Fanning the Fatherhood FIRE:

A National Fatherhood Summit

June 4-6, 2019 | Nashville, Tennessee

Family-focused Interconnected

Resilient Essential

T6
How to FIRE Up an Investment-worthy Case for Program Support

Presenter:

Bernice Sanders Smoot, Founder and President,
Saint Wall Street, LLC,
St. Petersburg, Florida

Saint Wall Street

Monetizing and Maximizing Social Change

AGENDA

Social impacts that benefit children and families are investment-worthy.

The Challenge

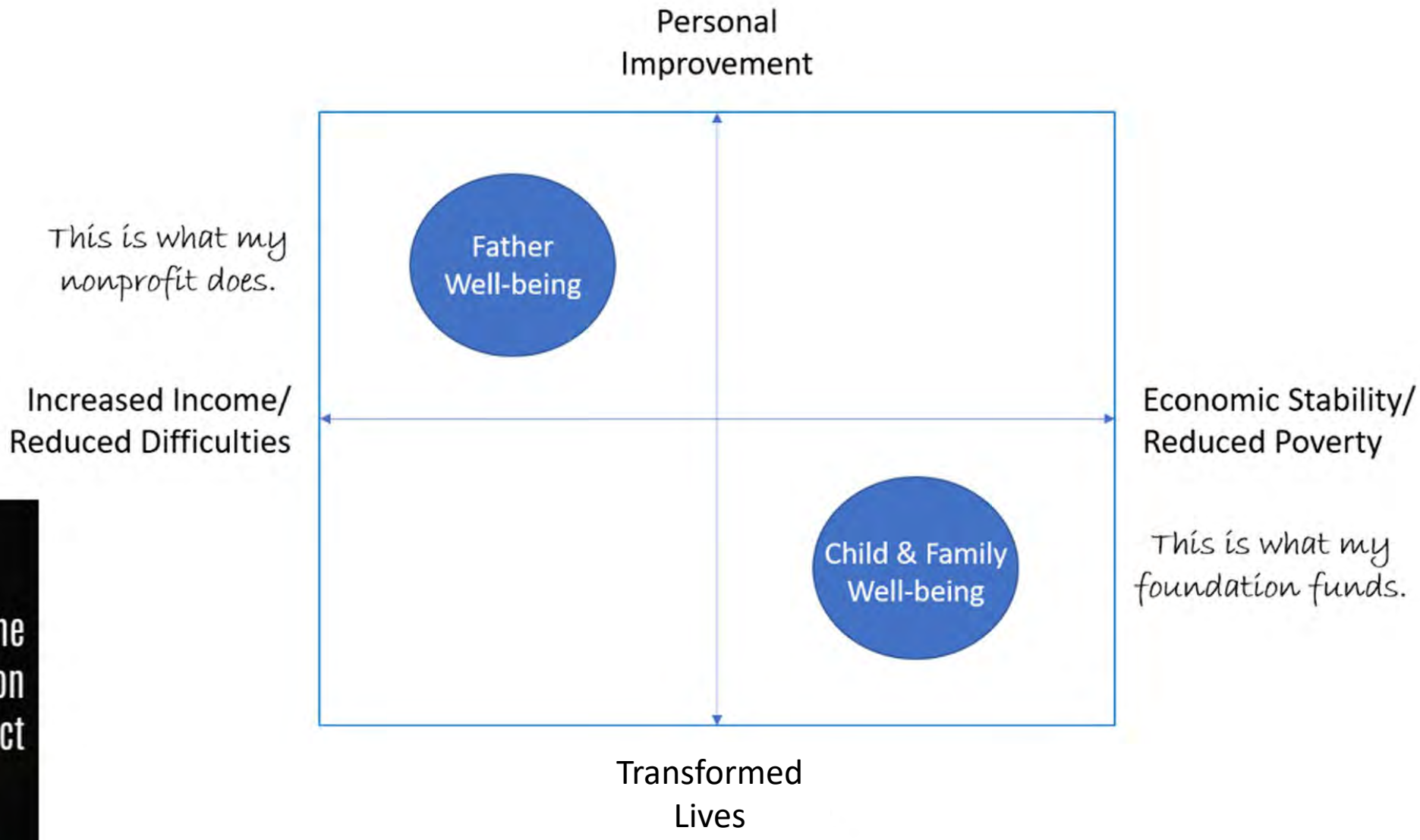
Old Habits vs.
New Expectations

The Solution

An Investment-worthy Case
(**Co-investor** Perspective)

Your Decision

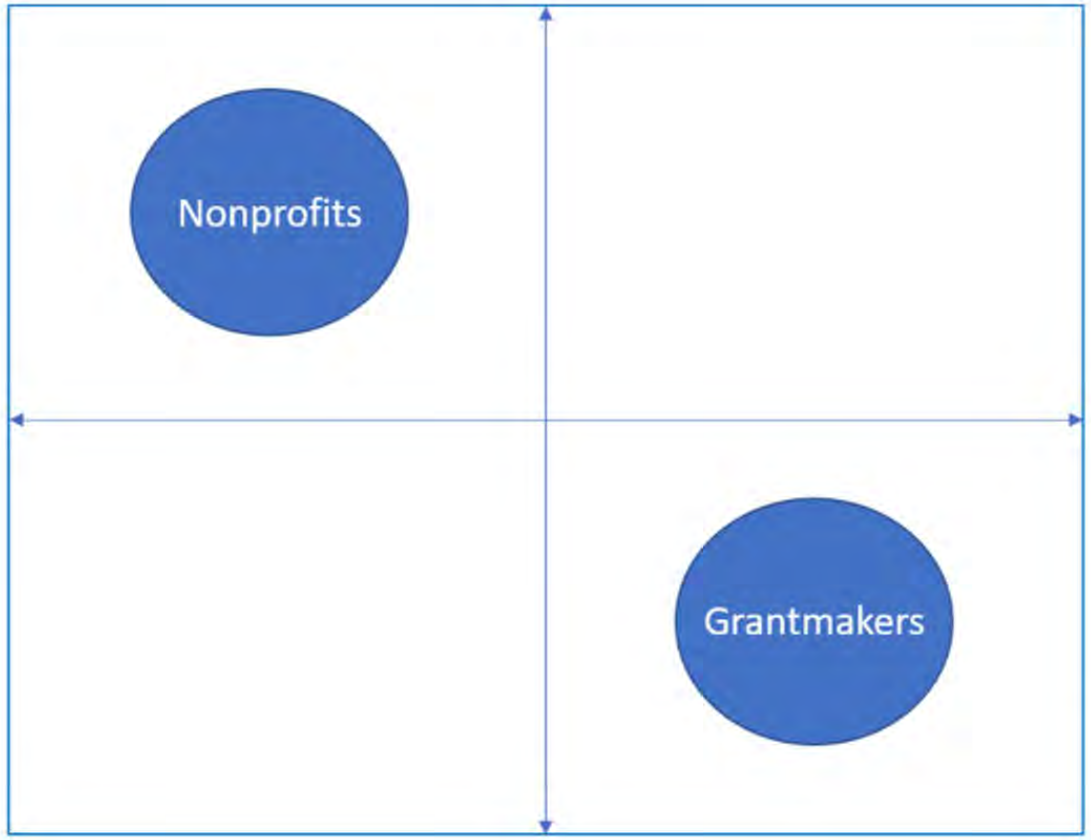
Double-down or
FIRE Up!


Personal Improvement
This is what my nonprofit does.
Father Well-being
Increased Income/ Reduced Difficulties
Economic Stability/ Reduced Poverty
Child & Family Well-being
This is what my foundation funds.
Transformed Lives

The Mission Disconnect

Community Need

I have people I'm helping. I need a grant and I want the freedom to spend it as I see fit.



Gift/No Return

Investment/Return

I have interests to protect. I make investments. I need nonprofits I can trust and results that give me a good return.

Nonprofit Accountability

MAKING AN INVESTMENT-WORTHY CASE FOR FATHERHOOD

1. What's the problem?

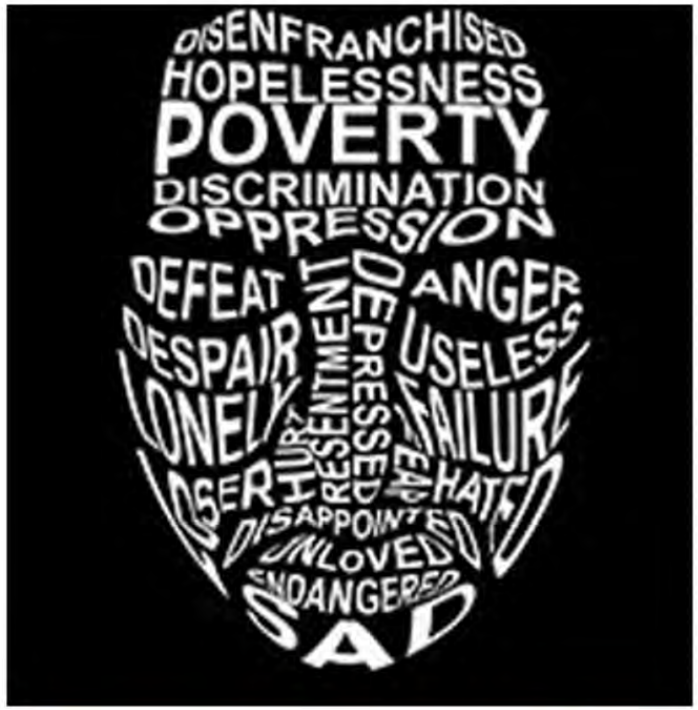
- Specific to your community
- Relative to co-investors' interest
- Growth challenge

2. How are you different and better at solving the problem?

- Competitive advantage
- Value proposition

3. Where's the proof?

- Likely cost-benefits per key social impact
- Estimated return on investment
- Research-backed, third-party validated



Turn the undervalued into the highly valued.

FROM DATA TO DOLLARS

Program Return On Investment™

PROI

RESEARCH-BACKED
FUNDER-FAVORED
CHILD/FAMILY-FOCUSED
STATE-SPECIFIC
VALUE-DRIVEN
TIME-SAVING
COST-EFFECTIVE
PEER-PROVEN

PROI

An investment-worthy case is step 1 of 3 to build and sustain relationships that pay.

PLAN	PRODUCE	PROVE
based on value for "co-investors" vs. need for your program.	*measurable child/family impacts, cost-effectively.*	*return on investment using the language of money.*
(COURTSHIP)	**(HARDSHIP)**	**(RELATIONSHIP)**

PLAN
(THE COURTSHIP PHASE)

Make a case that *wows* stakeholders.

Value-driven Strategic Planning | Theory of Change

Promote brand superiority
Boost staff morale and retention
Strengthen board support
Attract strong (money-saving) partners
Strategize value-consciousness/high-ROI potential
Ensure greater funding appeal

PROI

PRODUCE
(THE HARDSHIP PHASE)

Do the hard work of being more responsible and accountable to those trusting you.

Impact Measurement | Value-driven CQI

Father impact on child well-being
Father impact on family well-being
Father impact on economy/social change
Financial stewardship/worth above cost
Personal integrity

PROVE
(THE RELATIONSHIP PHASE)

Show value worthy of a long-term relationship.

Custom Software | Impact Valuation & Reporting

Improved child/family well-being
Federal and state government gains and savings
Value of employer incentives
Value of community support
Return on investment for funders

PROI Case for Support
Content Sampling

project bridges
Empowering Ministries To Transform Communities

Bigger and Better!

The best way to transform communities is to empower those who influence them.
No one influences low-income communities better than church and ministry leaders.
And no place empowers church and ministry leaders in the metro DC area better than Project Bridges.

1. What's the problem?

project bridges
Empowering Ministries To Transform Communities

660,000 metro DC residents (1 in 7) are in poverty. The government shutdown put more families at poverty's door.

Many of the poor turn to local ministries that lack skills, scale and support to meet their many needs.

Ministries must be empowered to provide the material and spiritual support our neighbors need to thrive.

2. How is your program different and better at solving the problem?

Most of the area's faith-based and community programs operate in silos, serve the needy on a small scale, and rely entirely on donated funds.

Project Bridges is bigger and better. For 21 years, we've been entirely funded by our board of collaborating black church leaders. With partners that include leading universities, organizations and corporations, we take to greater scale helping ministries meet the material and spiritual needs of families and children in poverty throughout more than 600 square miles of metro DC.

We seek *co-investors* that favor **big social impact** and a **high return on investment** that can grow higher via exclusive access to hundreds of thousands of potential customers within our growing base of member churches and ministries.

3. Where's the proof?

project bridges
Empowering Ministries To Transform Communities

In 2017 and 2018:

- Enhanced the skills of 65 local ministry leaders through university-sponsored leadership training and exclusive discounts on college education at Christian universities.
- Facilitated distribution of $2 million of material goods *free of charge* to 1,100 families and children in poverty, and their nonprofit service providers, courtesy of partnership with World Vision and Costco.
- Facilitated higher educational attainment for 142 ministers, valued at $600,000.
- Additional gains and savings reported by 11 partnering universities, ministries, and other nonprofits averaged tens of thousands of dollars per.

Current Estimated Program Value: $2,594,675.09

Return on Investment: 620.74%

(based on 2-yr budget of $360K)

FIRE Up the Case for Fatherhood

Family-focused Impact Value

Strengthen parenting; reduce child abuse/neglect, domestic violence; increase child support

Interconnected Impact Value

Strengthen workforce and employer benefits; reduce crime, violence and recidivism; increase marriage

Resilience Impact Value

Elevate education and earnings; reduce divorce; recover from substance abuse; reduce homelessness

Essential Impact Value

Reduce generational poverty; increase family assets; improve child academic outcomes; reduce juvenile delinquency and unwed pregnancy

Summary of Key Points

1. Improved child and family well-being is a major funding priority (i.e., investment-worthy).

2. Evidence of return on investment is a requisite for larger, long-term funding.

3. Programs that connect fathers to improved child and family well-being and show evidence of return on investment *significantly* increase funding.

Questions and Answers

Fanning the Fatherhood FIRE:

A National Fatherhood Summit

June 4-6, 2019 | Nashville, Tennessee

Family-focused Interconnected

Resilient Essential

Stay in touch with us!

Saint Wall Street

Monetizing and Maximizing Social Change

www.saintwallstreet.com

bsmoot@saintwallstreet.com

410.995.VALU (8258)