

Social Impact Exchange

Taking successful innovation to scale

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CATALYST KITCHENS and 10,000 DEGREES Receive Top Awards at the Social Impact Exchange's 2012 Business Plan Competition

New York – Two outstanding organizations – **CATALYST KITCHENS** and **10,000 DEGREES** – were selected as winners of the [Social Impact Exchange's 2012 Business Plan Competition](#). The award recipients were selected from among three early-stage and three mezzanine-stage finalists who presented their business plans and responded to questions about scaling their initiatives from a panel of expert judges and field leaders.

The winners receive a total of nearly \$200,000 in cash and consulting services. Consulting will be provided by [The Whelan Group](#), specialists in financial planning, fundraising and capacity building services to growth-oriented nonprofits and [KPMG LLP](#), a leading provider of compliance, evaluation, facilitation, monitoring, and governance services to corporate, private, and not-for-profit donor organizations and their recipients.

Last fall, dozens of nonprofits entered the Exchange's Business Plan Competition and proceeded through several rounds of evaluation by 78 qualified professionals from the private, public, and nonprofit sectors. All entrants received customized written feedback on their plans.

The mezzanine-stage award recipient, [Catalyst Kitchens](#), demonstrates a scalable and sustainable solution for job and life skills training for individuals facing significant barriers to employment. After a successful four year pilot, Catalyst Kitchens' collaborative network of foodservice social enterprises now includes member programs across 18 states that provide job training and nutritious meals for communities in need. Over the next four years, the organization will launch 50 new programs, quadrupling annual training to 6,000 individuals; produce and deliver more than 10 million nutritious meals; and generate \$15 million in revenues using all net proceeds to sustain its mission. "We are deeply honored by this recognition from the Social Impact Exchange," said David Carleton, Founder and Director of Catalyst Kitchens. "As we work together to scale our collective impact, this takes us one BIG step forward to reaching our goals."

The early-stage award recipient, [10,000 Degrees](#), provides financial, technical and personal support to low-income, San Francisco Bay Area students to help them earn a college degree. 10KD students attend public schools, live below the poverty line, and are often the first in their families to pursue a college degree. Despite these factors, 84% have not only gained acceptance to college but have graduated. 10KD expects to grow from 2,500 to 10,000 students by the end of 2015, and 20,000 students by 2020. "At 10,000 Degrees we are investing in low-income youth and producing results

that help lift entire families out of the cycle of poverty,” said its president, Kim Mazzuca. “The Social Impact Exchange affirms our approach and will help us take our college success solution to scale.”

The awards were conferred on June 12 at the **Social Impact Exchange’s [2012 Symposium on Scaling Impact](#)**, where more than 200 grantmaking foundations, individual philanthropists, philanthropy advisors, academics and nonprofit leaders convened last week. In addition to witnessing the Business Plan Competition, symposium attendees participated in a session on Nonprofit/Funder Partnerships, met with experts for one-on-one consultations, and learned about the importance of leadership development in planning for scaled impact at a plenary session sponsored by American Express.

The symposium was followed on June 13-14th by the Exchange’s 2012 **[Conference on Scaling Impact](#)** that specifically targeted funders and their advisors. Highlights of the conference included keynote addresses from **Patrick McCarthy**, president and CEO of The Annie E. Casey Foundation, **Melody C Barnes**, former director of the White House Domestic Policy Council, **William I. Campbell**, senior advisor to the chairman of JPMorgan Chase & Co., **Vanessa Kirsch**, founder and managing director of New Profit, Inc., **Seth Merrin**, president and CEO of Liquidnet Holdings, Inc., and **Katherine Fulton**, president of Monitor Institute.

Both the Symposium and Conference on Scaling were presented by **[Growth Philanthropy Network](#)** and Duke University’s **[Center for Strategic Philanthropy and Civil Society](#)** at the Sanford School of Public Policy and **[Center for the Advancement of Social Entrepreneurship \(CASE\)](#)** at the Fuqua School of Business.

Conference sponsors included Bank of America, American Express, The Whelan Group, KPMG LLP, Veris Consulting, The Chronicle of Philanthropy, SeaChange Capital Partners, Grantmakers for Effective Organizations (GEO), Financial SCAN, Social Solutions, Council on Foundations, and Nonprofit Quarterly.

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About The Social Impact Exchange

The **[Social Impact Exchange](#)** is a community of funders, practitioners, advisors, wealth managers, intermediaries and researchers interested in developing practices for studying, implementing and funding large-scale expansions of top-performing nonprofit organizations and initiatives. The Exchange serves as a focal point for those interested in collaborating to further build the field of scaling social impact, and enables a philanthropic capital marketplace that facilitates the efficient flow of capital investments to scalable social solutions.

The Exchange was established by Growth Philanthropy Network (GPN), in partnership with Duke University’s **[Center for Strategic Philanthropy and Civil Society](#)** at the Sanford School of Public Policy, and the university’s **[Center for the Advancement of Social Entrepreneurship \(CASE\)](#)** at Duke’s Fuqua School of Business. The Exchange receives primary funding from **[The Robert Wood Johnson Foundation](#)** and a group of charter members including **[The Rockefeller Foundation](#)**, **[The Kresge Foundation](#)**, **[Bank of America Charitable Foundation](#)**, **[The Edna McConnell Clark Foundation](#)**, **[Trustees’ Philanthropy Fund of Fidelity Charitable](#)**, **[The William and Flora Hewlett](#)**

[Foundation](#), Mayer Phillips Foundation, [The Starr Foundation](#), [W. Clement & Jessie V. Stone Foundation](#), Cantor Fitzgerald, and [American Express](#).

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