turn the current teacher and student manuals (analog) into a software video product (digital) and classroom teacher or music specialist can use with additional subscription renewal per site licensed user each year. Hiring sales personnel per state as we grow will also sustain the company.

Target market: Public elementary schools (but not limited to), private elementary schools, private pre-schools & pre-school chains, faith-based schools, on-line schools, homeschool curriculum companies that offer PreK-6th grade materials.

Competitive advantage: We have not discovered any other stand alone curriculum company in the US that offers curricula, instruments and teacher training.

Definition of success: A thriving business that offers employment opportunities, satisfied customers, having a premium education technology that promotes student achievement, develops life-long success in learning, and that develops creative capabilities for generations to come.

Metrics to be reported in 6 months:

of individual schools and district sales; # of students affected, # of teachers affected. Profit and loss.
Annual operating

Website:
www.CoreMusicforKids.com

Industry: Education
Employees: 2
Year founded: 2012

Contact: Amy Cutler
Email: cutler.amyz@gmail.com
Phone: 801.318.0792

Location: Pleasant Grove

Amount of Capital Seeking:
\$450,000

Use of Funds: Product development education software
\$48,000 per grade X 7 grades
= \$336,000

1 sales person @ \$46,600
1 employee - @ 20hrs./week X \$14/hr = \$1,150/week. \$13,400/yr.
1 admin person @ \$14/hr X 40 hrs. = \$26,800/year
office supplies/marketing = \$19,920
Total for 1 year = \$106,720

\$336,000 + \$106,720 = \$442,720

Management team: Amy Cutler
Karen VanUiteret – Business Development partner

Advisors:
Ben Larsen
Susan Preator, former CEO of Imagine Learning

Lawyer:
Barney Madsen @ Spencer/Fillmore

Accountant:
Kim Gardner @ Squire & Company

Board/Other: Todd Anderson, Rob Simmons CFO
Current Investors in this project:
Karen VanUiteret - \$12,000
Matt Haney - \$5000
Referred By: Linda Mariotti, Granite School District Assistant Superintendent, and Martin Bates, Superintendent

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	10,000	35,700			
Revenues	28,000	30,800			
Expenses	45,000	44,800			
Profit (loss)	7000	15,600			

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Fathers and Families Coalition of Utah (FFCU)

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: We empower teens to take their dreams and fly with them.

Relevant leadership experience:

Frank Bedolla – Mr. Bedolla as an active member of our community for over 20 years to help, facilitate collaboration with local organizations, schools, and develop children programs to carry out activities to benefit low-income families, from birth to high school, and their families. As member of the community, Mr. Bedolla has extensive experience coordinating program objectives, develop operating procedures. Mr. Bedolla has excellent communications skills and networking skills with the community. He has experience establishing MOU's within local agencies and business communities to benefit children and families. Mr. Bedolla graduated from U of U in 2009 with a Master in Public Administration.

Cathy Valerio –Mrs. Valerio is active in the community for over 15 years collaborating with community leaders, and assist carrying out children program for low income families. In 2012, she graduated from University of Phoenix with a Masters of Professional Counseling. She has the experience of coordinating program objectives, and carry out evidence base program with the our agency.

What problem are you solving?

What we have learned from the initial Young Parent Prevention Program students come from families who have been on welfare for years, and rarely did their parents or peers stress the importance of responsibility and self-sufficiency. These students will most likely depend on public and social system, and lack a positive outlook toward their future. Many teens have expressed wanting to work, but lack the support needed to seek employment, so many cope with their present situation by abusing alcohol, and drugs with limited income. This employment center will prevent teen pregnancy, gang involvement, lack of employment, and low self-worth.

How are you solving it?

We will provide students when they come from variety of disparities from homeless shelters, and low income families. Students will take part in The Young Parent Prevention Program that includes soft job training, parent prevention skills, civic engagement presenters, and employment opportunities. Once the in the Young Parent Prevention Program, we would move the student and Pre-Employment Services. We will advance young men and women from the job readiness services once they complete and obtain job readiness skills. Program activities will include the following: A) Basic skills classes will build verbal and math skills necessary for employment, including basic math, reading comprehension, grammar, science and other subjects. Individualized tutoring will help students better understand these subjects. In most cases, participants will obtain grammar and math skills relevant for holding a full-time job. B) Some participants will enroll in a self-paced English as a Second Language class, supported by a qualified ESL instructor. They will build vocabulary and grammar skills through handouts, props and gestures, with group discussions held in English. Standard curriculum will build grammar and sentence structure. C) Computer classes will be provided for four hours each week, with up to ten computers available in our education and employment center. Areas of instruction will include an introduction to Microsoft Windows, word processing and data management applications. Participants will learn how to type letters and resumes, use spreadsheets,

Website:

<http://fathersandfamiliescoalition.org/>

Industry: Non-profit

Employees: 6

Year founded: 2010

Contact:

Name: Frank Bedolla

Email: bedollafran@aol.com

Phone: 801-792-1057

Location: Horizinte Instruction and Training center (1234 South, Main St)

Amount of Capital Seeking: \$100,000

Use of Funds:

General program funds: Employment Center

Management team:

Frank Bedolla
Cathy Valerio

Advisors:

Lawyer:

Accountant:: Chris Stout

Board / Other:

Abby Vraines
TravisVallejo
William Greer
Cathy Valerio

Current Investors in this project:

and gain an introductory understanding of the Internet. D) Life skills workshops will build self-esteem, improve communication skills, emphasize personal responsibility, and build budgeting and financial management skills. E) Job preparation classes will focus on employer expectations, appropriate work attire, resume preparation, and job search skills. Potential employers will make presentations to participants about their companies, job opportunities, and performance expectations. We will provide the Nurturing Fathers Program for father and Taking Charge program for Single Mothers. The Employment Center will be enforcing a dress code policy, so students will understand the importance of formal work clothes attire.

Sustainability/revenue plan:

FFCU is currently receiving TANF funding to provide services for Young Teens in the Horizonte Instruction and Training Center for two years. We plan to have FFCU fundraises through grants, fundraising events, Gala, and individual donations. We are also, looking to apply for grants in our community from the Private Sector and local Government.

Target market:

Teen's between 13 and 18 yrs.
Adults 18 to 24.yrs

Competitive advantage:

We offer three programs:

Self-reliance for young women and young men and adults, the Take Charge Self-Reliance program has been proven to strengthen the life skills and self-esteem of women. The evidence gathered as a result showed that no women who completed the program gave birth while single; no women suffered abuse at the hands of a boyfriend; and no women, in adulthood, had to file for bankruptcy.

The Wise Guys program is an evaluated program that has been proven successful in helping young males make better, wiser decisions. The Wise Guys Program is committed to: Empowering young men with the knowledge they need to make effective decisions, encouraging young men with the knowledge they need to make effective decisions, Encouraging young men to respect themselves as well as others, helping young men understand the importance of males responsibility. Particularly helping young men improve.

These programs also support teen and adult single parents through mentoring to reduce additional out of wedlock pregnancy and promote marriage.

Definition of success:

Teens and adults graduate from the program with a strong sense of their self-worth, they know what motivates them and their strengths and weaknesses, a goal plan, financial literacy skills, Parent prevention awareness, parenting skills and resources, problem solving skills, a plan to further their education, and soft skills to promote job placement.

Metrics to be reported in 6 months:

- 60 % increase in job placement and readiness
- 40% increase in career and education awareness
- 65% Improvement in grades, graduation
- 40% reduction in recidivism

Finance:

Annual operating budget:

Budget for this strategy:

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	700	800	2000	5000	5000
Revenues	0	77,904	77,904	77,904	77,904
Expenses	200	77,904	77,904	77,904	77,904
Profit (loss)		0	0	0	0

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Playworks Education Energized

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Playworks Utah seeks \$30,000 in seed capital to expand Playworks Training, our professional development series that empowers educators to implement our proven and scalable model that leverages the power of play to create school environments where kids thrive.

Relevant leadership experience:

Playworks continues to be recognized nationally as a leader in innovative positive youth development programming. Christopher Conard, a 2014 Enlightened 50 member, brings years of non-profit growth experiences and management.

What problem are you solving?

Chaos that is prevalent at recess in our local elementary schools is having a direct and negative impact on academic success. Furthermore, it is hindering the social, emotional and physical development of Utah's kids.

How are you solving it?

Playworks teaches, leads and inspires play-based interventions for schools and kids. Through a combination of direct service, training and movement building we are stopping the chaos in schools, shifting behaviors and accelerating learning and student outcomes.

Sustainability/revenue plan:

Venture Philanthropy funding will, in the current year, broaden our client base by subsidizing introductory trainings to interested schools. In the 2015-16 school year, we will hire a full-time trainer, renew and upgrade clients and expand school district relations and contracts. Through increased results and client referrals we will expand sales and generate enough revenue to provide profits that will support the Playworks direct service programming.

Target market:

Elementary schools, After School Programs, Youth Development Organizations

Competitive advantage:

Playworks' results outpace all organizations in the school climate and physical activity space. We have been externally proven to improve schools by reducing bullying (43% less), increasing teaching time (21 hours), getting kids moving (43% more) and empowering every kid in partner school communities to be leaders. These impressive outcomes, by far, eclipse any other program in the nation.

Definition of success:

In the short term, we will achieve success by increasing the visibility and demand of our trainings and sign expanding training contracts for the 2015-16 school year. In the long term, we find success in a thriving training business that can service schools throughout the state and adequately support our direct service costs with profits.

Metrics to be reported in 6 months: In 6 months we will have delivered 15 additional trainings and have initial conversations with clients about upgrading/ renewing in the next school year.

Finance:

Annual operating budget: \$813,765

Budget for this strategy: \$55,000

Current and forecast revenues for project (complete chart): (FY = July – June)

	Last Year	This Year	Year 2	Year 3	Year 4
Donations			\$30,000		
Revenues	\$2,000	\$16,500	\$44,500*	\$95,000	\$115,000
Expenses	\$0	\$8,500	\$55,000	\$55,000	\$70,000
Profit (loss)		\$8,000	\$19,500	\$40,000	\$45,000

*Amount sold to-date for the 2015-16 Fiscal Year

Website: utah.playworks.org

Industry: Education

Employees: 17

Year founded:

2011 – Locally

1996 – Nationally

Contact:

Christopher Conard
cconard@playworks.org
 (801) 882-7521

Location:

Salt Lake County

Davis County

Amount of Capital Seeking:

\$30,000

Use of Funds:

-\$15,000 trainer/ delivery costs

-\$10,000 school subsidies

-\$5,000 marketing

Management team:

Christopher Conard – Executive Director

Advisors:

Lawyer: (held at National level)

Accountant: (held at National level)

Board / Other:

Troy Akagi – *Chair* (Wells Fargo)

Karen Sterling – (Canyons School District)

Clayton Osborn – (Game Gear)

Doug Hansen – (Tanner & Co.)

Carly Hazen – (Prince, Perelson)

Barbara Ohm – (TOSH – Intermountain)

Jake Turley – (Regence BCBS)

Cathy Keen – (Wells Fargo)

Steve Mac (Fluid)

Current Investors in this project:

Canyons Schools District

Salt Lake School District

Granite School District

Davis School District

Intermountain Healthcare

George S and Dolores Dore Eccles Foundation

Ray and Tye Noorda Foundation

Promise South Salt Lake

Referred By:

Community Foundation of Utah

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Utah State University/Utah Conservation Corps

Legal Status (Circle One): Not For Profit

One line pitch: Utah Conservation Corps (UCC) Bike Crew-pedal powered conservation!

Relevant leadership experience: The UCC is Utah’s largest environmental stewardship AmeriCorps program since founding in 2001.

What problem are you solving? Completing environmental conservation with minimal carbon footprint and no impact on air quality. The UCC is launching the nation’s first pedal-powered bike crew this summer that will be completing trail maintenance projects through funding from a Recreational Trails Program grant.

How are you solving it? This crew will complete critical trail maintenance projects while demonstrating to land managers and the general public that conservation work can be completed without the use of fossil fuels.

Sustainability/revenue plan: The UCC is planning that grants will initially fund this crew for the first two years with a high amount of positive press to influence land managers to regularly hire UCC bike crew(s) on a fee-for-service revenue basis in the future.

Target market: Utah public land managers and general public

Competitive advantage: The UCC is the first conservation corps in the nation to pilot a bike crew.

Definition of success: Competing 10 miles of trail maintenance with the UCC Bike Crew per year and having enough positive publicity that land managers hire future crews on a fee-for-service basis.

Metrics to be reported in 6 months: A \$29,000 investment for a UCC Bike Crew for summer 2016 will result in the employment of four young adults that will complete 10 miles of trail maintenance on Salt Lake City area trails by solely using cargo bikes as transportation.

Finance:

Annual operating budget: \$29,000 for UCC Bike Crew
 Budget for this strategy: Funds 10 weeks of 4-person crew annually.
 Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	N/A	\$0	\$29,000	\$0	\$0
Revenues	N/A	\$20,000	\$0	\$29,000	\$29,000
Expenses	N/A	\$20,000	\$29,000	\$29,000	\$29,000
Profit (loss)	N/A	\$0	\$0	\$0	\$0

Website: www.usu.edu.ucc

Industry: Not For Profit

Employees: 165

Year founded: 2001

Contact:

Name **Sean Damitz**

Email sean.damitz@usu.edu

Phone 435-770-6104

Location: Logan, UT

Amount of Capital Seeking:

Use of Funds: \$29,000

Management team: Utah Conservation Corps staff

Advisors: N/A

Lawyer: N/A

Accountant: N/A

Board / Other: N/A

Current Investors in this project: Recreational Trails Grant from Utah State Parks

Referred By:

Application to CALL FOR INVESTMENTS FROM VENTURE PHILANTHROPY AT THE COMMUNITY FOUNDATION OF UTAH

Organization: Water Works

Legal Status : Not For Profit

One line pitch: Water quantity, quality, and management is the most pressing issue in Utah's immediate future, but needs leadership to keep the public well informed.

Relevant leadership experience for Linda: 5+ years as Natural Resources Director, LWVSL; 2 terms Co –President LWVSL; board member Breathe Utah; 2nd term member Environmental Quality Advisory Council, SLCO Board of Health, Environmental Health division; member MAPP water planning for future committee of same; member Governor's Clean Air Action Team; SLCO Foothills and Canyons Overlay Plan appointee, which dealt with water and development planning leading to certain Mountain Accord provisions. **For Steve:** Environmental work since 1980, too much & too long for space.

What problem are you solving? Inform and educate the public to respond to water shortages; watchdog water planning now in process; provide source for unbiased and accurate options and choices. Similar to but different from early air quality efforts.

How are you solving it? This is a startup. Need organization and pay support for the authoritative and knowledgeable spokesperson / adviser (Steve), who does much environmental work, has much expertise, has the appropriate knowledge base, and needs a salary. Linda will provide office & support as a volunteer. Both of us are experienced at PR in environmental matters, both of us have name recognition and experience in effective lobbying; our intention is to follow meetings, attend public affairs, pursue the press, be "the source" for honest, non-confrontational information & education. After establishing Water Works, we will search for younger people to become effective leaders and to take over the water advocacy.

Sustainability/revenue plan: Water Works will fill an information gap first, and a leadership gap second. Funding will enable a part time salary for one person, legal work to create a 501c3 & 501c4, an informational website, and a couple of public events. If successful, later funding will be solicited from several markets-- outdoor industry, environmental funders. This is not a high expense or high employee effort. If we cannot self-fund or attract emerging leader people after startup, we will dissolve.

Target market: All water users, in the State of Utah, and caring interested new people.

Competitive advantage: No one else is doing this. There are no other groups based on collaborative, educational work in water [Utah Rivers isn't the same]. Community Foundation asked me to recommend one for directed giving a year ago, we couldn't find anyone appropriate. And no one is giving a helping hand to young people interested in taking on enviro work.

Definition of success: Short term: "Better outcomes for statewide water management," --environmentally sound solutions suited to climate change and drought rather than the old "dam it and they will drink" solutions of the past—and some education of potential new leadership environmental activists who will be collaborative.

Long term: Achieve governmental [departmental and legislative] adoption of every possible better solution and a well funded, water focused, knowledgeable group of activists.

Metrics to be reported in 6 months: Success would be noted during the legislative season, depending what proposals are brought forward. Informational appearances at city or county councils and public meetings.. A website and membership effort will begin. We will do what we both do best, more often and more effectively to grow name recognition.

Finance: FIRST YEAR operating budget: Pay part time for expertise \$20,000; attorney for necessary filings \$5,000; web site and web person \$5,000. An event ~ \$1,000 [public space, advertised by word of mouth], but could raise donations.

Attorney fees would be a one-time expense. "Salary" includes travel expenses and other costs of supplies, advertising, etc. **Budget for specific strategy:** Less in the near future; more "someday" if the organization takes off and becomes stable..

The deleted chart doesn't apply to this project; figures are n/a for startup.

Contact:

Linda Johnson
1356 E 4500 S
Salt Lake City UT 84117

Email

gostalinda73@gmail.com
Phone

801.277.4499 H

801.870.5006 M

Location:

Salt Lake Valley

Amount of Capital

Seeking: \$35,000

Use of Funds:

Startup costs, 1 salary

Management team:

Linda Johnson

Steve Erickson

Advisors: n/a

Current Investors:

Linda Johnson

Referred By:

Fraser Nelson, see

Competitive Advantage.

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: NeighborWorks Salt Lake (NWSL) – YouthWorks Salt Lake (YWSL)

Legal Status (Circle One): For Profit, Not For Profit, Hybrid: **Non-Profit**

One line pitch: YouthWorks is expanding its successful pre-employment program for Salt Lake City’s “at-risk” young adults to include a commercial landscaping and small business development program that enables gang involved youth to earn a stipend, while learning how to run a business, develop technical construction and landscaping skills, and engage in pro-social activities to promote small business development.

Relevant leadership experience: Under the leadership of NWSL Executive Director Maria Garciaz, YouthWorks has a 33 year track-record of training at-risk young adults to change the landscape of their futures by teaching them residential construction work and life skills development, while contributing to the revitalization and beautification of Salt Lake City’s West Side neighborhoods. Since 1982, more than 2,500 young adults, ages 15-18, have rehabilitated 100 blighted homes for low-income families and contributed over 475,000 hours of community building efforts from: creating neighborhood murals, to assisting in home repairs for low income, disabled and elderly residents. As a result, the mission of NWSL has leveraged half a billion dollars in economic development and over \$300,000 in community based economic development for Salt Lake City’s West side.

What problem are you solving? In partnership with the Salt Lake City Mayor’s Office, YouthWorks case manages gang involved youth to connect them with resources and mentorship to decrease their level of gang involvement. We currently have two half time outreach case managers managing 15 youth per case load. Two major challenges gang involved youth face when trying to get out of gangs is lack of job skills and positive use of free time. According to the FBI 2015 law enforcement data, negative activity for gang involved youth is extremely high. Two-thirds will be arrested and one-third will be incarcerated within a few years after their first offense. A day in prison costs an average of \$79/day and one day on probation supervision costs \$3.42 a day. Eighty percent of what at-risk youth need is to redirect their lives is jobs; the other 20% is pro-social activities, education and support services. Many of these young adults have not been introduced to positive structured environments; instead they develop skill sets through negative influences. YouthWorks provides a space and structure for them to learn, develop and practice their skill sets to assist them in developing a business model that will positively impact the economies of the communities in which they reside.

How are you solving it? A study from Forbes magazine article (4/23/14) states “Landscaping and Construction sectors are the fastest growing private-company industries.” It is also one of the lowest costs of entry. YouthWorks employment training program will extend to include gang involved youth ages (17-22). Participants will gain a comprehensive exposure of a business startup through projects inclusive of construction, landscaping design and maintenance. In addition youth will be able to work on their Diploma/GED through a partnership with Horizonte Instruction and Training Center. Upon completion of the program, participants will have a competitive resume and in-route to college or vocational school. Currently there is no program to fill this need.

Sustainability/revenue plan: Part of the curriculum for the youth will be to understand the revenue cycle. The program will track capital and be held responsible for profitability. 94% of revenue is generated from Federal. State & local grants and private donations, 6% of revenue will be generated by landscaping. Revenue generated through projects will build cash reserves. This capital will be used to strengthen, diversify, and build operations to meet community demands, and invest in new services that respond to community needs.

Target market: Participants include gang involved young adults ages 17-22. The external target market will include local business, government agencies and non-profits.

Competitive advantage: YWSL is the only program to provide small business development training for gang involved youth. YWSL will provide below market pricing and NWSL’s 36 year record of proven community success will leverage the ability to gain partnerships and a customer base.

Definition of success: Gang involved youth will graduate the program with the skills to run a business; eliminate their involvement with gangs; have zero court involvement; and become contributors to the local economy.

Metrics to be reported in 6 months: Reduction in recidivism by 50%, 50% unemployment. C+ or higher: school grades/attendance, ability to demonstrate business startup knowledge. Data collected by case managers.

Finance:

Annual operating budget: \$336,398.11

Budget for this strategy: \$96,400 (First year stipends, tools, P.T construction staff)

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	NA	\$ 280,140	\$ 351,000	\$ 363,000	\$ 378,700
Revenues	NA	\$ 8,500	\$ 24,500	\$ 36,200	\$ 45,000
Expenses	NA	\$ 356,398	\$ 367,198	\$ 385,558	\$ 404,836
Profit (loss)	NA	\$ (67,398)	\$ 7,802	\$ 13,642	\$ 18,864

Website:

www.nwsaltlake.org

Industry:

Non-Profit, youth, employment training, community building

Employees:

13

Year founded:

1977

Contact:

Nicholina Womack

Email:

nicholinaw@nwsaltlake.org

Phone: 801-539-1590

Location:

NeighborWorks Salt Lake
622 West 500 North Salt Lake City Utah, 84116

Amount of Capital Seeking:

\$96,400

Use of Funds:

Startup costs: (stipends, tools, pt employee)

Management team:

Executive Director- Maria Garciaz,
Program Director
Nicholina Womack, Site Supervisor – Dave Foster

Advisors:

Lawyer:

Accountant: Geoff Hardies

Board /Other: Billy Palmer, Bradley Bartholomew, Bryce Garner, Cal Noyce, Terry Thomas, Omar Hernandez, Dougals Marx, Brent Watson, James Wood, John Taylor, Kisty Morris, Tim Raccuia, Sheldon Woods, Nichol Bourdeaux, Tim Tingey, Rob Pedersen

Current Investors in this project:

Salt Lake City Mayors Office, Morgan Stanley, US Bank, Pitney Bowes Bank, Utah Associations of Financial Services, Sorenson Legacy Foundation

Referred By:

Community Foundation of Utah

Organization: Rocky Mountain Innocence Center (RMIC)

Legal Status: Nonprofit

One line pitch: We free innocent people from prison, what's not to love about that?

Relevant leadership experience: Our interim executive director has over 15 years of experience in leading nonprofits/organizations and fundraising. Our legal director has 15 years' experience in advocating for policy reforms and overseeing innocence litigation.

What problem are you solving? We free innocent people serving time in prison for crimes they didn't commit. We also help them get compensation for their wrongful conviction and transition back into society.

How are you solving it? First, through policy reform. RMIC advocates for systematic reforms to improve our justice system. RMIC was instrumental in drafting and getting critical post-conviction legislation passed in Utah. Prior to RMIC's policy work, if you were an innocent person in prison in Utah, there was literally no legal avenue to ask the court to hear your claim of innocence – even with scientific proof - and there was no guarantee of any compensation. Second, we free people through exhaustive legal work. We have exonerated people who spent more than 60 years, combined, in prison for crimes they did not commit. RMIC receives approximately 25 requests for assistance every month. We currently have 13 cases in litigation and an additional 28 cases being investigated. This caseload is overseen by our legal director, one paid staff attorney, and help from volunteer law students and local attorneys who work exclusively on a pro-bono basis.

Sustainability/revenue plan: Funding for additional staff will free up valuable time for increased fundraising and development efforts, including proposing a matching grant offer for any funds received through the CFU.

Target market: Innocent people in Utah serving time in prison for crimes they didn't commit.

Competitive advantage: We are the only organization in Utah working exclusively on innocence cases.

Definition of success: An increase in critical case investigation areas. DNA cases generally take 2-4 years to move from investigation to litigation, and non-DNA cases can take decades. Increasing the successful collection of key documents, locating crucial witnesses, interviewing those witnesses, and locating physical evidence in DNA cases – all of which can lead to an increase in exonerations.

Metrics to be reported in 6 months: The increase in investigation stages for current cases and the number of cases moved into investigation.

Annual operating budget: \$175,000

Budget for this strategy: \$75,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	0	75,000	78,000	87,000	98,000
Revenues	0	0	0	10,000	10,000
Expenses	0	72,000	75,000	85,000	95,000
Profit (loss)	0	3,000	3,000	3,000	3,000

Website: www.rminnocence.org

Industry: Post-conviction legal assistance

Employees: 2

Year founded: 2000

Contact: Marla Kennedy

mkennedy@rminnocence.org

801-355-1888

Location: 358 S 700 E B235, SLC, UT 84102

Amount of Capital Seeking: \$75,000

Use of Funds: Hire additional staff (part-time paralegal, case manager and security to accompany students when interviewing witnesses) to move cases through the investigation process faster, leading to an increase in exonerations (\$50K). Develop the first RMIC-led exonoree re-entry assistance program with dedicated resources to help newly exonerated individuals transition back into society (\$25K).

Management team:

Advisors: Alan Sullivan

Lawyer: Jensie Anderson, Jennifer Springer

Accountant: Carol Garner

Board / Other: Chris Martinez, President, Gil Miler, Treasurer, Jeff Shields, Secretary, Jensie Anderson, Legal Director, Cynthia Alexander, Diane Courselle, Lance Hendron, Michael Langford, Aaron Lyttle, DJ Williams

Current Investors in this project: None. Our current investor funding only supports one paid staff attorney and one executive director.

Referred By:

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Midvale Community Building Community (CBC)

Legal Status (Circle One): For Profit, **Not For Profit**, Hybrid

One line pitch: Like Patch Adams with free healthcare for all; but local, innovative and sustainable.

Relevant leadership experience: Mauricio Agramont, Executive Director, with 15+ years' experience working in Midvale, including 4 years' operating the Primary Care and Dental Clinic in partnership with the University of Utah Medical School.

What problem are you solving? The lack of preventative and chronic health care combined with the socio-economic struggles of many citizens in Midvale creates a unique array of barriers that is preventing our community from being as healthy as it can be.

How are you solving it? We have created a sustainable model of healthcare through a partnership with the University Of Utah School of Medicine making free preventative and chronic health and dental care to all residents of Midvale and surrounding areas. Our work also goes door-to-door which enables us to conduct health exams in the home and provide additional education and referral services.

Sustainability/revenue plan: University of Utah School Of Medicine provides free medical doctors, nurses, physical therapists and dentists valued at over \$500,000 per year.

Target market: Uninsured, Underinsured and Low Income Residents

Competitive advantage: There is no other health clinic in Utah with as low overhead, as many partners, and as great of services as ours.

Definition of success: Saving lives, seeing people healthy and meeting our projected number of serving 1600 clients for 2015-2016.

Metrics to be reported in 6 months: Amount and demographics of clients served, early illness detections, financial balance, and qualitative surveys administered to our clients.

Finance:

Annual operating budget: \$224,349

Budget for this strategy: \$124,720

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	\$46,306	\$196,306	\$196,306	\$196,306	\$196,306
Revenues	\$36,870	\$37,000	\$37,000	\$37,000	\$37,000
Expenses	\$124,720	\$124,720	\$124,720	\$124,720	\$124,720
Profit (loss)	-\$41,544	\$108,586	\$108,586	\$108,586	\$108,586

Website:<http://www.midvalecity.org/dp.aspx?p=28>

Industry: Healthcare

Employees: 2

Year founded: 2000

Contact:

MAgramont@Midvale.com

801.566.6190

Location:

7505 Holden Street Midvale,
Utah 84047

Amount of Capital Seeking:
\$50,000

Use of Funds: Staff, supplies, fundraising

Management team:

Mauricio Agramont
Maria Consuelo Cala-Beltran

Advisors: Wayne Samuelson, M.D

Lawyer: Chad Wooley

Accountant: Dalin Hackett

Board / Other:

Tim M. Cosgrove
Mayor JoAnn Seghini
Laurie Nuttal Harvey
Donna Roth

Current Investors in this project:

Utah Department of Health
Midvale City
Sorenson Legacy Foundation

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Midvale Community Building Community (CBC)
Legal Status (Circle One): For Profit, **Not For Profit**, Hybrid
One line pitch: “Shark Tank” for youth with a twist of social good and instead of sharks, we are more like dolphins; helpful.

Relevant leadership experience: Mauricio Agramont, Executive Director, with 15+ years’ experience working in Midvale, including 8 years’ operating programs for youth that are low-income and/or Hispanic/Latino.

What problem are you solving? Midvale Elementary School has a Free & Reduced lunch rate of 90.1%. Youth in these situations, don’t think it is possible to ever escape poverty.

How are you solving it? This program works with youth to co-create their own businesses. The youth will see first-hand that they CAN start a business, be innovative and create revenue.

Sustainability/revenue plan: 33% of the profits stay within the business, 33% goes to the youth who invest their time or investors who invest money, and 33% goes to funding the Midvale CBC.

Target market: The program will target the youth in our community. The business they start will target as wide of a market as possible to generate maximum profits, client loyalty and impact.

Competitive advantage: The youth’s innovative ideas will be the advantage. One idea already proposed is a healthy snack mart.

Definition of success: Being able to instill the notion that the youth do have what it takes to create a functioning and efficient business where they are paid, making passive income and helping the community.

Metrics to be reported in 6 months: Amount of youth involved in the program, balance sheets, qualitative surveys from youth, documentary vlog of the processes, successes and struggles.

Finance:

Annual operating budget: \$224,349

Budget for this strategy: \$20,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations		\$20,000	\$30,000	\$30,000	\$30,000
Revenues		\$40,000	\$60,000	\$80,000	\$100,000
Expenses		\$20,000	\$20,000	\$20,000	\$20,000
Profit (loss)		\$40,000	\$70,000	\$90,000	\$110,000

Website: <http://www.midvalecity.org/dp.aspx?p=28>

Industry: Youth

Entrepreneurism

Employees: 2

Year founded: 2000

Contact:

MAgramont@Midvale.com

801.566.6190

Location:

7505 Holden Street Midvale, Utah 84047

Amount of Capital

Seeking: \$20,000

Use of Funds:

Staff, marketing, business startup capital

Management team:

Mauricio Agramont

Maria Consuelo Cala-Beltran

Advisors:

Members of the Midvale/Ft. Union Rotary/Chamber of Commerce/Business leaders

Lawyer: Chad Wooley

Accountant: Dalin Hackett

Board / Other:

Tim M. Cosgrove

Mayor JoAnn Seghini

Laurie Nuttal Harvey

Donna Roth

Current Investors in this project:

Midvale City

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Rescue Mission of Salt Lake, Inc.

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Ending homelessness. Restoring broken lives.

Relevant leadership experience: We have been offering solutions for the homeless, low-income and addicted populations of Utah since 1972. We run a homeless shelter, addiction recovery programs for men and women and a transitional housing unit for men.

What problem are you solving? We are solving the occurrence of relapse in women exiting our year-long inpatient addiction recovery program. Relapse often occurs due to the drastic difference between life in an intentional community with all expenses paid and life on one’s own, with expenses at market value. Since many of these women struggle with low education and a spotty employment history, it is difficult to find work above minimum wage. This, in turn, causes financial stress and fatigue (women often work several jobs to make ends meet), which are ripe grounds for relapse.

How are you solving it? We would like to purchase a transitional housing unit for women in addiction recovery with reduced rent and sober living guidelines. The average stay would be 6-18 months, or until independence and wages have sufficiently increased.

Sustainability/revenue plan: Once the building has been purchased, residents will pay for their own utilities and their reduced rent will go toward regular home maintenance and a salary for a house manager.

Target market: Women in recovery, most of whom will be graduates of our New Life Addiction Recovery Program

Competitive advantage: We have been working with addicted men and women in Utah for 43 years and have run a successful men’s transitional home for eight years.

Definition of success: There are several levels of success. At the most basic level, we would like to see women remain sober and employed for at least one year after graduating from an addiction recovery program. Ideally, we would like to see women sober and employed for at least one year after moving out of transitional housing, for a total minimal sobriety of three years, showing that the transitional period helped bridge the gap between an inpatient rehabilitation program and “real life.”

Metrics to be reported in 6 months: We will have purchased, renovated and furnished a house in SLC, hired a house manager and moved 2-3 women into this home.

Finance:

Annual operating budget: \$1,400,000

Budget for this strategy: \$330,000 (we have \$265,000 already)

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	\$80,000	\$185,000	\$65,000	\$0	\$0
Revenues	\$0	\$0	\$0	\$192,000	\$192,000
Expenses	\$0	\$0	\$330,000	\$192,000	\$192,000
Profit (loss)	\$80,000	\$265,000	\$0	\$0	\$0

Website: rescuesaltlake.org

Industry: Health & Human Services, Homeless Shelters

Employees: 14

Year founded: 1972

Contact:

Name – Chris D Croswhite

Email –
chris@rescuesaltlake.org (please CC masha@rescuesaltlake.org)

Phone – (801) 355-1302

Location: 463 South 400 West, Salt Lake City, Utah 84101

Amount of Capital Seeking: \$65,000

Use of Funds: purchasing a house for a Women’s Transitional Home

Management team:
 -Chris Croswhite, Executive Director
 -Eileen Crist, Controller

Advisors:

Lawyer:

Accountant: Joseph B. Glass

Board: Scott Price, Bruce Castor, Frank Jones, Kevin Hanly, Robert Buckley

Advisors: Brian Baker, Bill Kleman, Richard Stewart, Clark Vanderhoof

Current Investors in this project: Anonymous donors, Bear River Camp Inc.

Referred By:

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Utah Senior Village

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Social villages provide peer and professional support and services to allow seniors to remain in their own homes and manage their own aging process.

Relevant leadership experience:

35 year NPO experience, Certificate in Gerontology, 4 years involvement with national village organization

What problem are you solving?

Addressing the current population growth in seniors, the village concept provides a self-help model to counteract the loss of independence, isolation, social impoverishment, unhealthy lifestyles, and premature institutionalization for seniors in Utah

How are you solving it?

A senior village supports its members in controlling their aging process through peer and professional interaction, advice sharing, camaraderie, social and physical engagement, healthier lifestyle education and experience. This is a virtual village – no bricks and mortar.

Sustainability/revenue plan:

Members pay annual dues to join a village and cost-share many activities. Additional funds are raised from participating vendors to village members (ala Angie's list).

Target market:

Seniors 55 and over.

Competitive advantage:

First of its kind in Utah for a self-help, mutually-beneficial approach to supportive, active aging for and by seniors through a social village concept tested nationally.

Definition of success:

Active and growing villages in neighborhoods and municipalities in Utah

Metrics to be reported in 6 months:

Opening of first village in SL County with at least 25 dues paying members

Finance:

Annual operating budget: 0

Budget for this strategy: 17500

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	3000	0	5000	10000	10000
Revenues	0	0	12500	25000	37500
Expenses	3000	0	17500	35000	45000
Profit (loss)	0	0	0	0	2500

Website:

utahseniorvillage.org

Industry: nonprofit

Employees: 0

Year founded: 2011

Contact:

Name: Richard Starley

Email:

richard@utahseniorvillage.org

Phone: 801-355-7559

Location: Salt Lake City

Amount of Capital

Seeking:\$25,000

Use of Funds:

Marketing and establishment of first village

Management team:

Richard Starley MBA

Candace Peterson, MSW

Advisors:

Lawyer:

Accountant:

Board / Other:

Jan Tyler PhD

Current Investors in this project:

Individuals

Referred By:

Email

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: American MedChem Nonprofit Corporation (AMC)

Legal Status (Circle One): **Not For Profit**

One line pitch: AMC is an innovative social enterprise pharmaceutical R&D organization with a mission to create and provide targeted medicines for children with rare and neglected diseases.

Relevant leadership experience: Robert Selliah, PhD, CEO: 19+ years experience in pharma/biotech R&D, management & leadership with track-record of success; AMC’s board of directors bring deep and diverse experience.

What problem are you solving? To create and provide medicines for children with rare and neglected diseases where currently no effective medicines exist. Accomplish this using an effective business model and efficient research model.

How are you solving it? AMC carries out drug discovery R&D in collaboration with academic leaders and bring forward drug candidates for testing in clinical trials.

Sustainability/revenue plan: AMC will create revenue streams from out-licensing activities. Value-added and de-risked clinical drug candidates created at AMC will be attractive targets for in-licensing by pharma/biotech companies.

Target market: pediatric rare and neglected diseases clinical trials organizations – biotech, pharma, national and international government and NGO’s, disease-specific foundations.

Competitive advantage: AMC specializes in drug discovery R&D with a focus on pediatric rare and neglected diseases. This is a unique niche area where the need is huge. Only a collaborative approach would be effective and pivotal to change the status quo. AMC is committed to effective collaborations.

Definition of success: seed fund raised in 6-8 months; attract major research grants; aim for 18-36 months turnaround of drug discovery projects.

Metrics to be reported in 6 months: complete \$500K seed fund raised; initiate first project collaboration agreement; identify laboratory space & sign lease, initiate recruiting of research scientists & laboratory set up.

Finance:

Annual operating budget: \$1-2 million (*estimates for years 2-4, based on 2 collaborative projects*)

Budget for this strategy: \$500,000 (*seed or start-up funding*)

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	\$3,700	\$500,000	\$700,000	\$700,000	\$1 million
Revenues (grants)	\$0	\$0	\$300,000	\$500,000	\$1 million
Expenses	\$2500	\$5000	\$850,000	\$1,223,000	\$1,800,000
Profit (loss)	\$1200	\$495,000	\$150,000	(\$23,000)	\$200,000

Website:

americanmedchem.org

Industry: pharmaceutical

Employees: 1 (currently)

Year founded: 2010

Contact:

Robert Selliah

robert@americanmedchem.org

949 280 9532

Location: Salt Lake City, UT; Research Park

Amount of Capital Seeking: \$500,000

Use of Funds: seed funds to begin research laboratory operations

Management team: Robert Selliah, CEO

Advisors:

Lawyer: James U. Jensen

Accountant: Bryce Hansen, CPA

Board / Other: [See TEAM](#)

Current Investors in this project: board of director contributions (all giving board) and friends/family

Referred By: Devin Thorpe

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Descue Medical, LLC

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Healthcare is unavailable in the places it is most needed, like in the home and in remote settings. We created iTest, a medical test powered by your smartphone to allow patients, home healthcare providers, and public health workers the tools they need to deliver healthcare when and where it's needed.

Relevant leadership experience: Experience of Descue managers: Management a sales branch comprising 111 people
Organized and led two Alternative Spring service trips based on healthcare
Led student product development teams to wins in engineering and business competitions

What problem are you solving? Patients, home healthcare providers, and public health workers deliver healthcare in settings where important traditional healthcare tools are inaccessible or too expensive to be feasible.

How are you solving it? We are developing a smartphone-enabled, handheld, and user-friendly medical testing platform that enable these healthcare stakeholders to perform a variety of tests anywhere, at anytime. These will empower people to participate directly in healthcare in ways they couldn't before: proactively and affordably.

Sustainability/revenue plan: We will be a for-profit company, making revenue from 2 sources: 1) sales of tests, and 2) sales of valuable data gathered through testing. As we develop, we will also partner with community health clinics in Utah and abroad to provide them with medical testing tools, while simultaneously gathering valuable usability data to improve our products and services.

Target market: Global and public health workers. Home healthcare agencies (HHAs). Down the road, patients.

Competitive advantage: Deep knowledge and partnership with healthcare stakeholders in Utah and abroad (clinicians, public health experts, reference laboratories, patients, home healthcare providers), partnerships with expert product development and manufacturing partners. iTest is portable, powerful, and connected.

Definition of success: 1) Develop devices suitable for pilot studies in at least 2 community health clinics, 2) Conduct successful pilot studies with these clinics, 3) Obtain 3 conditional purchase orders from home healthcare agencies.

Metrics to be reported in 6 months:
Results of pilot studies
\$ amount of conditional purchase orders

Finance:
Annual operating budget: \$550000 (2015)
Budget for this strategy: \$50,000 (2015)
Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	0	100,000	0	0	0
Revenues	0	0	750,000	3,750,000	12,500,000
Expenses	16,000	550,000	1,800,000	1,250,000	2,500,000
Profit (loss)	(16,000)	(450,000)	(1,050,000)	2,500,000	10,000,000

Website: descue.com

Industry: Health and Wellness Care

Employees: 6

Year founded: 2014

Contact:

Name: Christopher Pagels

Email: christopher@descue.com

Phone: 801-598-2475

Location: Bioinnovations Gateway, South Salt Lake, Utah

Amount of Capital Seeking: \$35,000

Use of Funds: Production of investigational devices for pilot study

Management team: Andrew Pagels, Christopher Pagels, Mariel Wirthlin, Jonathan Bruns

Advisors:

Lawyer: Matt Hutchinson

Accountant: Spencer Lay

Board / Other:

Dr. Scott Marland, BiG
Dr. Orly Ardon, ARUP
Dr. Daniel Leung, U of U
Michael Powers, U of U
Jonathan Davies, U of U
Ken Krull, Quatere
Brian Bond, U of U

Current Investors in this project: University of Utah, Zions Bank, Comcast

Referred By: Quatere

Organization: Community Development Fund of Utah

Legal Status: Not For Profit

One line pitch: Seeking an equity investment of \$50,000 that can be leveraged more than 20 times, Community Development Fund of Utah (or "Fund") is a new non-profit mortgage lender that provides low-cost and affordable conventional mortgage financing (known as HomeFit™ mortgages) combined with long-term supportive services that can help more than 50 working Utah families each year, while also creating self-sufficiency for the agency.

Relevant leadership experience: The Executive Director has 20 years of experience in community, economic, and workforce development, and more than a decade of executive-level management experience. The Fund's Chief Financial Officer, has over 30 years of high-level, direct financial management experience. The Fund also enjoys a seasoned mortgage lending team that is expert in program eligibility determination, underwriting, and loan processing, as well as homebuyer case management.

What problem are you solving? Without conventional mortgages as an option, the high costs of Federal Housing Administration (FHA) loans, and limited capacity elsewhere, low- and moderate-income households, especially minority populations, have inadequate access to affordable mortgage loan products. Much of this is due to increased credit and down payment requirements. But, more importantly FHA, which has the largest market share of borrowers in Utah, is an expensive option, costing low- and moderate-income buyers more of their earned income than necessary, while locking many out of the market altogether.

How are you solving it? The HomeFit™ Loan is a conventional mortgage that offers the possibility of achieving the dream of owning a home. It is a cost-effective mortgage product for low- to-moderate income buyers who are capable of buying a home but can't secure financing because of the high cost of other mortgage products.

Sustainability/revenue plan: The revenue plan below projects that the Fund will be able to continue, offer, and grow the The HomeFit™ Loan program. Demand for the product is high, so self-sufficiency is only two to three years away. The break-even sustainability point is at least 50 loans per year.

Target market: Low- and moderate-income homebuyers who are otherwise capable of successfully owning a home.

Competitive advantage: The HomeFit™ Loan requires only two percent of buyers' funds toward down payment and closing costs and a minimum credit score of 620. Unlike many low down payment mortgage options, CDFU's HomeFit™ Loan does not require mortgage insurance, saving homebuyers a considerable amount on their monthly payment. To further assist the homebuyer, the Fund requires homebuyer education, credit counseling, and long-term case management for qualified households. These services are not available through other mortgage products and are at the heart of the Fund's mission. Stewardship and shared responsibility with the homebuyers give the Fund confidence that the loan portfolio will perform.

Definition of success: Serving low- and moderate-income families, CDFU plans to originate 50 HomeFit™ Loans in Fiscal Year 2015/2016 and originate 80 HomeFit™ Loans in Fiscal Year 2016/2017.

Metrics to be reported in 6 months:

CDFU will measure the success of The HomeFit™ Loan by tracking the prospective homebuyers served, and the number of loans originated.

Finance:

Annual operating budget: \$141,200

Budget for this strategy: \$141,200

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	60,000	60,000	200,000	200,000	200,000
Revenues	32,500	235,000	295,000	325,000	380,000
Expenses	101,000	141,200	190,000	210,000	250,000
Profit (loss)	8,500	153,800	305,000	325,000	330,000

Website: cdcutah.org

Industry: Affordable housing, neighborhood revitalization, housing counseling

Employees: 18

Year founded: 1990

Contact: Executive Director

Name: Darin Brush

Email: darin@cdcutah.org

Phone 801-994-7222

Location: 501 E. 1700 S. SLC, UT 84105

Amount of Capital

Seeking: \$50,000

Use of Funds: Equity for HomeFit Mortgages

Management team:

Darin Brush, Executive Director

John Farmer, Chief Financial Officer

Advisors:

Lawyer: Dennis Astill, PC
President of the Board of Directors

Accountant: Jean Barton
Board / Other:

Mark Cross, CIT Bank

Christine Richman, GSBS

Richman Consulting

George Coburn, Marlin Bank

Cheryl Cook, Resident

Tom Godfrey, Resident

Scott Roberts, GE Capital

Bank

Kenneth Robertson,
Resident

Mayor JoAnn Seghini

Frank Stepan, Morgan

Stanley Bank

Alice Steiner, Resident

Current Investors in this project:

CDFU

Morgan Stanley Bank

American Express

CIT

Synchrony Bank

Referred By: Community

Foundation email

announcement

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Moonflower Community Cooperative (MCC)

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: MCC seeks to improve the local produce infrastructure with a combination of new equipment, marketing, and educational upgrades in order to bolster and sustain a healthy supply chain for locally produced goods in Moab, Utah.

Relevant leadership experience: Scott Brelsford has 7 years of experience General Managing successful cooperative grocery stores. Expansions, store relocation, and project managing are his specialties including starting town’s first CSA (Community Supported Agriculture) in hometown as well as relocating and expanding the store. MCCs current Board of Directors carries over 30 years combined experience.

What problem are you solving? Too often consumers do not understand where and how their food is grown, least of all by whom, nor the effects poor growing practices have on our earth, our health, and our economy. Unhealthy growing practices not only lead to less vibrant and nutrient rich produce, they can create unhealthy soil, water, consumers and economies.

How are you solving it? By shortening and strengthening the supply chain in conjunction with education for both consumers and producers. We also plan grocery equipment upgrades to increase capacity, shelf life, and energy efficiency.

Sustainability/revenue plan: We will pay fair prices to producers so that they can afford to grow food correctly and without short cuts, while making a fair living. We will educate the consumer on the true cost of food, while selling produce at its “true cost”. We will charge a small markup to pay staff and keep coolers running.

Target market: Moab and surrounding communities. Being a remote destination, options for high quality, locally-produced goods are limited, and in many cases nonexistent. MCC serves health conscious consumers who seek out high quality foods grown and sourced responsibly and sustainably within a 90mile radius of Moab, UT.

Competitive advantage: The only full-line organic health food store in Moab and surrounding area. MCC has an experienced management team as well as the infrastructure to carry out our mission... to provide socially responsible foods, goods and education to promote a healthy, sustainable community.

Definition of success: We will double the amount of local produce used, sold and consumed by MCC over 3 growing seasons, along with a two-fold increase in the frequency and depth of material covered in our local foods educational classes.

Metrics to be reported in 6 months: Cost of equipment and infrastructure upgrades, Cost of Goods Sold of local produce, sales of local produce with YTY comparison, donations of local produce, class topics as well as turnout and costs.

Finance:

Annual operating budget: \$2M (entire store, local produce is <100k)

Budget for this strategy: \$50,000 (match grant)

Current and forecast revenues for project (complete chart):

	Last Year	This Year (projected)	Year 2	Year 3	Year 4
Donations	NA	50,000			
Revenues	33,600	50,000	58,000	70,000	75,000
Expenses	35,000	50,000	52,000	59,500	63,750
Profit (loss)	(1,400)	0.00	6,000	10,500	11,250

Website www.moonflower.coop

Industry: Organic/local Foods Retailer

Employees: 23

Year founded: 1999 as non-profit, Restated as Cooperative in 2013

Contact:

Name: Scott Brelsford

Email: sbrelsford@moonflower.coop

Phone: (785-236-1359)

Location:

39E 100 N. Moab, UT 84532

Amount of Capital Seeking:

\$50,000

Use of Funds:

Increase capacity to store, hold, process and sell local produce with purchase of two produce new energy efficient produce cases to replace old out of date models. Increase breadth and depth for public and produce producers in order to strengthen supply chain through education, bringing highly nutritious foods and economics to surrounding rural area.

Management team:

Scott Brelsford, General Manager

Advisors:

Lawyer: Laddie Lushman

Accountant: Ryan Jones

Board/ Other: Thatcher Vagts, Kaki Hunter, Amos Van Horn, Joanne Savioe, Nancy Fitzgerald, Elizabeth Lameroux

Current Investors in this project:

N/A

Referred By: Amy Rowland, NDC

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Quatere

Legal Status (Circle One): Not For Profit

One line pitch: Quatere supports economic freedom by providing entrepreneurial training that builds durable entrepreneurs.

Relevant leadership experience: Quatere principals have several decades experience building and funding companies, coaching entrepreneurs and executives, and educating students.

What problem are you solving? Quatere seeks to decrease the high startup failure rate as well as establish standardized metrics for measuring the success of entrepreneurs and entrepreneurial systems in the region. The multitude of entrepreneurial training programs have failed to make a dent in the startup failure rate. Current solutions tend to focus narrowly on high-growth sectors and high-potential entrepreneurs, largely neglecting many industry and demographic segments responsible for a significant share of regional economic growth. Additionally, there are no standardized metrics for measuring the success of entrepreneurial training programs.

How are you solving it? Quatere’s innovative Cohorts program teaches entrepreneurs precision execution through in-person and on-line programs. Quatere is working with multiple institutions of higher education and private partners to expand its cohorts program throughout the region. Quatere is also tracking its cohort participants and seeks compare these results against other entrepreneurs in the region and publish audited results.

Sustainability/revenue plan: A fundamental component of Quatere’s program is that it is offered at no cost (fee or equity) to its participants. Quatere relies on CRA banks as sponsors of its programs. Over the long term, Quatere will be funded almost entirely through its for-profit partner, Quatere Capital, a seed fund that aims to fill the funding gap for many small entrepreneurs.

Target market: Our expansion plan focuses on the underserved entrepreneur—namely the makers and builders in the creative class who do not self-identify as entrepreneurs. This includes women, minorities, and younger entrepreneurs “at risk to entrepreneur” in Utah.

Competitive advantage: Quatere publishes audited program results and measures of success, using feedback from its network of programs to demonstrate efficacy.

Definition of success: When anyone, anywhere, regardless of education level, socio-economic background, or location can have high-quality entrepreneurial training and be connected to a community of practice, resources, and opportunities for financing.

Metrics to be reported in 6 months: Audited performance metrics for 3-6 new Quatere Cohorts locations in Utah.

Finance:

Annual operating budget: \$250,000 (target for 2015)

Budget for this strategy: \$35-95,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	125,000	250,000	450,000	500,000	500,000
Revenues	-	-	-	-	-
Expenses	75,000	250,000	450,000	500,000	500,000
Profit (loss)	-	-	-	-	-

Website: quatere.org
(launching Fall 2015)

Industry: Entrepreneurship/
Education

Employees: 10+, 1 salary, 1 contractor, numerous volunteers

Year founded: Incorporated in 2013

Contact:

Name: Ken Krull, Executive Director

Email: ken@krull.net

Phone: 801-368-7978

Location: Salt Lake City

Amount of Capital Seeking: 35k-95k

Use of Funds:

Cohort Expansion
Ecosystem Mapping
Results Auditing/Ecosystem Comparison

Management team:

Ken Krull

Advisors: several

Lawyer: jw.com

Accountant: Vickie Dean

Board / Other:

Carine Clark
Brent Sloan
Bruce Tow
Rob Wuebker

Current Investors in this project:

Ally Bank
JPMorgan Chase
Kauffman
US Commerce Dept., EDA OIE

Referred By:

Organization: American Cancer Society

Legal Status : Not For Profit

One line pitch: Giving Hope a Home

Relevant leadership experience: Oversee committee of 30 while collaborating on other leadership boards

What problem are you solving? The housing and emotional care of cancer patients. The medical costs and stress is high when receiving treatment, and our work tries to eliminate some of those burdens. The Hope Lodge reaches rural Utah and outer lying states.

How are you solving it? Hope Lodge – a 41 suite lodge for adult cancer patients and their caregiver to stay free of charge while receiving cancer treatment in Salt Lake City. The lodge will open October 2015.

Sustainability/revenue plan: Through programs such as Relay for Life and Hope Gala, as well as Grateful Guest donations In order to ensure the Hope Lodge is funded until donations meet expenses, the American Cancer Society National budget will carryover the balance. Within 3-5 years the donations made to Hope Lodge will cover expenses each year.

Target market: Adult cancer patients living in rural Utah, outlying states and local residents who may need the patient services such as rides to treatment.

Competitive advantage: A free of charge facility that needs no insurance or income requirements.

Definition of success:
To fund the annual operations budget for Hope Lodge

Metrics to be reported in 6 months:
Number of patients served, annual donations to Hope Lodge recieved

Finance:
Annual operating budget:\$400,000
Budget for this strategy: \$400,000
Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	\$250,000	\$250,000	\$250,000	\$300,000	\$350,000
Revenues	-				
Expenses	-	-	\$400,000	\$400,000	\$400,000
Profit (loss)					

Website: www.cancer.org

Industry: Health

Employees: 25

Year founded: 1913

Contact:

Aubrey Graham

aubreymgraham@cancer.org
(801) 493-4712

Location:

941 East 3300 South
SLC, UT 84106

Amount of Capital

Seeking:

\$20,000

Use of Funds:

Housing for cancer patients

Management team:

American Cancer Society

Advisors:

Board:

Hope Lodge Board

American Cancer Society UT
Region Board.

Current Investors in this

project:

George S. & Dolores Dore

Eccles Foundation

OC Tanner

Sorenson Legacy Foundation

Intermountain Healthcare

Referred By:

CALL FOR INVESTMENT

Organization: Needs Beyond Medicine

Legal Status (Circle One): Nonprofit

One line pitch: We give financial assistance to those who are battling for their life and cover non-medical expenses.

Relevant leadership experience: Years of experience and working with all of the local hospitals in patient referrals.

What problem are you solving? Financial issues cancer patients go through while in treatment and are unable to cover essential living needs.

How are you solving it? Small grant to each patient, currently maximum amount is \$250, which we would like to increase.

Sustainability/revenue plan: Obtain more grants and donations and continue to expand our fundraising efforts.

Target market: Cancer patients

Competitive advantage: Able to fill the hole no other organizations are assisting with.

Definition of success: Ability to help those going through cancer treatment and number of applicants able to assist each year.

Metrics to be reported in 6 months: Number of cancer patients assisted .

Finance:

Annual operating budget: \$92,000

Budget for this strategy: \$40,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	\$15,000	\$25,000	\$40,000	\$60,000	\$65,000
Revenues	\$40,000	\$20,000	\$50,000	\$30,000	\$25,000
Expenses	\$83,000	\$52,000	\$80,000	\$82,000	\$85,000
Profit (loss)	-\$7,000	\$5,000	\$10,000	\$-4,000	0

Website:

NeedsBeyondMedicine.org

Industry: Health

Employees: 1

Year founded: 2006

Contact: Philip Brown

info@needsbeyondmedicine.org

801.783.8580

Location: Salt Lake City, cover all of Utah.

Amount of Capital Seeking: \$55,000

Use of Funds: Help increase support to patients and marketing materials.

Management team: Philip Brown

Advisors:

Lawyer: Casey Strong

Accountant: Eide Bailey

Board / Other: Christie North, Traci Siriprthane, Nate Berry, Heather Hurst.

Current Investors in this project:

American Express, Intermountain Healthcare, YESCO, Myriad Genetics, Sorenson Foundation.

Referred By: Community Foundation of Utah

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Sorenson Unity Center

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Jumpstarting the next generation of young entrepreneurs.

Relevant leadership experience: Chris Peterson, Director, Sorenson Unity Center, has 15 years of program management experience. Ian Shelledy, Executive Director, Sustainable Startups, has more than a decade of experience in an entrepreneurial education role.

What problem are you solving?: A shortage of opportunities for teenagers to become entrepreneurs. Facilitating the entrepreneurship process to a high school audience provides a cohort of students with a hands-on opportunity to develop business skills, professional confidence, and leadership.

How are you solving it?: Sustainable Startups and Sorenson Unity Center are partnering with high-school youth to establish a food and beverage kiosk at the Sorenson Unity Center. The café kiosk is conceptualized, design discovered, and managed by underserved high school students in order to give them real-world entrepreneurial experience.

Sustainability/revenue plan: With very low overhead and availability of in-kind contributions, the projected revenue from café kiosk sales will cover the majority of operational and managerial costs.

Target market: Program participants are high school students primarily from West Salt Lake neighborhoods. Kiosk customers will be Sorenson Unity Center patrons, Jordan River Parkway recreators, and local Glendale residents.

Competitive advantage: The Glendale area lacks a local café that supplies high quality beverages and healthy snacks. We've worked with West High School students to conduct customer discovery and found a strong need among patrons and locals for a café kiosk service. The Sorenson Unity Center will supply space and utilities, and Sustainable Startups will assist youth in developing the business model.

Definition of success: A profitable youth-run café kiosk that allows a continual stream of students to develop key soft skills, gain experience as entrepreneurs, and develop themselves professionally.

Metrics to be reported in 6 months: Number of youth entrepreneurs. Revenue generated. Entrepreneurial and inter-personal skills developed.

Finance:

Annual operating budget: \$590,182

Budget for this strategy: \$90,000 (over 4 years)

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	n/a	\$50,000	\$10,000	\$7,000	\$4,000
Revenues	n/a	\$64,800	\$66,800	\$68,800	\$70,800
Expenses	n/a	\$111,650	\$76,000	\$75,000	\$74,000
Profit (loss)	n/a	\$3,150	\$800	\$800	\$800

Website:

www.sorensonunitycenter.com
www.sustainablestartups.org

Industry: Public/non-profit partnership

Employees: 12

Year founded: 2008

Contact:

Name: Chris Peterson
 Email: chris.peterson@slcgov.com
 Phone: 801-232-3226

Location: Salt Lake City, Utah

Amount of Capital Seeking: \$40,000

Use of Funds: Café kiosk startup equipment and materials.

Management team:

Chris Peterson, Director, Sorenson Unity Center | Ian Shelledy, Executive Director, Sustainable Startups

Advisors:

Lawyer: Kevin Dwyer
 Accountant: Advanced CFO Solutions

Board / Other: Lisa Adams, Luke Garrott, Kyle LaMalfa, Charlie Luke, Erin Mendenhall, Stan Penfold, James Rogers

Current Investors in this project:

Salt Lake City Corporation, Sorenson Unity Center, Sustainable Startups, Zions Bank

Referred By: Blair Hodson

Salt Lake City Corporation
 by Jill Love
 Jill Love, Dir., Dept. of
 Comm. & Econ. Development
 Date: May 18, 2015

APPROVED AS TO FORM
Salt Lake City Attorney's Office

Date: 5/18/15
 By: [Signature]

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Teens Act

Legal Status (Circle One): For Profit, **Not For Profit**, Hybrid

One line pitch: Teens Act connects underserved high school students who need opportunities with companies who seek to provide opportunities for them to be successful.

Relevant leadership experience: Saeko Logsdon co-established Teens Act in 2011. She directs the key functions of the organization, and she is a liaison between Teens Act and a range of external stakeholders.

What problem are you solving? Teens Act’s mission is to empower underserved teens to graduate from high school and go on to higher education. Based in the Provo School District, we seek to address the dropout crisis facing our community. Last year alone, over 100 students dropped out of high school in the Provo School District. At Independence HS, only 23% of seniors graduated from high school. We will serve about 100 students and their parents in the 2015-2016 school year.

How are you solving it? Our College & Career Readiness Program contains three major facets that together involve over 200 hours of high school student involvement per site: 1) elective Student Success Class, 2) Afterschool Mentoring Program, and 3) Parents Support Program. With an additional funding, we want to initiate *Invest in Experience Program* that provides job opportunities for our students.

Sustainability/revenue plan: Students participate in our College & Career Readiness Program for free. Students need to pay a non-refundable \$25 application fee to participate in the *Invest in Experience Program*. We ask corporate partners to join this program by sponsoring \$25 a month (\$300 per year) and receive student(s) to work for them as an intern (paid/non-paid) and/or employee. This program will bring additional \$2,500 per high school per year which will cover all of classroom material costs and other essential costs.

Target market: Students who have a low GPA (less than 2.5) are selected to be in our program, however we also prioritize students who are on the free or reduced lunch program and those who would be the first in their family to go on to higher education.

Competitive advantage: Teens Act has developed a stronger partnership local businesses and community agencies. In addition, we are forming a partnership with the Department of Economic Development at Provo City. They are willing to provide us jobs & internship opportunities for Teens Act students.

Definition of success: # of students who find job through Teens Act. # of new corporate sponsors and \$ of corporate donation made through the program.

Metrics to be reported in 6 months: # of corporate partners, # of students who sign for this program.

Finance (Note: CNCS sponsors Teens Act to hire 4 full time employees that are directly paid by them.)

Annual operating budget: \$55,000

Budget for this strategy: \$5,000

Current and forecast revenues for project (complete chart):

	Last FY Year	This FY Year	Year 2	Year 3	Year 4
Donations	\$35,481	\$46,000	\$50,000	\$55,000	\$60,000
Revenues	\$15,000	\$10,000	\$16,000	\$19,000	\$23,000
Expenses	\$50,385	\$54,000	\$63,000	\$68,000	\$75,000
Profit (loss)	\$1,208	\$2,000	\$3,000	\$6,000	\$8,000

Website: www.teens-act.org

Industry: Nonprofit

Employees: 10

Year founded: 2011

Contact:

Name: Saeko Logsdon

Email:

Saeko.yama@gmail.com

Phone: 801-669-4462

Location: 379 N University Avenue, #301, Provo, UT 84601

Amount of Capital Seeking: \$5,000

Use of Funds: Develop the 1) Students Work Program and 2) Power of 25 Program.

Management team:

Advisors:

Lawyer: N/A

Accountant: Melissa Horsely

Board / Other:

Alberto Puertas

Gary Lacock

Dayan Benmal

Keith Lue

Current Investors in this project: N/A

Referred By: N/A

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Legacy Music Alliance (LMA)

Legal Status (Circle One): For Profit, **Not For Profit**, Hybrid

One line pitch: LMA keeps music education alive in Utah schools by keeping instruments in working condition and putting trained professional clinicians and mentors in the classrooms so that through a good music education, we can help provide the “antidote” to today’s “teach-to-the-test,” assessment-driven culture and offer employers what they are looking for with in a future STEM workforce: critical thinking, teamwork, problem-solving skills, and creativity.

Relevant leadership experience: **Gaylen Rust**, is a strong business leader/owner of Rust Rare Coin, which has been in business for 50 years.

Keith Sorensen, was a Director of Bands for Layton High School and a holds a BA in Percussion Performance and Music Education from Utah State University.

LeAnne Bennion, has a BA in Harp Performance from the University of Utah.

What problem are you solving? We are raising resources to financially bridge the gap in funding that keeps music programs solvent throughout the state and keeps children engaged, learning above grade point average, and graduating at a higher rate. We are in talks to launch a statewide study to prove the lasting effects that school music study has on 11-18 year olds.

How are you solving it? Most school music programs have \$500 or less to spend/ program on band, orchestra, & choir programs to refurbish or purchase instruments and sheet music, or have the chance to work with a professional musician in their classroom. Our funds go directly to fill this gap.

Sustainability/revenue plan: We currently have identified and written \$112,500 in grants are cultivating (30) more opportunities. Plus, we will have matching funds from the School District Foundations. Next school year, we will become an affiliate of an online subscription- based musical training website where we will be receiving a portion of the ongoing revenue.

Target market: Educators and students in Junior High and High School Band, Orchestra, and Choir programs throughout the state.

Competitive advantage: No one is raising statewide funds to support music education and paying clinicians and mentors to enter the classroom.

Definition of success: The number of students impacted. Since 2012, LMA has directly impacted 4,400 students w/instrument repairs & 4,000 w/clinics.

Metrics to be reported in 6 months: 50% school membership growth and 75% of the donations for this year pledged.

Finance:

2015-2016 School Year Annual operating budget: \$443,000

2015-2016 School Year Budget for this strategy: \$155,000

Current and forecast revenues for project (complete chart):

	2014	2015-6 mo	2015-16	2016-17	2017-18
Donations	629,629	124,000	400,000	425,000	450,000
Memberships	29,902	9,000	30,900	37,500+	37,500+
Expenses	488,781	224,050	430,900	462,500	487,500
Profit (loss)	170,750	<91,050>	0	0	0

Website:

www.LegacyMusicAlliance.org

Industry: Arts / Music Ed.

Employees: 3

Year founded: 2010; 2012

received 501 (c) (3) designation

Contact:

Name: Lauryn Wingate

lwingate@legacymusicalliance.org

Phone 801-953-0606

Location:

Salt Lake City

Amount of Capital Seeking:

\$7,500 to sponsor (10) school music programs

Use of Funds: Programs
Instrument Repair & Clinics

Management team:

Gaylen D. Rust – Chairman/ED

Keith Sorensen – K-12

Programs

LeAnne Bennion- Benefits
Coordinator

Advisors:

Lawyer: Langdon T Owen Jr.

Parsons Kinghorn Harris

Accountant: Eide Bailly

Board / Other:

Mr. Arthur O. Dummer

Mrs. Nancy Barlow Cox

Mrs. Suann P. Adams

Mr. Ben Driggs

Mr. Ian Christensen

Mrs. Nicole DeForge

Mr. Mike Taylor

Mrs. Kristina Narvaez

Mr. Alex Leeman

Current Investors in this project: B.W. Bastian

Foundation, George S. and Dolores Dore Eccles

Foundation, Dee Foundation

Referred By:

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Track & Recover, L3C

Legal Status (Circle One): Hybrid (Low Profit LLC)

One line pitch: Next generation GPS tracking and recover for Alzheimer's, Autism, and other at-risk persons at affordable cost.

Relevant leadership experience:

Administration: Ivy educated nonprofit management (Wharton) and PhD in Philanthropy. 25 yrs. software business and 17 yrs. NPO experience. Technology: Original developer of WIFI and years of GPS programming.

What problem are you solving and How are you solving it?

Providing real-time GPS tracking and tethering of vulnerable persons who wander off and risk death. Existing systems are expensive proprietary systems with a limited feature set and lack privacy to the end user. Our system is user centric not server centric. Free QR recovery.

Sustainability/revenue plan:

Free, low entry cost, and Medicare support for individuals. Sales to assisted living centers, hospitals, clinics, NPOs, community groups.

Target market:

Alzheimer's, Dementia, Autism, children, pets, and other at-risk persons. There are 125,000 search-and-rescue missions for missing Alzheimer's patients yearly. By 2050, 16.5 million Alzheimer's sufferers. 50k in Utah. Utah has nation's highest growth rate. Will provide in Spanish (prevalence is 2x greater among minorities). Plus other markets noted above.

Competitive advantage:

1. Privacy (Users control and monitor loved ones, not us or Big Brother); 2. Affordability plus free QR track & recover; 3. Real time GPS tracking (seconds, not minutes or hours which can mean life or death to loved one); 4. Custom virtual fences of any shape, size and quantity; 5. Virtual tethering to loved one who wanders off (e.g. crowds, mall); 6. Health care market: Also for assisted living centers to track multiple patients.

Definition of success: Reports of saving lives and #1 in sales.

Metrics to be reported in 6 months: Completed development and testing. QR product in distribution and GPS product in the marketplace.

Finance:

Annual operating budget: Variable

Budget for this strategy: \$60,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	0	60,000	0	0	0
Revenues	0	18,104	206,873	710,867	2,010,488
Expenses	0	70,000	192,000	456,000	768,000
Profit (loss)	0	8104	14,873	254,867	1,242,488

Website: None yet

Industry: Healthcare

Employees: 2

Year founded: 2015

Contact:

Van Evans
van@genhu.org
801-859-1033

Location:

Salt Lake City

Amount of Capital

Seeking: \$60,000

Use of Funds: R&D and marketing

Management team:

Van Evans
Ramey Barbieri

Advisors:

Lawyer: TBD
Accountant: Scott Evans, CPA
Board / Other: TBD

Current Investors in this

project: Van Evans, Scott Evans

Referred By: Community foundation of Utah listserv.

Call for Investment¹ 1-pager: Refugee Youth Arts Access Project

Motivation

Utah is home to more than 50,000 refugees with 1000 more coming to Utah annually. Their personal stories are mired in tragedy- 15-30% are survivors of torture, 70% have been exposed to war or violent trauma, 10-40% suffer from depression². 70% are women and children. These children arrive facing substantial barriers to success, with PTSD rates in youth ranging from 50-90%³. Utah has major efforts to address the mental health needs of refugees, through collaborative work between multiple agencies: [CCS](#), [IRC](#), [Utah Health Department](#), [RSO](#), [Salt Lake County](#), [UHHR](#), [Optum](#)

Though they have been so disproportionately affected by adverse life experiences many do find a way to succeed here, and in doing so greatly enrich the wider community, while others fall through the cracks. Building on other evidence-based models, our goal is to better connect and engage refugee youth through tailored branches of existing arts programs already available in SLC.

The Utah Refugee Youth Arts Access Project

We⁴ plan a regional program that works with existing arts programs out of the Salt Lake libraries and community centers and carves out of each a special refugee edition. The director will build up resources, volunteers, and community connections to provide services for up to 150 refugee youth ages 7 to 15, the most vulnerable and at-risk, with the most potential for growth and transformation into productive and sustaining members of our broad community.

Refugee Youth Stories

This program is modeled after [one in Berlin](#) (link) operated by a friend named Michael Ruf and [this one in the UK](#). The [Timpanogos Storytelling Festival](#) will be a great community asset that we can leverage.

Refugee Youth Orchestra

With this long-term program, following the internationally lauded [La Systema](#), our youth will overcome the hurdles of learning an instrument, working with a team, following a leader, persevering and eventually gaining pride and confidence and knowing success.

Outreach, Education, Inspiration

Volunteer musicians will visit at-risk communities/schools, perform, engage, and inspire.

Sustainability

A [Social Impact Bond](#) can fund this program annually. Need more thought on this. Regrettably at this time we see little in the way of revenue-generating plans. However, we do expect to be able to fund the program, once running, with cost-savings from other Utah health and workforce programs.

¹ We seek \$75,000 to fund: a strong talented director @ an annual salary of \$45,000, an operating budget of \$25,000 and overhead of \$5,000.

² 12x general public rates

³ 7x to 14x the general public rates

⁴ Michael Pekarske, [Gerald Brown](#), [Reza Jalili](#), [Luis Antola](#), [Colby Peterson](#), [Potential Board: Dr. Luise Druke](#)

Organization: Music Makes Music**Legal Status** (Circle One): For Profit, **Not For Profit**, Hybrid

One line pitch: Music Makes Music brings positive role models into schools that connect with teenagers on their level and educate them about the importance of living a drug free life, getting involved with music and continuing their education. But we are so much more than that. **Relevant leadership experience:** Executive Director, Mike Crowder began working with and mentoring teenagers while in high school and continued his work through college. After seeing first-hand the power and influence that music has on teenagers, Mike quit his job and founded Music Makes Music in 2009. Community Outreach Coordinator Ferril Davis, began working with Music Makes Music as a traveling musician in 2011 and quickly became an integral part of the organization. Ferril found Music Makes Music roughly a year after becoming sober and has spent the last 4 years creating small businesses that are designed to eliminate the stigma that you have to be drunk or high to have a good time. **What problem are you solving?** Teenagers face tough choices and situations while in middle and high school. Unfortunately, teens don't always have good role models who can help them make smart decisions. Teens look everywhere while trying to find their identity and popular music often plays a big role by telling them how to behave, how to look, or how to fit in. Because of social media, these "rockstars," "rappers," celebrities & other famous personalities that teenagers look up to are more accessible than ever before. The influence of these celebrities is doing so much damage in such a short amount of time by glorifying drugs, alcohol and a general apathy for life. **How are you solving it?** We use music as our medium to connect with teenagers on their level about important issues. We bring motivational assemblies into schools that are disguised as full-production rock shows. Because of how we present our information, we are able to break through to teenagers and our positive messages come across loud and clear. Music Makes Music has turned countless teenagers away from drugs, we have inspired countless teenagers to get involved with music and we have motivated countless teenagers not to give up on school. **Sustainability/revenue plan:** Currently, each school we work with comes at a cost of \$2,800. On average, we are able to make roughly \$1,500 per school. Our revenue comes from sponsorships, school donations, merchandise sold at schools and the general public/donors. We need more diverse revenue streams. We have been working on two strategic initiatives to create more sustainability for our organization: online merchandising and a 2015-16 School Year annual giving campaign. By creating the Music Makes Music Clothing online store and promoting it in schools and at musical events/festivals across the country, we have the opportunity to sustainably fund our organization and grow at a rate otherwise not possible. Ferril Davis created (and recently sold) Party Sober Clothing Co. and is willing to put 100% of his efforts into creating Music Makes Music Clothing modeled after his former company. Party Sober Clothing was grossing six figures by the end of its second year in operation. **Target market:** Our target market is 13-25 year olds. Music Makes Music clothing and merchandise is positive, inspirational clothing that is trendy, fun, hip and connects the wearer to our messages. **Competitive advantage:** Our program is unique in that no one else does what we do. Our only competition is other school-based assembly programs. We set ourselves apart from these programs with a proven track-record, hundreds of referrals, and a high level of professionalism and passion for what we do. We are confident that our expertise in small business development and promotion/sales will drive the Music Makes Music Clothing line to wild success. **Definition of success:** Music Makes Music has successfully educated, motivated and inspired more than 250,000 teenagers in more than 300 schools in seven states. We are on track to work with another 60 schools next year. Our included profit and loss statement doesn't show a loss because we currently don't pay our employees a livable wage. Our goal is to be able to pay our employees what they are worth. We will consider our operations successful when we are able to generate a positive cash flow and sustainable revenue streams. We intend to do this through our Music Makes Music Clothing line and our 2015-16 annual campaign. **Metrics to be reported in 6 months:** In 6 months we will report the income that our clothing brand has earned and how much it has bridged the gap between what we need and what we are getting from each school. **Finance: Annual operating budget: \$220,000; Budget for this strategy: \$25,000**

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	80,430	18,140	110,000	125,000	145,000
Revenues	7,986	3,820	25,000	50,000	85,000
Expenses	54,901	30,000	125,000	165,000	220,000
Profit (loss)	33,515	(8,040)	10,000	10,000	10,000

Website:

www.musicmakesmusic.org

Industry: Nonprofit**# Employees:** 6**Year founded:** 2009**Contact:**

Name Mike Crowder

mike@musicmakesmusic.org

Phone 801-369-0047

Location: SLC**Amount of Capital Seeking:** \$25,000**Use of Funds:**

Music Makes Music

Clothing Brand

Management team:

Mike Crowder

Ferril Davis

Advisors:

Accountant: Adam

Bagley

Board / Other:

London Porter

Adam Bagley

Miroslav Backonja

Current Investors**in this project:**

Kevin Gates: \$50,000

(full program support)

Tyler Egan: \$1,500

Roni Sermersheim

\$1,200

Referred By:

Eric Mitchell

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Gifted Music School
Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: The Gifted Music School (GMS) is Utah’s premier children’s music school, with the vision of realizing the first world-class children’s music institution in the United States, and we seek an investment to grow our student body.

Relevant leadership experience:

The Gifted Music School was founded by Eugene Watanabe and his wife, Vera Oussetskaia-Watanabe. Both have studied at the world’s foremost music institutions and established themselves as musicians of the highest caliber.

What problem are you solving?

Study of music provides demonstrable academic, social and spiritual benefit to children and there is a lack of a holistic and rigorous children’s music program in the United States and nearly none that compete with programs internationally.

How are you solving it?

Modeled on world-class programs, our international-level faculty provide a holistic music program including instrument training, music history lessons, ear-training, vocal training, music theory, and ensemble work. The school provides students with the tools to masterfully create music with both technical skill and artistry, both as soloists and as part of musical groups.

Sustainability/revenue plan:

With newly-leased space, we have the capacity to triple the enrollment of our tuition-bearing Preparatory Division. The school offers over 754 classes, recitals, concerts and master classes each year which add to school revenue.

Target market: Children ages 3-18. Geographic Reach: Salt Lake, Utah, Wasatch, Weber, Box Elder, Summit, Salt Lake and Cache Counties

Competitive advantage:

GMS has assembled an international-level faculty who have dedicated their work to the development of young musicians. Our program graduates have been accepted to the most prestigious collegiate music institutions in the world and are widely recognized in local auditions/competitions.

Definition of success:

Grow our Preparatory Division student body from 109 to 300 within five years will continuing highest standards in teaching and student engagement.

Metrics to be reported in 6 months:

46% increase in enrollment across fall and spring semesters

Finance:

Annual operating budget: \$450,000

Budget for this strategy: \$256,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	0	15,000	65,000	25,000	40,000
Revenues	96,066	123,323	216,000	317,250	452,250
Expenses	92,436	136,125	256,000	333,112	474,862
Profit (loss)	3,630	2,198	25,000	9,138	17,388

Website:

giftedmusicschool.org

Industry: Non-Profit

Employees: 30

Year founded: 2008

Contact:

Name: Andrea Barnes

Email: abarnes@giftedmusicschool.org

Phone: 801-599-3212

Location:

150 S. 1000 East
 Salt Lake City, UT 84105

Amount of Capital Seeking: \$50,000

Use of Funds:

Salary for P/T Marketing Dir.
 Advertising / Public Relations Campaign

Management team:

Eugene Watanabe, Pres.
 Heather Moore, Prep. Div.
 Andrea Barnes, Dev. Dir.

Advisors:

Lawyer:
 Accountant: Eide/Bailly
 Board / Other:
 Arthur Dummer
 Scott Huntsman
 Joanne Rowland
 Diana Peterson
 Natalie Cottrill
 JP Hughes, MD
 Howard Edwards
 Barbara Tanner
 Kelly Hubbard
 Deborah Moench
 Dorothea Smart

Current Investors in this project:

Peterson Homes, Peterson Partners, Martin Doors, George S. and Dolores Doré Eccles Fdn, ZAP, Salt Lake City Arts Council

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Utah National Parks Council, Boy Scouts of America (UNPC)

Legal Status (Circle One): For Profit, **Not For Profit**, Hybrid

One line pitch:

With the initial capital necessary to develop newly-donated land in Eagle Mountain, the UNPC will be able to offer an outdoor education experience to currently underserved youth groups, school districts, and underprivileged, at-risk youth in Utah Valley.

Relevant leadership experience:

The UNPC is rebuilding the 12 camps it currently operates and has professional architects and contractors available. Volunteers and outdoor education professionals are creating new, innovative youth programs involving STEM and outdoor adventures that will make this camp a valuable experience for youth age 7 to 21.

What problem are you solving?

Many Utah Valley youth are struggling in school. For example, Provo School District has only a 72% graduation rate, and only 53-60% of minority, disadvantaged, and English learner populations graduate. Traditional, in-school methods have been unable to increase these rates. Youth in other areas have received significant benefits from outdoor education, but existing camps that provide outdoor education for these youth are inadequate or too far away to meet the need.

How are you solving it?

A study by the American Institutes for Research found that for at-risk sixth grade students in California, outdoor education programs improved self-esteem, problem-solving skills, conflict resolution, motivation to learn, behavior in class, and science scores. The UNPC has recently received land donations that provide space in Utah Valley for new camps close to the urban population. Once the basic camp infrastructure is in place, these camps will offer outdoor programs to youth in the area.

Sustainability/revenue plan:

With basic infrastructure in place, several revenue-generating activities and camps can be offered to Scouts, local schools, community groups and others. Future donations for structures will increase the camp’s capacity and revenue, though we anticipate revenue as soon as the basic structures are in place. Revenue will sustain the camp and allow the Council to subsidize initiatives for groups unable to pay normal camp rates.

Target market:

Youth ages 7-21, especially those in Utah County who don’t have the means to travel to other Council camps for outdoor education and experiences.

Competitive advantage:

There are no equivalent camps in northern Utah Valley. The location of this camp makes it particularly attractive for local youth and community groups. The camp will offer unique programs and outdoor experiences otherwise unavailable to these youth.

Definition of success:

Once the camp is operational, success will be measured by the number of youth served in this camp and by gains in school performance and critical social skills.

Metrics to be reported in 6 months:

Progress on infrastructure, materials acquired, programs developed, advertising and public relations efforts related to the new camp, and number of fall/winter reservations.

Finance:

Annual operating budget: \$7,834,000

Budget for this strategy: \$5,110,000 over 5 years to build infrastructure for camp

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	N/A	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Revenues	N/A	\$12,000	\$85,380	\$304,550	\$552,180
Expenses	N/A	\$1,010,700	\$1,051,477	\$1,180,340	\$1,336,370
Profit (loss)	N/A	\$1,300	\$33,903	\$124,210	\$215,810

Website: utahscouts.org

Industry: Youth Development/Education

Employees: 77

Year founded: 1938

Contact:

Name: Dave Pack

Email: dave.pack@scouting.org

Phone: (801) 437-6205

Location:

Council Office: Orem, Utah

Camp: Eagle Mountain, Utah

Amount of Capital Seeking: \$1,000,000

Use of Funds: Plumbing (water lines), basic necessary structures, developed campsites, roadwork, parking

Management team:

Dave Pack, CEO

John Gailey, Director of Support Services

Advisors:

Lawyer: Kenneth Parkinson, Howard, Lewis & Petersen

Accountant: Joel Zabriskie

Board / Other:

Stan Lockhart, President

Richard Dubois, Commissioner

David Cook, VP of Asset Management

Paula Call, VP of Program

Rondo Fehlberg, Immediate

Past President

Current Investors in this project:

DAI Development: 80 acres in Eagle Mountain, Cedar Valley,

Eagle Mountain City: other land in the same area.

Utah National Parks Council, Boy Scouts of America

Referred By: Lee Hansen

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Revolution United

Legal Status (Circle One): For Profit, **Not For Profit, Hybrid**

One line pitch: A one-stop B corporation market/café/commissary for locally sourced products, chefs, produce, food classes, dining, and urban gardening supplies. A blend of Harmon's, Lowes and Rico's but driven by the public.

Relevant leadership experience: Since our inception we have accomplished 16 projects, over 4,000 hours of volunteer time, and have been awarded Best Communal Change by City Weekly.

What problem are you solving? Many individuals on the West side of SLC don't have access to affordable healthy food and the Gateway mall is dying.

How are you solving it? By bringing in a market / café / commissary / educational facility into The Gateway mall, we will revitalize its economy while at the same time help Salt Lake to become more healthy and sustainable.

Sustainability/revenue plan: Our funding strategy is to acquire 50% from grants, and 50% from crowd sourced loans. 33% of the profits generated stay within the business, 33% goes to the Revolution United and 33% goes to the crowd sourced lenders who receive up to 600% return on loans.

Target market: All people need access to healthy food and the resources to produce their own healthy ingredients, so our mission is to acquire client loyalty from all surrounding areas including the west side of Salt Lake.

Competitive advantage: A key element will be public feedback and consulting along with affordable produce at a fraction of the cost of major national stores such as Whole Foods. The public also has buy in because they want to ensure they receive their loan payment back.

Definition of success: Our definition of success is to have \$500 a day in sales and to partner with as many local farmers, producers and chefs as possible. This will guarantee sustainable operations.

Metrics to be reported in 6 months: Amount of class attendance, balance sheets, amount earned from open source loans, qualitative surveys from shoppers and loaners, and a documentary vlog of the processes, successes, and struggles.

Finance:

Annual operating budget: \$0 We raise funds for the specific projects
Budget for this strategy: \$139,550

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations		\$100,000	\$0	\$0	\$0
Revenues		\$50,000	\$150,000	\$200,000	\$250,000
Expenses		\$139,550	\$91,550	\$110,000	\$120,000
Profit (loss)		\$10,450	\$58,450	\$90,000	\$130,000

Website:

www.revolutionunited.org

Industry: Food

Employees: 1

Year founded: 2012

Contact:

David Brooks

Dbrooks@revolutionunited.org

801.608.8246

Location:

1120 South Richards St
Salt Lake City, Utah 84101

Amount of Capital Seeking: \$50,000

Use of Funds:

Staff, marketing, business startup capital

Management team:

David Brooks

Tara Danneman

Advisors:

Pati Reiss

Washington Sourmount

Lawyer:

Sean Clagget

Accountant:

Nicole Hancock

Board / Other:

Jim French

Ben Trentelman

Jacqueline Pullos

Kai Turner

Sean Crossland

Current Investors in this project:

This is the first pitch for the project.

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Kostopulos Dream Foundation/Camp Kostopulos

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Kostopulos Dream Foundation is dedicated to improving the quality of life for people with disabilities and special needs through recreation, education, and growth opportunities, focusing on skills for independence, including: self-confidence, self-control, persistence, flexibility, adaptability, curiosity, initiative, communication, and collaboration – all in a fun and safe environment.

Relevant leadership experience: Key staff: Mircea Divricean (President and CEO, 15+ yrs @ Camp K); Michael Divrician (Operations Director, 10 yrs @ Camp K); Stacey Davis (Finance/Grants Manager); Sami Kennington (Programs Manager, Recreational Therapist); Jamie Blaisdell (Programs Manager, Recreational Therapist); Kristy King (Programs Coordinator, Recreational Therapist)

What problem are you solving? People with disabilities and special needs are, by nature, at risk. The number of people with disabilities is increasing, and many of these individuals live at or below the poverty level. Many are relegated to a life of loneliness and isolation.

How are you solving it? Kostopulos Dream Foundation provides a safe place for people with disabilities to gather, and to learn important skills, and ultimately, integrate more fully into their community. A new emphasis is being placed on Arts appreciation and education, allowing our clients to showcase their abilities in art, drama, music, and dance, and to bring awareness of our community to the unique abilities of our clients.

Sustainability/revenue plan: Revenue will be generated through registration fees, and through program partnership/sponsorship fees.

Target market: Individuals with physical and cognitive disabilities

Competitive advantage: We have 40+ years of experience working with people with disabilities. We will leverage our existing relationships to garner support for the arts program, enabling us to showcase the program’s accomplishments.

Definition of success: Programs will be offered, attended, and completed with an “event” such as a theatre production, art show, dance performance, or music performance. These events will be open to the public, and will be beneficial to both our participants and the community as a whole.

Metrics to be reported in 6 months: Number of participants, partners, and success rate

Finance:

Annual operating budget:

Budget for this strategy:

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	321,088	109,812	125,000	150,000	150,000
Revenues	1,254,977	1,252,007	1,378,861	1,447,804	1,520,194
Expenses	1,065,115	1,225,826	1,348,409	1,388,861	1,458,304
Profit (loss)	189,862	26,181	30,453	58,943	61,890

Website: www.campk.org

Industry: Not For Profit

Employees: 25-70
(varies per season)

Year founded: 1967

Contact: Stacey Davis
staceydavis@campk.org
801-582-0700 x106

Location:
4180 E Emigration
Canyon Road
Salt Lake City, UT 84108

Amount of Capital Seeking: \$75,000

Use of Funds:

Management team:
Mircea Divricean –
President and CEO

Advisors:
Lawyer: N/A
Accountant: N/A

Board / Other:
John Miller - President
Mark Miller Group
Rick Lifferth – VP
Ivory Homes
Layne Smith – VP
Dorsey & Whitney
Nathan Kerr - Secretary
Basic Research
David Traveller – Treasurer
Traveller & Co, LLC
Rex Wheeler – Past
President
Wells Fargo Bank

Current Investors in this project:
N/A

Referred By: N/A

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Prevent Child Abuse Utah (PCAU)

Legal Status (Circle One): Not For Profit

One line pitch: PCAU is the only agency fully dedicated to child abuse prevention in the State of Utah.

Relevant leadership experience: Our school staff all has bachelor degrees and participate in trainings and conferences as they are able to stay current and up to date on the topic. Program requests are made statewide knowing of our professional staff and their expertise. PCAU is the leading child abuse prevention education agency in the state and we partner with many other organizations to share our expertise to benefit as many people across the state as we are able.

What problem are you solving? Child Abuse in all its forms.

How are you solving it? Prevention Specialists provide education to Utah’s school children in their school setting, teaching them techniques and tools, and safe strategies to use in and out of their homes to help protect themselves from abuse in its many forms. Faculty and community members are also provided training and education on how to appropriately deal with abuse disclosures.

Sustainability/revenue plan: PCAU enjoys a long history of partnership with a number of private foundations who provide grant monies for this program. Funds for the program are also provided by the State of Utah. Other supporters include Mazda Drive for Good and the Toyota Dealer Match Program.

Target market: Children ages 3 through 18, school faculty members and community members of all ages.

Competitive advantage: PCAU is the only agency fully dedicated to child abuse prevention in the State of Utah.

Definition of success: Helping at least one child to recognize abuse, come forward and report and overcome abuse. Our goal is to provide education to at least 25,000 students each school year.

Metrics to be reported in 6 months: An average of 500 students from across the state will be given pre and post tests of the information provided during the school year. The goal is 85% retention of information. During the 2014-2015 school year, average retention was 96%.

Finance:

Annual operating budget: \$861,910

Budget for this strategy: \$560,241

Current and forecast revenues for project (whole agency numbers):

	Last Year	This Year	Year 2 2013	Year 3 2012	Year 4 2011
Donations	396,598	385,456	511,808	503,875	363,702
Revenues	176,151	70,236	115,557	121,744	217,749
Expenses	572,749	455,692	627,365	625,619	581,451
Profit (loss)	0	0	0	0	0

Website: pcautah.org

Industry: Social Service

Employees: 15

Year founded: 1982

Contact:

Carrie Jensen, Assoc. Dir.

cjensen@pcautah.org

801-393-3366

Location:

2955 Harrison Blvd. Ste. 104

Ogden, UT 84403

Amount of Capital

Seeking: \$40,000

Use of Funds: Statewide

Child Abuse Prevention

Program

Management team:

Carrie Jensen, BIS, SSW,

Associate Director

Mallorie Mitchell, BS,

Prevention Specialist

Gwen Skeen, BSW,

Prevention Specialist

Kate Hubrich, BS, Prevention

Specialist

Advisors:

Accountant: Travis J

Vadnais, MAcc

Board / Other:

John “Mike” Tait, Pres.

Steve Rush, Past Pres.

Chris Zimmerman, Treas.

Tristan Horne

Anthony C. Kaye

Renee N. Sorensen

S. Kim Hodges

Full List Avail. On Request

Current Investors in this project:

Ashton Foundation

Geo & DoI Eccles Found.

LDS Foundation

Sorenson Foundation

A full list avail. on request

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Kidnected World

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: The Wonderment is an online/app environment and network of physical “pods” that bring kids together across the globe through collaborative creative challenges—and turns their participation into a currency that is matched by brands and donors to make pods available to more kids and communities around the world.

Relevant leadership experience: Jenn Cook (CEO): Past VP of Crispin Porter & Bogusky. Experience running global brand accounts for Microsoft, IBM and Old Navy. Amy Shaffer (CCO): Strategy and brand management for online educational platforms including Instructure. Supported by a team of social entrepreneurs, marketing and digital strategists, educators, designers, filmmakers and an Aussie.

What problem are you solving? Kids under 14 are very naturally inclined to service but often lack the resources needed to participate in the existing structures of non-profit causes (unsupervised time to volunteer or money to donate). They also have high levels of creativity but, during the developmental phase between 6-13, experience staggering losses in creative confidence and divergent thinking.

How are you solving it? We believe in empowering kids as “Change Agents” by facilitating opportunities for them to directly impact their communities and others through their natural abilities of creativity and connection. We do this through our technology platform, community events at our headquarters in SLC and a connected physical network of creator pods around the world. Brands and donors back kids’ creative contributions on the Wonderment platform as the growth engine to send more pods to kids in deserving communities around the world. Through the Wonderment, contributors are also able to collaborate directly with kids in prospective communities to customize those pods for their needs. This is an unparalleled opportunity for kids to see their creativity and connection having an impact on personal, community and collective levels—creating a true Kidnected World.

Sustainability/revenue plan: Sponsored digital content/events; crowd-sourced support; brand/donor funding for pods; subscription model for larger organizational integration (school districts, public libraries, etc); merchandising

Target market: Primary: Kids 6-13. Secondary: Librarians, Teachers, Parents, Community leaders (as guides and facilitators to the kids’ participation)

Competitive advantage: We’re not doing something FOR kids, we’re doing it WITH them: opening up channels where they can participate in service, be creative and connect to kids globally in a self-directed, peer-to-peer way. We’re also merging the expansive capabilities of digital with the community integration of real-world involvement—creating a visionary hybrid of the needs and opportunities of this unique generation.

Definition of success: Number of pods sent around the world through kids’ participation in the Wonderment; increased level of creative community service inspired and integrated by Wonderment activities

Metrics to be reported in 6 months: 50 new active participating libraries. 10,000 new active users. 2 new international pods. 2 new local pods.

Finance:

Annual operating budget: \$750,000

Budget for this strategy: \$160,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	35K	100K	250K	400K	650K
Revenues	400K	400K	750K	1M	1.5M
Expenses	1.2M	750K	1M	1.2M	1.5M
Profit (loss)	(765,000)	(250,000)	0	200,000	650,000

Website:

thewonderment.com

Industry: Tech/Ed

Employees: 10

Year founded: 2011

Contact:

Cassia Nielsen

Cassia@kiddnectedworld.org
801-792-5114

Location: 26 Market St.
SLC, UT 84105

Amount of Capital Seeking: \$160,000

Use of Funds:

Round of enhancements and optimizations of digital platform & app; community “pods” (shipping containers retrofitted as mini-library/maker lab/service centers, customized to individual community needs) at different local locations and around the world

Management team:

Jenn Cook – CEO
Amy Shaffer – CCO
Cassia Nielsen - COO

Advisors:

Lawyer: Kirton McConkie
Accountant: Integritas
Board / Other:
Hugh Evans-GPP
Stacey Ford: Finance
Sue Yocum: Education
Perry Blake: Media

Current Investors in this project: Sumner Redstone Foundation & CP&B Agency

Referred By: Blair Hodson

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Utah Diné Bikéyah

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Utah Diné Bikéyah is strengthening tribal cultures and sovereignty through the protection of the Bears Ears cultural landscape.

Relevant leadership experience: UDB is comprised of spiritual leaders, elected officials, and policy experts from Navajo and Ute communities in San Juan County, Utah. We work collaboratively with other tribes, stakeholders, and decision-makers to elevate cultural resources in public land management.

What problem are you solving?

An estimated 60% of Utah Navajo heat their homes exclusively with firewood collected from ancestral lands managed by federal agencies. Federal agencies are concerned about the impact of firewood collectors on archaeological resources and the risk of catastrophic wildfire across the landscape. Currently there is little coordination of these challenges and opportunities.

How are you solving it?

We will convene a cross-disciplinary team of experts in Navajo culture, ethnobiology, urban planning, economics, public policy, and forest ecology to understand the problem and develop creative solutions aimed at meeting the needs of Utah Navajo people. We will carry out community surveys and train Navajo youth on how to carry out BLM fuels treatments in ways that provide wood to local people or off-set heating needs.

Sustainability/revenue plan:

We will secure contracts from state and federal agencies to carry out fuels treatments including training and organizing Navajo fuelwood reduction crews.

Target market:

Native American residents living in San Juan County, Utah

Competitive advantage:

Utah Diné Bikéyah has established itself over the past five years as solutions-oriented organization that tackles issues collaboratively and hand-in-hand with Utah's most under-privileged communities.

Definition of success:

We will advance our understanding of fuelwood needs of Native Americans in San Juan County and develop solutions oriented approaches to integrate current fuel-load reduction goals of federal agencies toward meeting some or all local fuelwood needs.

Metrics to be reported in 6 months:

Number of community interviews conducted. Number of sustainable heating solutions identified. Estimates of household income benefits from delivered wood supplies and new jobs created. Number of trainings completed.

Finance:

Annual operating budget: \$200,000

Budget for this strategy: \$100,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	2000	105,000	75,000	50,000	50,000
Revenues	0	0	25,000	35,000	35,000
Expenses	2000	105,000	100,000	85,000	75,000
Profit (loss)	0	0	0	0	10,000

Website:

utahdinebikeyah.org

Industry: NGO

Employees: 2

Year founded: 2014

Contact:

Gavin Noyes
gavin@xmission.com
801-521-7398

Location:

San Juan County, UT

Amount of Capital Seeking: \$100,000

Use of Funds:

Ethnographic interviews
Training Crews
Strategic Planning

Management team:

Gavin Noyes, Brian Coddling,
Chas Robles

Advisors:

BLM: Don Hoffheins
Accountant: Jane Skinner,
CPA
Board Members: Willie
Grayeyes, Jonah Yellowman

Current Investors in this project:

Conservation Lands
Foundation
New Venture Fund

Referred By: Liz Kinne

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Alzheimer’s & Dementia Society

Legal Status (Circle One): ~~For Profit~~, Not For Profit, **Hybrid**

One line pitch: We are seeking funds to renovate an existing building for the only Adult Dementia Day Care Center in Washington County, an area of approximately 3500 people with an illness of dementia.

Relevant leadership experience: The Alzheimer’s & Dementia Society was founded in March of 2012 to fill the void left when a national organization withdrew. LuAnn is a founding board member of the Area Agency on Aging’s Caregiver Advisory Board with 10 years statewide leadership and experience in the field of Alzheimer’s and dementia care.

What problem are you solving? Adult Day Care will provide respite necessary for caregivers to protect their health and wellbeing, provide increased cognitive and socialization for their loved ones, reduce isolation and depression and potentially save families \$100,000 over two years. Presently we can only provide limited services at the senior center and are turning people away.

How are you solving it? Our activity based program provides private time for caregivers while care receivers benefit from improved self-esteem, reduced cognitive decline, improved mood and sleep patterns. We will reduce isolation and depression allowing families to keep their loved ones home for an average of 2 years, potentially saving them \$100,000 in facility care expenses (\$4800/month x 2 yrs).

Sustainability/revenue plan: Fee for services will sustain the project. Scholarships will pay for those with financial need. A sponsored fundraising event is scheduled for September 19, 2015. United Way Dixie pays for “Give Respite A Try” and the Five County Area Agency on Aging provides occasional scholarships for their clients to attend. With a licensed bonded Adult Day Care we will apply to be a provider for dementia care with the Agency on Aging as well as insurance companies that pay out Long Term Care policies.

Target market: This Adult Day Care will serve persons with moderate to early late stage dementia and their family caregivers.

Competitive advantage: This stand-alone, Adult Day Care center will be the only one providing dementia services in our area. Washington County sports an 18.3% senior population. Currently the only services are provided by our group.

Definition of success: Success is improved sleep, mood and self-esteem for those with dementia and improved caregiver outlook with reduced depression, isolation and compassion fatigue measured by surveys and smiles.

Metrics to be reported in 6 months:

Finance:

Annual operating budget:

Budget for this strategy:

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	\$38,550	\$75,000	\$50,000	\$65,000	\$75,000
Revenues	\$38,100	\$50,000	\$70,000	\$80,000	\$80,000
Expenses	\$51,550	\$123,000	\$110,000	\$115,000	\$120,000
Profit (loss)	\$25,100	\$2,000	\$10,000	\$30,000	\$35,000

Website:

www.alzsociety.com

Industry: Non-profit Elder Care Social Services

Employees: 4

Year founded: 2012

Contact:

LuAnn Lundquist

luann@alzsociety.com

435-319-0407

Location:

168 N. 100 East Suite 104
St. George, Utah 84770

Amount of Capital Seeking:

\$40,000.00

Use of Funds: Renovation of a space to accommodate an adult day care.

Management team:

LuAnn Lundquist, BS, TRT
Nick Lang, CPA
Tyler Hoskinson, Civil Engineer
Teri Koenig, Gerontologist

Advisors:

Lawyer: Jenny Jones, JD

Accountant” Nick Lang, CPA

Social Worker: Patrick Sapio, MSW

Beth Cottam, SSW

Gail Rudd, Caregiver

12 member Advisory Board

Current Investors in this project:

Red Sands Investment, LLC
Alzheimer’s & Dementia Society, LLC 501(c)(3)

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Salt Lake Donated Dental Services (SLDDS)

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Create access to an affordable Dental Home for our community’s struggling working-poor (individuals at or below 200% FPL).

Relevant leadership experience: SLDDS has been providing dental care to Utah’s homeless and low-income individuals for over 25 years. Board and Staff members have a combined dental care experience of over 40 years.

What problem are you solving? Low-income adults are twice as likely to have tooth decay compared to their wealthier counterparts and in Utah one in five children have untreated cavities. Despite new health care laws, thousands of Utah’s medically underserved are left without access to affordable quality and comprehensive dental care. We were assisting those with no access to dental care but there was a huge gap once individuals returned to work they still didn’t have insurance, couldn’t afford care in a private office, but no longer qualified for free services.

How are you solving it? In 2009, SLDDS’ started a Discounted Program to address this gap in services and provide subsidized quality comprehensive dental care for individuals at or below 200% of the Federal Poverty Level. SLDDS offers the same services one might receive in a private dental office.

Sustainability/revenue plan: The Discounted Program operates like a private dental office and is self-sustaining. The board and staff have a combined experience working in private dental offices of over 40 years.

Target market: Utah’s low-income individuals and families (≤200% of FPL)

Competitive advantage: For 25 years, SLDDS has been providing quality dental care to Utah’s medically under-served. The program has been in operation since 2009 so we know what it is capable of.

Definition of success: An increase in the number of patients receiving preventive treatments, completing treatment plans, and scheduling bi-annual recall (cleaning) dental appointments.

Metrics to be reported in 6 months: The number of patients who receive dental care within the Discounted Dental Program, including the percent of increase. Procedures provided will include: preventive, restorative, emergency care, oral surgery, and prosthetics.

Finance:

Annual operating budget: \$907,339

Budget for this strategy: \$557,804

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	605,537	606,537	600,000	595,000	590,000
Revenues	435,812	448,886	471,330	485,470	500,035
Expenses	973,409	907,339	998,073	1,028,015	1,058,856
Profit (loss)	67,940	148,084	73,257	52,455	31,179

Website:

www.donateddental.org

Industry: Community Dental Clinic

Employees: 7

Year founded: 1990

Contact:

Name: Stephanie M. Jensen

Email:

development@donateddental.org

Phone: 801-983-0348

Location:

1383 S. 900 W STE 128
Salt Lake City, UT 84104

Amount of Capital Seeking: \$75,000

Use of Funds: subsidize the cost of initial dental exams, cleanings and for more costly procedures such as crowns.

Management team:

Stephanie Jensen, Executive Director

Laura Sax, Program Manager

Cindy Ramos, Lead Dental Assistant

Advisors:

Lawyer: Kamron Keele

Accountant: Tim Rees,
Karren Hendrix Stagg Allen & Company

Board / Other: Dr. Melvin Malmstrom, Dr. Ralph B. Montgomery, Carol Coulter, Ryan Frandsen, Nalyn R. Esplin, Suzette Musgrove, Dr. Bruce Gunderen, Larry Handy, Craig Wilson, Daniel S. Daines, R. Ted Stagg, Dr. Jim Guinn

Current Investors in this project:

Currently in progress of seeking other investors.

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Mapps Lab LLC

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Web platform, driven by community of great teachers, delivers the learning we need in the school system we have.

Relevant leadership experience: One founder created largest teacher training in US; sponsor’s annual sales rose \$26 million. The other led teams jumpstarting economic growth in dollar-poor villages worldwide; actual, measured growth averaged 5x investment. Community partnerships were key economic and social-impact driver in both cases.

What problem are you solving? Parents, business, and society want 21st-century skills (collaboration, creativity, critical thinking). Teachers agree. But the US system requires mass testing, standard curricula, and challenging classrooms. Without help, few teachers can deliver it all.

How are you solving it? App + lesson plans built around great teachers. Alpha test in challenging classes shows strong growth in STEM and Core mastery, student engagement, and 21st-century skills.

Sustainability/revenue plan: App free. R&D grant-funded. Revenue: B2B professional development sales to districts + share from lesson-plan store. Exit goal: strategic acquisition by Fortune-50 (4 targets identified).

Target market: all US schools grades 4 – 8

Competitive advantage: Only similar app proven usable in real schools. Teacher community brings low-cost content and distribution. Team gained unique community skill w/ 2 Utah nonprofits and 1500+ students.

Definition of success: Most US classes have highly engaged students, rapid growth in 21st-century skills, strong standard metrics. (Year 4 goal: 90% of classes using our app have all that, persuading very large organization to acquire Mapps Lab, continue its partnership with teacher community, and rapidly expand both as part of its business strategy.)

Metrics to be reported in 6 months: Improvements in engagement, 21st-century skills, and Core Curriculum mastery. Teacher-community growth, loyalty, output, value. Results of first professional development.

Finance:

Annual operating budget: \$150K

Budget for this strategy: same (organization dedicated to this strategy)

Current and forecast revenues for project (“donations” incl investments):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	n/a	\$190K	\$210K	\$450K	\$550K
Revenues	n/a	\$0	\$150k	\$350K	\$400K
Expenses	n/a	\$150K	\$300K	\$700K	\$850K
Profit (loss)	n/a	\$40K	\$60K	\$100K	\$100K

Website: mappslab.net

Industry: ed tech

Employees: 3

Year founded: 2014

Contact:

Mitchell Wade

mwade@mappslab.net
801 696 4486

Location: SLC

Amount of Capital Seeking: \$120K

Use of Funds: app refinement, pilot prof. development program (summer), classroom beta test in multiple states (fall), expand lesson plan library and teacher community

Management team: Mitchell Wade, John Schaefer, Brisa Ayub

Advisors:

Lawyer: open

Accountant: open

Board (Other) Boom Startup (Robb Kunz, Steve Curtis, Jessica Bleak)

Current Investors in this project: Utah Governor’s Office of Economic Development (TCIP grant); founders

Referred By: Tiffini Porter

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Spy Hop Productions

Legal Status (Circle One): Not For Profit

One line pitch: Invest in camera equipment for Spy Hop’s social enterprise, Phase 2 Productions, to enable us to increase profits, expand our revenue stream, allow us to produce consistently higher quality products, help us gain and retain a competitive edge in the film production market, and ultimately lessen our reliance on charitable giving.

Relevant leadership experience: Key project staff includes, Kasandra VerBruggen, Executive Director and Colby Bryson, Director of Phase 2 Productions. Colby has 10 years of commercial film production experience.

What problem are you solving?: Spy Hop’s social enterprise, Phase 2 Productions, is struggling to remain competitive in the film production market due to equipment rental costs. Phase 2 spends 10 to 40% of project budgets on rental equipment, which increases expenses, decreases profits and makes Phase 2 less competitive in the marketplace.

How are you solving it?: Phase 2 will purchase professional range camera equipment that it typically rents for commercial projects. Owning rather than renting this equipment will allow for lower project bids and higher profit margins, ultimately increasing revenue directed toward Spy Hop’s mission.

Sustainability/revenue plan: The one-time purchase of professional range camera equipment will have two effects on revenue and sustainability. First, the purchase will drastically reduce project expenses, positioning Phase 2 to both attract and retain new and larger clients, while remaining profitable. Second, Phase 2 will have the option of renting out the camera equipment, opening a new and potentially lucrative revenue stream.

Target market: Phase 2 provides high-quality film production services for non-profit, governmental, and for-profit organizations throughout Utah. The camera equipment purchase will allow Phase 2 to approach larger, high profile organizations with competitive bids.

Competitive advantage: The camera equipment purchase will make Phase 2 more competitive with other commercial production companies by decreasing overall expenses. In addition to providing on-the-job filmmaking experience to Spy Hop alumni, Phase 2 prides itself on providing high-quality media products to clients. As production requirements and values increase, however, so do rental expenses, which threatens the competitive nature of Phase 2. In-house camera equipment will increase both the competitive advantage of Phase 2 and its profit that supports Spy Hop’s mission.

Definition of success: Success will be measured by increased profit margins, enhanced ability to provide Spy Hop students and alums experience using high-end camera equipment, greater capacity to provide high quality production to non-profit organizations at a lower cost, and, ultimately, by the amount of profit Phase 2 generates to support Spy Hop’s core programming.

Metrics to be reported in 6 months: Spy Hop will report the number of projects for which the camera equipment was used, how much money was saved in rental costs, and how much money was earned through renting out the equipment.

Finance:

Annual operating budget: \$1,385,461 (Spy Hop)

Budget for this strategy: \$50,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	0	0	0	0	0
Revenues	\$85,502.50	\$145,000	\$115,000	\$125,000	\$140,000
Expenses	\$77,642.28	\$155,000	\$115,212	\$119,619	\$122,118
Profit (loss)	\$8,340.22	-\$10,000	-\$212	\$5,381	\$17,882

Website: www.spyhop.org

Industry: Youth Media

Education

Employees: 18

Year founded: 1999

Contact:

Eric Hanson
eric@spyhop.org
 801-532-7500

Location:

511 West 200 South, suite 100
 SLC, UT 84103

Amount of Capital Seeking: \$50,000

Use of Funds: To purchase professional range camera equipment.

Management team:

Kasandra VerBruggen
 Executive Director

Advisors:

Lawyer: Nathan Thomas,
 Jones Waldo
 Accountant: Deb Henich

Board / Other: Missy Greis, Robyn Martinez, Stephen Clay, Jennifer Berger, Brent Bowen, John Clower, John Esplin, Libby Haslam, Daniel Maldonado, Jennifer Plumb, Peter Pilafian, Nathan Thomas, Hala Saleh, Mike Brown

Current Investors in this project: None

Referred By:

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Salt Lake City Bicycle Collective

Legal Status (Circle One): For Profit, **Not For Profit**, Hybrid

One line pitch: Help us build an efficient and permanent social factory, where refurbishing unwanted bikes creates a community of empowered people.

Relevant leadership experience: Executive director David E. Davis secured our property in Ogden and has had success growing our upcycling revenue. Kevin Dwyer drafts homeowners agreements and will provide legal council. Bob Farrington will advise on Community Planning + Development. Bogart McAvoy will bring architecture experience and oversee design.

What problem are you solving? The Bicycle Collective provides thousands of bicycles to the community a year. We enable low-income individuals and youth, refurbish abandoned bicycles, and change the way people navigate our city. After 13 years of growth we have no permanent home, we have run out of space, our factory-like operations need to be optimized to deal with the incredible influx of bikes and support.

How are you solving it? By designing and purchasing an optimized building where we can operate repair, volunteer, youth, and community bike shop programs concurrently. Our training and development systems are scale-ready, creating more bikes and helping more people. We can insure our future, and use our physical presence to foster developments in the broader bicycle community through a synergistic community/co-working space.

Sustainability/revenue plan: Bicycle Collective locations are financially sustainable via revenue generated by the sale of donated bikes and components. We are able to support our charitable programs through our own income. External funding will make an optimized home possible in 3-5 years.

Target market: Low income families, average people, new and avid bicyclists.

Competitive advantage: As the only non-profit in the state organized around bicycle mechanics, our sole purpose is to provide the space and resources to use bicycles as tools for empowerment. We have a great model for success, and have never tapped our community for a capital campaign of this nature.

Definition of success: Have purchased a building and expanded volunteer and community bike shop programs to operate 9 am to 9 pm concurrently. Host administrative space for four other bicycle NGOs.

Metrics to be reported in 6 months: We will report back on our design, site selection, and fundraising progress. We will use the Community Foundation's support as a match to leverage funds from our community and other investors.

Finance:

Annual operating budget: **\$514,090**

Budget for this strategy: **\$600,000- \$1.5m over 3-5 years, \$100,000 in 2015.**

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	81,894	193,300	257,295	223,389	271,898
Revenues	293,318	320,790	368,908	424,245	487,881
Expenses	309,044	409,437	442,191	477,567	1,190,773
Profit (loss)	+66,168	+104,653	+184,012	+170,067	-430,994

Website:

<http://www.bicyclecollective.org>

Industry: Youth, Environment, Transportation, and Refugee Resettlement

Employees: 8 FTE

Year founded: 2002

Contact: David Eyer Davis
davey@bicyclecollective.org
 801-230-6308

Locations: Greater Salt Lake Valley

Amount of Capital Seeking: \$150,000 match

Use of Funds: Developing and purchasing an optimized Salt Lake location.

Management team:

Executive Director David Davis; Director of Operations Joergen Trepp

Advisors:

Lawyer: Kevin Dwyer
 Accountant: Justin R. Shaw, CPA
 Board / Other: Phillip Carlson, Deb Henry, Steve Rowbottom, Michael Ampula, Todd Aylesworth, Clay Dean-Perry, Heidi Goedhart, Shelly Reynolds, Jonathan Morrison, Patrick Beecroft, Chase Christiansen, Robert Farrington, Community Planner, Bogart McAvoy, Architect

Current Investors in this project:

Quality Bicycle Products, Specialized Bicycles, Chase Family Foundation, Sorenson Legacy Foundation, U of U Architecture and Planning

Referred By: Community Foundation of Utah

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Utah Arts Alliance

Legal Status (Circle One): For Profit, (Not For Profit), Hybrid

One line pitch:

The Utah Arts Alliance will save the historic Ladies Literary Club building at 850 South Temple in Salt Lake City by creating a one of a kind performing arts venue and opening Salt Lake’s only “Dinner Theatre”.

Relevant leadership experience:

The UAA has been one of the top independent cultural facilities administration organizations for the last 12 years and currently administers 4 facilities. Our staff has over 50 years of combined venue management experience.

What problem are you solving?

The Historic Ladies Literary Club building that includes a beautiful theater space has been up for sale and is at risk of becoming office space unless a cultural organization can step in and save the building. The UAA is taking a leadership position to preserve this historic site by leasing this building with the option to purchase.

How are you solving it?

By taking over this historic venue we will save it for the cultural community and renovate it and make it a functioning unique and innovative theatre where artists can express their talents and the public can enjoy excellent performing arts programming.

Sustainability/revenue plan:

Admission will be charged to audiences for performances and dinner on weekends. The UAA will also lease the space to arts and cultural groups for rehearsals, performances and events during the week.

Target Market

Those in the Salt Lake City market who seek quality stage performances as well as tourists looking for a “one of a kind” Salt Lake City experience.

Competitive advantage:

This will be the only “dinner theatre” in Salt Lake City.

Definition of success:

Preservation of this unique historic building to be a functioning performing arts venue, which provides enjoyable entertainment to the community while creating sustainable revenue.

Metrics to be reported in 6 months:

Renovation report, revenue, and attendance reports.

Finance:

Annual operating budget: \$447,000.00

Budget for this strategy: \$75,600.00

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	0	7,500.00	20,000	30,000	30,000
Revenues	0	30,500.00	201,600	221,760	241,920
Expenses	0	75,600.00	151,200	201,200	215,000
Profit (loss)	0	(37,600)	70,400	50,560	56,920

Website: www.utaharts.org

Industry: Performing Arts

Employees: Seven

Year founded: 2003

Contact:

Name Derek Dyer

Email: derek@utaharts.org

Phone 801-651-3937

Location: 663 W 100 S
Salt Lake City, UT 84104

Amount of Capital Seeking:
\$40,000

Funds: The funds will be used for start up costs related to basic renovation, and program expenses for the new performing arts center at the historic Ladies Literary Club and creating the SLC Dinner Theatre .

Management team:

Derek Dyer, Andrew Watson
Michael Christensen

Advisors:

Lawyer: Dan Munro
Accountant: Alan Wilkens, CPA
Board / Other

Chair

Cindy Mecklenburg

Vice-Chair

Kent Robert Rigby

Secretary

Vanessa Martineau

Treasurer

Sitori Holbrook, CPA

UAA Executive Director

Derek Dyer

Current Investors in this project:

Utah Arts Alliance, Tin Angel Café, La Rouge Entertainment, Municipal Ballet Company.

Referred By:

Organization: Edible Wasatch Magazine**Legal Status:** Mission-Based For Profit**One line pitch:** Edible Wasatch is a mission driven print publication with multiple digital assets that educates the community on the impact of local food choices. We connect the community to our local food system, regional food culture and sustainable food practices, and connect consumers to local food businesses through stories, reportage and recipes.**Relevant leadership experience:** Business Management by Tamerin Smith-Creative Capital and Publishing Experience by Rachel Hodson and David Vogel -Editorial and Community Liaison by Alison Einerson .**What problem are you solving?** People are increasingly disconnected from their food systems and how their food choices affect local and global social issues. This negatively impacts the health and sustainability of our economy, community and environment.**How are you solving it?** Through its print, online and mobile platforms, Edible Wasatch educates the community about making local impactful choices with their consumer dollar to promote a sustainable and healthy food system. Through our local media and the national Edible Communities network (PBS TV show, National Podcast, National website), we create a consumer educated about the impact of their food choices and a stronger market for local businesses and non-profits (including many funded by this organization).**Sustainability/revenue plan:** Based upon recent contractual changes with the licensor, our numbers show that paid advertising will support ongoing publication and a stable platform for expansion and innovation (available upon request). The requested funds will allow us to hire a full-time business manager to ferry the organization through the new start-up phase and into sustainability.**Target market:** Affluent and health conscious consumers, local food producers, restaurateurs, local businesses, anyone who eats.**Competitive advantage:** We are the only Utah mission-based publication dedicated to promoting the local food economy and expanding awareness of our local food system and culture. Edible Wasatch is a member of the national Edible Communities network, which was recently taken over by Eric Thorkilsen, a multi-media pioneer for Martha Stewart’s Living Omnimedia. (<https://www.linkedin.com/pub/eric-thorkilsen/4/356/b5b>)**Definition of success:** Ad revenues sufficient to sustain appropriate staff to continue expansion of all media outlets in order to promote sustainable food systems, local food products and purveyors, and an educated and engaged community of consumers.**Metrics to be reported in 6 months:** Number of issues published. Print and online circulation numbers. Revenue numbers. Less tangibly - visibility and buzz in the community as evidenced by social media and community events.**Finance:**

Annual operating budget: \$215,00

Budget for this strategy: \$237,500

Current and forecast revenues for project (complete chart):

	2012	2013	2014	Year 2	Year 3
Donations	\$5000		N/A	60,000	
Revenues	\$104,840	\$105,376	N/A	180,000	225,000
Expenses	\$126,372	\$117,112	N/A	237,500	215,000
Profit (loss)	(\$21,535)	(\$11,736)	N/A	7,500	10,000

Website:

www.ediblewasatch.com

Industry: Publishing**# Employees:** 1 full time, 4 part-time, 3 commissioned sales people**Year founded:** 2010**Contact:**

Name: Tamerin Smith

Email:

info@ediblewasatch.com

Phone: 801.641.4869

Location: 3442 South 900 East, Salt Lake City, UT 84106**Amount of Capital Seeking:** \$65,000**Use of Funds:**

Full time salaried position, Plus capital investment to restructure and increase publication to 6 x annually.

Management team:Tamerin Smith, Principal
Alison Einerson, Editorial
Rachel Hodson, Creative Dir.
David Vogel, Design & Photo**Advisors:****Lawyer:** Ted Paulsen, PC**Accountant:** Paula Springer, CPA, Treasurer, Slow Food Utah**Board / Other:**Management Team (above)
Leigh Von der Esch
Julie Peck Dabling
Gwen Crist**Current Investors in this project:** Rachel Hodson and David Vogel, local food growers, advertisers,

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: CATALYST Magazine (New Moon Press, L3C)

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Promoting resources for creative living in Utah since 1982.

Relevant leadership experience: Greta Belanger deJong, founder, editor & publisher for 33 years: Recipient of U of U Service to Journalism award, KRCL Stephen Holbrook Visionary Award, SPJ Josephine Zimmerman Pioneer in Journalism award. CATALYST: Utah Psychological Assn. Psychologically Healthy Workplace, 1st place; numerous 1st place awards from the UT Society of Professional Journalists, including the Freedom of Information Award.

What problem are you solving? While local resources are available for nurturing wellbeing and growth re. food & energy sustainability, the arts, health and the environment, people are often challenged to locate these resources. Some may feel disconnected from the prevailing culture, and seek a broader perspective that still expresses the heart of the community.

How are you solving it? Through print, web, email and social media, we provide a strong voice for people who may think (or who might like to try thinking) outside the box. At the same time, we've helped enrich the community as a whole, and provide a more diverse fare for everyone. To continue this effort, we need a state-of-the-art interactive website; a Writers Fund, to be able to continue to assign high-quality, well-researched stories; funds to attend a conference related to the business of magazine publishing, to stay abreast of new tools & techniques; and funds to pay an intern.

Sustainability/revenue plan: Display advertising (print and online). Also, as a newly formed L3C, we will soon begin soliciting memberships.

Target market: CATALYST supporters are no respecters of age, sex or religion. What they do share is a perspective. They are the ever-growing demographic known as the "cultural creatives." Our potential new advertisers are the emerging "green" businesses.

Competitive advantage: We've been in the business for 33 years. We have historical perspective. Our writers range from 20-65. We attend conferences and festivals that enrich our knowledge and web of connections.

Definition of success: To be the acknowledge go-to place for ideas, events and conversations re. alternative energy, sustainability, urban farming, health and wellness, mind/body connection.

Metrics to be reported in 6 months: Number/volume of ad sales, providing revenue for expanded editorial content. Increased online interactivity. Additional support (sales, interns). Highest pick-up rate of print edition.

Finance:

Annual operating budget: \$235,000

Budget for this strategy: \$25,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	--	--	--	--	--
Revenues	\$232,483	\$225,000	\$250,000	\$260,000	\$275,000
Expenses	\$225,655	242,400	\$250,000	\$260,000	\$260,000
Profit (loss)	\$6,817	(\$17,400)	0	0	\$15,000

Website:

Catalystmagazine.net

Industry: publishing

Employees: 6

Year founded: 1982

Contact:

Name Greta deJong

Email
Greta@catalystmagazine.net

Phone 801.363.1505

Location:

140 S. McClelland St.,
SLC UT 84102

Amount of Capital Seeking: \$25,000

Use of Funds: upgraded website; writers fund, conference fees, paid intern

Management team:
Same

Advisors:

Lawyer: Barry Scholl,
Kruse Landa Maycock & Ricks, LLC

Accountant:
Carolynn Bottino

Board / Other:
Naomi Silverstone
Ron Johnson
David Allen
Jerry Rapier

Current Investors in this project:
Myself

Referred By: CF email

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Utah Association of Criminal Defense Lawyers

Legal Status (Circle One): For Profit, **Not For Profit**, Hybrid

One line pitch: UACDL seeks funds to implement interactive webinar technology to train indigent defense providers who cannot afford needed training due to travel costs and the paltry funds they receive for their services from governmental agencies.

Relevant leadership experience: UACDL is the only criminal defense lawyer organization in the State of Utah. Its mission is to defend and protect criminal defendants' and, by extension, all persons' fundamental constitutional rights. UACDL is the sole source of training for criminal defense lawyers in Utah.

What problem are you solving? The state provides prosecutors free ongoing training to keep current on the law and to learn new skills. In contrast, Utah is one of only two states nationally that provides no funding at all to train indigent defense providers. This situation creates an unlevel, unfair playing field and hurts the poor.

How are you solving it? Interactive webinar technology would allow rural attorneys to attend and participate in seminars via video feed. To implement this solution, UACDL plans to employ free open source software called Sugar Customer Relationship Management (CRM).

Sustainability/revenue plan: Once UACDL develops interactive webinar technology, it would offer low cost seminars to public defender throughout the state. Seminar fees would cover costs as well as funds for future technological advancements.

Target market: Rural public defenders who lack the time and financial resources to travel where they can attend high quality educational seminars.

Competitive advantage: UACDL is the only source of legal education that addresses Utah criminal defense practice. Public defenders can find training online or out of state but only UACDL teaches about the unique legal issues that arise in Utah.

Definition of success: Maximize the number of indigent defense providers who attend UACDL seminars on Utah law specific issues.

Metrics to be reported in 6 months: Purchase needed video equipment and computer hardware and complete necessary programming to implement webinar technology.

Finance:

Annual operating budget: \$125,000

Budget for this strategy: \$50,000

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	\$15,000	\$20,000	\$25,000	\$30,000	\$35,000
Revenues	\$125,000	\$130,000	\$140,000	\$150,000	\$155,000
Expenses	\$120,000	\$120,000	\$125,000	\$125,000	\$125,000
Profit (loss)	\$5,000	\$10,000	\$15,000	\$25,000	\$30,000

Website: uacdl.org

Industry: Law

Employees: 2 part time

Year founded:1991

Contact:

Name: Kent Hart

Email:
executivedirector@uacdl.org

Phone: 801.363.2976

Location: 46 West Broadway, #230, PO Box 510846, Salt Lake City, UT 84151

Amount of Capital Seeking: \$50,000

Use of Funds: Purchase hardware and hire a computer programmer to employ free open source CRM software..

Management team:

Officers: Monte Sleight, President; Randall Richards, President-elect, Sean Druyon, Secretary, Stephen Howard, Treasurer

Advisors:

Lawyer: Kent Hart

Accountant: Alex Curtis

Board / Other: Fifteen (15) Board of Directors and an Executive Director

Current Investors in this project: None

Referred By: Email announcement.

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Kentlands Initiative

Legal Status (Circle One): For Profit, **Not For Profit**, Hybrid

One line pitch: We're leveraging the under-utilized right-of-ways in Salt Lake City to create new sources of developable real estate, while revitalizing blighted areas of the City into vibrant, desirable, urban neighborhoods.

Relevant leadership experience: Our Director and Board consists of seasoned professionals and leaders in their field of real estate development, banking and marketing.

What problem are you solving? Blight, and the inefficient land-use of Salt Lake City's very wide streets.

How are you solving it? We're solving it through crowd-sourcing ideas on how to better utilize the asphalt inefficiency in the Granary District. Through the crowd-sourcing (we have over 3,500 people gathered online), came Granary Row — a pop-up urbanism project that uses recycled shipping containers, food, beer, community space and music to take over half of the right-of-way on a street in the Granary District. Granary Row is opening on May 29th for it's second full year has served as proof of concept for permanent right-of-way development and economic development tool for the Granary District.

Sustainability/revenue plan: Rent and/ or sell residential and retail units.

Target market: The target market is our 'crowd' of over 3,500 (and growing) people we've gathered online who are already invested in, or interested in investing in the Granary District as possible tenants or customers.

Competitive advantage: We have been pioneering the process of using crowd-sourcing to revitalize neighborhoods. Through this process, we've cultivated strong political and community relationships that turn the usual 'NIMBY' (Not In My Back Yard) and top-down development model into one that is bottom-up, inclusive and efficient.

Definition of success: Evolve Granary Row from a temporary urban real estate project into a permanent project of residential, neighborhood retail and community space. This permanent development will bring vibrancy, new investment and value to the neighborhood while serving as a model for right-of-way development and neighborhood revitalization.

Metrics to be reported in 6 months: Status on design and entitlement process, and list of pre-sales and leases

Finance:

Annual operating budget: \$130,000

Budget for this strategy: \$3,469,153

Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	\$75,000	\$130,000	\$250,000	\$300,000	\$300,000
Revenues	\$0	\$6,000	\$6,000	\$2,203,531	\$0
Expenses	\$75,000	\$136,000	\$2,300,000	\$1,169,000	\$650,000
Profit (loss)	\$0	\$0	(\$2,044,000)	\$1,334,531	(\$350,000)

Website:

kentlandsinitiative.org

Industry: Neighborhood revitalization

Employees: 1

Year founded: 2010

Contact:

Name: James Alfandre

Email:

james@kentlandsinitaitive.org

Phone: 202 251-5059

Location: Salt Lake City, UT

Amount of Capital Seeking: \$50,000

Use of Funds: Pre development costs (design, legal, civil engineering)

Management team:

James Alfandre, Executive Director

Advisors:

Lawyer: Dorsey & Whitney

Accountant: Arlene Trundy CPA, LLC

Board / Other: Kim Haywood, Ally Bank

Melissa Jensen, GE Capital Bank

Joe Alfandre, Developer (retired)

Christian Harrison, Utah Foster Care Foundation

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: Trails Utah
Legal Status: Not For Profit

One line pitch: Trails Utah: Connecting people to Utah’s spectacular places, one trail at a time.

Relevant leadership experience: TU staff has over four decades of experience in trail advocacy, planning and construction, public lands recreation programming, and non-profit administration.

What problem are you solving? TU is dedicated to bridging the gap between the growing demand for quality recreational trails and the ability of public land managers to respond to those demands. With emaciated budgets land managers and parks departments do not have the resources and expertise to fund, plan, develop and manage trail projects that can serve the needs of an ever increasing number and variety of passionate trail users.

How are you solving it? We create partnerships between user groups, land managers, & governmental entities, raise money to help fund projects and leverage contributions, and utilize professional trail building contractors to build the very best trails.

Sustainability/revenue plan: TU plans to raise funds through memberships, events, grants, and donations from Utah companies and private individuals. We will aggressively leverage monies through partnerships and grants to fund trail projects. Eventually we would like to become a granting organization ourselves.

Target market: Public land management agencies, parks departments, trail-user groups, community groups, neighborhood groups, conservation organizations, schools, etc.

Competitive advantage: Trails Utah is the only statewide trails advocacy and facilitation organization. No other non-profit organizations offer the ability to provide planning, fundraising and technical trail building guidance and expertise.

Definition of success: Sustainably designed, built, and managed trails used by all ages and abilities in communities throughout Utah.

Metrics to be reported in 6 months: Trail projects, location, type, cost, partners, funding, environmental review, permitting, timeline

Finance:

Annual operating budget: \$250,000
 Budget for this strategy: \$30K membership, \$20K events, \$100K grants & donations, \$100K leveraged funds
 Current and forecast revenues for project (complete chart):

	Last Year	This Year	Year 2	Year 3	Year 4
Donations	\$29K	\$15K	\$150K	\$200K	\$250K
Revenues					
Expenses	\$12K	\$6K	\$55K	\$65K	\$75K
Profit (loss)					

Website:

www.trailsutah.org

Industry: Outdoor recreation/Non-profit

Employees: 3

Year founded: 2014

Contact:

Sarah Bennett
sarah@trailsutah.org
 801-550-0676

Location: Salt Lake City

Amount of Capital Seeking: \$50,000

Use of Funds: Capacity building, program development

Management team:

Sarah Bennett
 Senta Beyer
 Troy Duffin

Advisors:

Lawyer: Troy Duffin

Accountant: Cory McNeely, Whitestar Consultancy

Board / Other:

John Noblock
 Jan Wilking
 Stan Plasier
 Andy Beerman

Current Investors in this project:

Numerous private individuals

The Willard L. Eccles Foundation

CALL FOR INVESTMENT – Venture Philanthropy Utah 2015 - DO NOT EXCEED ONE PAGE

Organization: EngAGE Utah

Legal Status (Circle One): For Profit, Not For Profit, Hybrid

One line pitch: Provide accountability for Utah’s government, social, care-giving, community agencies to merge their functions.

Relevant leadership experience: Application filer is a retired Lt.Col,USAFR who designed and taught the Social Actions Curriculum. Also, is organist at Edison Street/Organ Loft and designer/instructor for the Silent Movie Accompanist Center curriculum taught at the Loft. Kenneth Crossley is director of engAGE Utah who can organize and manage service activities.

What problem are you solving? Strengthen Utah’s change-making entities by uniting their specific capacities beyond their ‘silo’ thinking accountability to reach cooperative coverage of social, health, and life problems of Utahns in need.

How are you solving it? Being a central point for uniting change-making entities to strengthen themselves as they contribute toward cooperative engagement of their specialties.

Sustainability/revenue plan: Provide secure professional open accountability for amounts, services, and values contributed by the variety of participants and philanthropic funders.

Target market: All Utah agencies that exist for the social welfare and filling of needs of Utah residents.

Competitive advantage: No other organization has opted for this appointment and its accompanying public notability.

Definition of success: When Utah change-making entities identify themselves as essential cooperative components of an active infrastructure designed to meet Utahn’s social problems.

Metrics to be reported in 6 months: As specified below.

Finance:

Annual operating budget: TBA

Budget for this strategy: GROWTH DETERMINED AMOUNT

Current and forecast revenues for project (complete chart): UNK

	Last Year	This Year	Year 2	Year 3	Year 4
Donations					
Revenues					
Expenses					
Profit (loss)					

Website: Ken_Crossley@byu.edu

Industry: Social Wellness

Employees: UNK

Year founded: UNK

Contact:

Name: Blaine L. Gale

Email: bl.gale@gmail.com

Phone: 801 232-9678

Location: Sandy, UT
engAGE Utah, Spanish Fork, UT

Amount of Capital Seeking:

Use of Funds: Multiple needs, teachers, care-givers, specialists in medical services

Management team: Ken Crossley, volunteers with abilities to learn & operate the activity foster-

Advisors: To Be enlisted.

Lawyer:

Accountant:

Board / Other:

Current Investors in this project: NONE

Referred By: