

ENTREPRENEUR'S FOUNDATION GRANT APPLICATION

Organization: Girls Incorporated of New Hampshire



Purpose of Request: Catering for a Cause

Critical Issue:

- Describe the critical NH Issue you propose to address
- Include data that demonstrates the scope of the issue

We will address the sustainability of charitable organizations through the expansion of "Catering for a Cause."

In recent years, our charities have suffered substantial reductions from the state and other traditional sources. New Hampshire individuals are constantly recognized as our nation's "stingiest." Even though our median income is one of the highest at \$59,000, donors gave only 2.5% of that. Creating new sources of revenue is critical for sustainability. To that end we have developed two sources of revenue that contributed \$159,000 to our bottom line in 2013 and \$139,000 for four other organizations collectively. We currently provide lunches to 8 organizations and assist them to receive funds from the USDA Food program.

We are requesting funding to further sustain ourselves and assist more organizations.

Innovative Idea:

- Describe your Innovative Idea
- List Key innovations, partners, features, etc.
- Explain how this is different from past approaches

"Catering for a Cause" was born when girls in our program were telling us they were going to bed at night with empty stomachs. We opened a dinner club program in both Nashua and Manchester. This required serious renovations of our kitchen facilities.

Once completed, we had valuable commercial kitchens unused all morning. We decided we could provide lunches to other organizations for a fee. We soon discovered that our clients didn't access USDA funds. We created "earned" income by catering and administering USDA contracts.

The Federal Government is our most important partner as they are the source of our revenue. Our customers include: Noah's Ark, World of Discovery I and II, Sara Care, St. Benedicts, Kiddie Corner and Learn as we Play.

Amplified Effect:

- Describe how this small investment will be leveraged to achieve large impact
- Include data and projections about the impact of your innovation (with real numbers). Ex: \$ saved, jobs created, etc.

We will purchase equipment and hire two part time staff. This will allow us to increase the number of organizations we are able to provide lunches to and train to receive USDA reimbursement for meals served. In exchange we will receive 15% of the government funds received by each of our clients and they will be able to feed their children at little or no cost to them.

The revenue we earn will support our two dinner club programs, where over 100 hungry children eat five nights a week, year round. In year one, we will increase our earned income by 25% or \$40,000. We will contract with an additional four centers providing them with new revenue and nutritious meals for approximately 320 children.

Project Plan:

- Outline your project schedule and key dates
- Identify one way EFNH members can support your efforts through consultation or mentoring, if applicable

Expansion of Catering for a Cause will begin January 2014. Employees will be hired and trained. Equipment will purchased and the venting system installed in February. Marketing materials will be developed and dispersed in March. New contracts will be signed and a minimum of two new clients will be up and running with USDA subsidy by the spring of 2014. Two additional clients will be operating by the fall. In December of 2014 we will have a minimum of four new contracts fully operating.

EFNH members can support our efforts by consulting on such matters as: vendors for food and paper products, marketing materials, and operating "lean". They would also be welcome to volunteer at our dinner club to experience the joys of their investment.