ALL IN FOR CHANGE

SOCIAL INNOVATION FORUM
2019 ANNUAL REPORT
Dear Friends,

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

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

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

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

Susan Musinsky
Executive Director

Ryan Dings
Chair, Board of Directors

CHANGE HAPPENS HERE.

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

Are you all in?

2019 AT A GLANCE

164 NONPROFITS VETTED

4,216 INDIVIDUALS ENGAGED

$38M CHANNELED SINCE 2003 (CASH AND IN-KIND)

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The Social Innovation Forum connects community-based organizations and social impact investors around a common mission of social change. Through our marketplace approach, we foster relationships among nonprofits and supporters, deepen learning about issues facing local communities and strategies for addressing them, and channel the resources of many to accelerate positive change in greater Boston.

IN 2019, THE SOCIAL INNOVATION FORUM COMMUNITY INCLUDED:

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

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

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

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

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

A STRONGER, MORE EQUITABLE GREATER BOSTON
ALL IN FOR INNOVATION

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

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

URBAN FARMING INSTITUTE: FROM MANY PLOTS TO PITCH

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

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

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

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

She’s since delivered the same pitch to many more funders, strengthening UFI’s donor pipeline.

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

Greg Horner, Senior Program Officer, Cedar Tree Foundation

“The Social Innovation Forum was an opportunity to hand over control to someone who could engage a broad network and use more of a participatory grantmaking model than we have the capacity to do as a foundation.”

Kerry Bowie, Managing Partner, Misada Partners

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

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

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

Geoffrey Underwood, Director of Brand Marketing, Eaton Vance

THE 2019 SOCIAL INNOVATORS

164 applicants
34 finalists
8 selected

EVERY SOCIAL INNOVATOR RECEIVES

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

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

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

SPECIAL FOCUS: STRENGTHENING THE GRANTMAKING RELATIONSHIP

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

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

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

Some participants contributed strategies they’ve used to open up dialogue, and others bravely shared obstacles they had yet to resolve within their institutions. All left with a call to do more.

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

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

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

Sarah Poulter, Executive Director, WriteBoston

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

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

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

David Cohen, Chief Executive Officer, Doc Wayne Youth Services

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

Tref Borden, Executive Director, Fish Family Foundation

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

Vu Le, Executive Director, Political Asylum Immigration Representation Project (PAIR)

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

Anita Sharma, Executive Director, The Representation Project (PAIR)
ALL IN FOR GROWTH

The Social Innovation Forum’s change community strengthens as we add more nonprofits, funders, and volunteers to our network every year. This year, we grew internally as well. Through our strategic planning process, we recognized the need for enhanced capacity on staff and our board to support and sustain network growth. Our move to a new headquarters enhances our ability to support coworking organizations too!

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

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

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

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

FIND YOUR WAY IN

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

We invite you to find your place within Greater Boston’s change community.

Contribute your skills

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

Sponsor a social issue track

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

Give directly to the Social Innovation Forum

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

Support our portfolio of Social Innovators

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

INVESTORS & SUPPORTERS

(JULY 1, 2018 – JUNE 30, 2019)

LEAD SPONSORS

$50,000+  
Barr Foundation*  
The Boston Foundation*  
The Charlotte Foundation*  
The Foundation at Work*  
Margaret Stewart Lindsay Foundation*

2019 SOCIAL ISSUE TRACK PARTNERS

Amelia Peabody Foundation*  
Cedar Tree Foundation*  
Edith M. Ashley Fund at The Boston Foundation  
Inspire Boston Funder Collaborative  
The Beker Foundation*  
Donley Foundation  
Empire Loan Charitable Foundation  
The Fallon Company Foundation  
JAKT Fund  
Learning by Giving Foundation  
Anmol Mehra*  
The Pine Grove Charitable Fund  
Liberty Mutual Insurance*  
Schratt Charitable Trust*  
Shipley Foundation, Inc.  
Wellington Management Foundation

2018–2019 CAPACITY CAMP PARTNERS

Blue Cross Blue Shield of Massachusetts  
State Street Foundation* (2 Capacity Camps)

LEAD BENEFICIARIES

$20,000 – $49,999  
Anonymous*  
Gracie Bisbee  
Josephine and Louise Crane Foundation*  
Andrew and Janeenne Ofitz*  
The Poler Family Foundation  
Rands Foundation  
Stiffer Family Foundation*

BENEFICIARIES

$15,000 – $19,999  
Anonymous (2)*  
Bess Foundation*  
Frizas Family Foundation*  
The Fallon Company Foundation  
Larry and Beth Greenberg

LEAD ANGELS

$10,000 – $49,999  
Michael Carmen and Pam Lederer*  
Daniel and Elise Fish  
Meera and Rob Gross  
Kevin and Lidia Jones

ANGELS

$5,000 – $9,999  
Eastern Bank Charitable Foundation*  
Goodwin LLP*  
Tony and Susanah Howland*  
Allison Pozo, Jaffe and Daniel Jaffe*  
Molly and Peter Karlsson  
Jordan and Jean Krasnow*  
Marcus Partners*  
Nutter*  
Allan and Myron Park  
Steven and Ellen Segal*  
90.9 WBUR

PATRONS

$2,000 – $4,999  
Jeff Alexander and Jocelyn Ballin*  
Robin Aar and Ed Ozarow*  
The Beker Foundation*  
Richard Carey  
Cedar Tree Foundation  
Ryan Dings and Kat Rigby*  
Matthew and Rachel Doeringer*  
Fidelity Charitable  
Jonathan Hecht and Lora Sabin*  
Jeffrey and Kim Kushnir  
Anmol Mehra*  
Amy Munizinsky*  
RINET Company, LLC*  
Rockland Trust Charitable Foundation  
Jim Slamman and Nora Davlin  
Howard and Candice Wolk*

CONTRIBUTORS

$1,000 – $1,999  
Susan Benford  
Kimberly Borman and Steven Singer*  
Delta Dental of Massachusetts*  
Stephanie Dodson Cornall and James Cornall Family Foundation*  
Susan and George Domolky  
Eaton Vance  
Fagen Family Fund*  
First Republic Bank  
Paul and Mary Lee*  
Anne Ponnack Marcus and Paul Marcus*  
Patrick and Julie McClellan  
Scott and Wendy Reeds*  
Kris and Ben Stroud  
Scott and Wendy Reeds*  
Michael and Peggy Stevens*  
Ben and Kate Taylor*  
Kathleen Wallace*  
Kit Williams and Neil Diver*  
Ellen Winberg  
Andrew and Jordi Wolf*  

* SIIF donor of 2 or more consecutive years.

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INVESTORS & SUPPORTERS
Up To $999 (continued)

INVESTORS & SUPPORTERS

CHANGE HAPPENS HERE.

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William James College
Goodwin
Emerson College, Nonprofit Communication
DPA Communications
Ariel

IN-KIND PARTNERS
Marjorie Zohn
Kathleen Yazbak and Steve Pratt
Paula and Paul Weiser*
Mark Walsh
Susan and Thomas Tischmann*
Lisa Thurau*
IN-KIND PARTNERS

EXECUTIVE COACHES

COMMITTEE

CAPACITY EXECUTIVE COACHES
Margaret Hannah, William James College | Elita Jacobs, Hemmepath | Rosana Popkova, Rosana Popkova Coaching & Consulting | Kate Taylor, Kate Taylor Coaching & Consulting | Wil Williams, 3D Leadership Foundation | Heather Wood, MCG Partners

ROLE PLAYERS

SOCIAL INNOVATION FORUM BOARD OF DIRECTORS

SOCIAL INNOVATION FORUM STAFF

Yorant Celestin, Operations Manager | Sarah Dingos, Senior Program Coordinator | Melissa Doggett, Director of Strategy & Operations | Kassandra Goncalves, Communications & Events Coordinator | Tanya Ireland, Development Director | Brett Lineberger, Development Coordinator | Susan Musinsky, Executive Director | Janna Nacke, Program Manager | Caroline Panchali, Program & Events Co-Manager | Allison Picott, Director of Development | Matthew Powers, Development & Operations Co- | Kayla Shaughnnessy, Donor Engagement Officer

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

CHANGE HAPPENS HERE.

PORTFOLIO ORGANIZATIONS

SOCIAL INNOVATORS

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

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

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

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

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

2014
- Coaching for Change
- Doc Wayne Youth Services, Inc.
- Mass City Groves
- Silver Lining Mentoring
- Veterans Legal Services

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

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

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

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

2009
- Bossie Tartt Wilson Initiative for Children
- Heath, Inc.
- Maritime Apprentice Program
- More Than Words
- RAW Art Works
- uAspire

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

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

2006
- Boston Black Women’s Health Institute
- Tacos Unidos, a project of Roca
- TreeHouse Boston
- WriteBoston
- Zumin, Inc.

2005
- Boston Children’s Chorus
- Boston Health Care and Research Training Institute
- Close to Home
- Common Impact
- Rediscovery House
- VATIAD

2004
- ACT Roxbury/Madison Park Development Corporation
- Boston Learning Center
- Eagle Eye Institute
- Haley House
- Social Capital Inc. Year Up

2003
- Agora for Good
- Cabbage, Custom Camisas
- Daily General Counsel
- DrivenData
- Fresh Food Generation
- Jubalí
- Memory-Lane TV

IMPACT ENTREPRENEURS

2016
- ClearGov, EnergySage, KinderLab Robotics, PlenOptika, Sunwealth, WiCare

2015
- Agora for Good
- Cabbage
- Custom Camisas, Daily General Counsel, DrivenData
- Fresh Food Generation
- Jubalí
- Memory-Lane TV

2014
- A Little Easier Recovery
- Artisan’s Asylum
- ChopChopKids
- Janji
- Life Alive
- ReFleece

2013
- City Feed and Supply
- Green City Growers
- GRIT (Global Research Innovation & Technology)
- Project ReLeaf

FINANCIALS

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

REVENUE BY TYPE
- 47% Net Assets Released From Restrictions
- 26% Contributions & Grants
- 23% Program Revenue
- 2% Coworking Fees

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

OPERATING REVENUE • $2,056,202
EXPENSES • $1,875,598