

# Social Innovation: The Future of Nonprofits

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## Project Goals/Objectives

**Objective:** Alleviate economic anxiety by creating a sustainable model of development that provides management consulting and start-up resources to members of the lower class in the Ivory Coast.

## Project/Activity Impact

Because entrepreneurship fuels economic growth, every entrepreneur that Life Elevate helps will have a significant impact in the community. When we empower an entrepreneur, jobs are created which lifts not only the individual, but the whole community as well. We know by empowering entrepreneurs, Life Elevate assists them in improving their quality of life, which leads to a self-reliant community and a truly sustainable world.



“Because I have been given much, I too must give.”

## Student Outcomes

There are challenges with building a nonprofit from the ground up. Students who have hands-on experience with program development in the context of student-led projects will have versatile skills that will enable them to solve problems in their future careers. Students involved with Life Elevate have been taught how to manage an effective program through real-world experience.

Additionally, they have learned crucial administration, fundraising, and publicity skills that have made them creative and can be used in a variety of situations. Social innovation is part of that adaptability, and has enabled Life Elevate to broaden its scope without the same revenue stream of a large nonprofit. This is the future of small nonprofits, and the students behind Life Elevate are empowered to serve in the social sector because of their real world experience.

## Competencies Addressed

**Social Innovation:** A novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created applies primarily to society as a whole rather than private individuals.

### Future of Nonprofits

Social innovation is a driving force in the development of the nonprofit sector. Government funding is decreasing and nonprofit organizations must make the most of every dollar. As nonprofit organizations find ways to work with or as for-profit companies to further their social solutions, the power of the combined efforts and resources will magnify the influence of otherwise isolated sectors.

There is a tendency for nonprofit organizations to be motivated by emotion. However, research will help discover the defined needs that can then be met in ways that are more effective, efficient, sustainable or just.

### Program Development

Life Elevate is funded by both loan repayments and a small farm in the Ivory Coast, whose proceeds go directly to helping future business owners. Life Elevate also has unique approach to program management. Instead of merely giving recipients a finite amount of money or food, Life Elevate gives them a way to make their own money that will help the recipient for years to come. This method is very effective abroad, but is perhaps less obvious with other nonprofits. However, it can be implemented just the same. The participants could be asked to volunteer with the organization, perform community service, or even pay a small fee so that they are invested. It is important that this process be annually evaluated for efficacy to ensure that recipients and donors are maximizing benefits and return on investment.

## Student Activities

### Marketing



Head of marketing team: social media, fundraising, web design, general awareness and outreach

### CEO



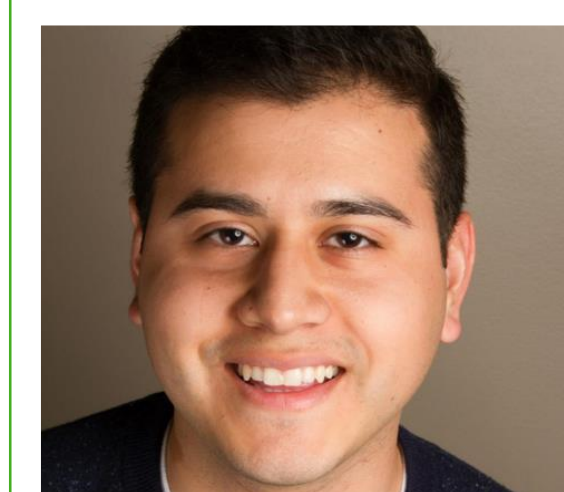
From Ivory Coast; communications, legal work, team management, innovator

### Strategy



Business consultant correlation, structure business plan

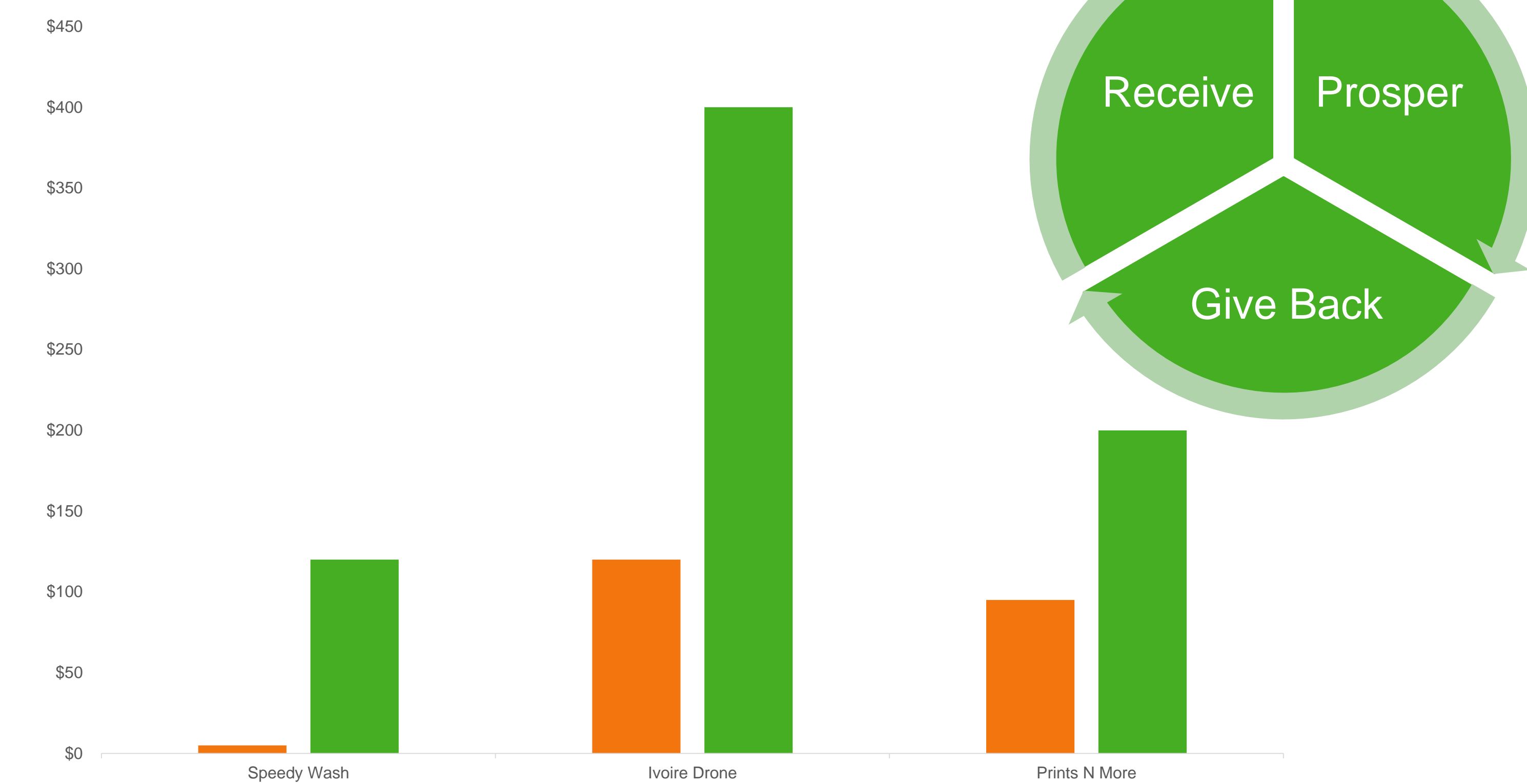
### Finance



Create finance and business model, manage donations and expenses, review and improve sustainability model

## Results

### Life Elevate Impact Assessment



## Speedy Wash

Patricia had a need and an idea. Life Elevate helped with capital, business training, and mentorship. Patricia has been able to use the resources and services from Life Elevate, our nonprofit, to help her create a for-profit business that has improved her life and her community with the infusion of money, jobs and services.



## Project Outcomes

Life Elevate's mission is to provide hope and success to the lower class in the Ivory Coast by bringing to reality their dream of a better life through management consulting and providing start-up resources for sustainable development. The main outcome of this project is to create sustainability for as many people as we can reach, particularly in the Ivory Coast. Rather than simply handing people resources and services, the desired outcome is to help individuals become self-sustainable and provide the skills and resources to maintain their own jobs while creating jobs for others in their communities.