

The National Institute for Civic Enterprise



A national network of innovators solving America's social challenges.

## Sponsorship Opportunities 2010

*"Society under-invests in innovation in general but particularly in two important areas. One area is innovations that would mostly benefit poor people – there is too little investment here because the poor can't generate a market demand. The second area is sectors like education and preventive health services where there isn't an agreed-upon measure of excellence to tell the market how to pick the best ideas."*

– Bill and Melinda Gates, 2010 Annual Foundation Letter



National  
Institute for  
Civic  
Enterprise



## Our Vision

We envision a nationwide networking environment for civic and social entrepreneurs, business professionals, donors, and volunteers, committed to successfully expediting solutions to the nation's most pressing human service social challenges.

## Our Mission

The mission of the National Institute for Civic Enterprise (NICE) is to engage and network creative civic and social entrepreneurs across the nation for the purpose of sharing and replicating successful innovations into more communities, which accelerate help to the disadvantaged. We accomplish this through a state-of-the-art web-based platform that provides an emergent knowledge base, forums, nonprofit visibility, online training, and leadership mentoring. NICE also hosts Central Florida and national leadership training events to “cross-pollinate” civic entrepreneur innovations. And it spotlights the annual “NICE Civic Entrepreneur Awards” in the media to engage businesses, donor, and volunteer support of these outstanding initiatives.

### Donate to NICE\*

Please make your check payable to: **Homes That Change Lives.**

Designate: **“National Institute for Civic Enterprise” project.**

Mail to: **Homes That Change Lives, 67 Adams Street, Lynn, MA 01902.**

Call **352-589-5981** for more information on payment arrangements.

Please email your organization’s logo and ad information to: [debra@NICENetwork.org](mailto:debra@NICENetwork.org).

Thank you!

\*The National Institute for Civic Enterprise, LLC is a fiscally-sponsored project under Circle of Nations dba/Homes That Change Lives (HCL), a 501c3 not-for-profit organization in Swampscott, MA. All donations to NICE are managed through Homes That Change Lives and disseminated back to NICE in compliance with federal law. NICE is accountable to HCL and its board of directors. An expense summary will be made available through HCL. Please consult your accountant for the deductibility of your donation.



## **National Institute for Civic Enterprise (NICE)**

A national network of innovators solving America's social challenges.

### **Funding Objectives for 2010**

## **Why NICE and Why Now?**

Our research shows that citizen-driven solutions to a wide array of human service social challenges are working exceptionally well at the nation's grassroots. However, a focused, inter-disciplinary approach to sharing and replicating these ground-breaking ideas is presently unavailable. We believe there has never been a more important time than now to: (1) promote innovative human service initiatives, (2) minimize duplication of effort in the nonprofit sector, and (3) respond to the projected retirement of some 600,000 nonprofit executives by helping train the next generation of human service leaders in the methods of seasoned civic and social entrepreneurs.

## **NICE Funding Objectives 2010 – NICE Stage One**

This year we hope to contract with a grant writer to submit foundation requests to allow us to (1) formally recruit our first group of nonprofits and civic enterprise leaders for the NICENetwork.org site and advisory board, (2) raise funds to pay for computer servers and systems expertise to assemble our member web site, and (3) promote NICENetwork.org via social media, joint ventures, and conventional advertising. Your support can fund an extensive, professionally-managed grant submission process and visibility campaign which can yield a significant return on your NICE investment.

**NICE can only build its innovative leadership network  
able to speed up self-reliance to those in need when you help.**

**Our 2010 priority funding needs are budgeted at \$35,000,  
which will make it possible for us to fund the following:**

- 1. Grant writing and submission** (proposal, research, submission to up to 50 foundations)
- 2. Visibility and promotion of the NICENetwork through video, social media, and print**
- 3. Operating expenses to establish the network of nonprofit leaders**

1. The process to submit to 50 foundations = \$9,600.

Contact [debra@NICENetwork.org](mailto:debra@NICENetwork.org) for the NICE detailed budget to be submitted with the formal request to foundations.

2. This video's primary purpose is to attract foundation and donor interest in NICENetwork. The video is also for the Pepsi Refresh America grant contest. Pepsi awards two \$250,000 grants per month. We anticipate entry in May, 2010.

3. Operating expenses cover computer services/software, social media consulting, printing, phone, and travel to research nonprofit initiatives. This start-up budget will not include salaried personnel, rental space, or capital equipment.

[Please see reverse side of this page for benefits to your business/organization at designated donor levels.](#)

## Make a Difference as a **NICENetwork Sponsor**

Gain visibility as a Socially Responsible  
Business or Organization



### With a \$500 Sponsorship You Receive

Your business name listing and link to your web site from the new 2010-11 NICENetwork.org site.  
Display the **NICENetwork** partnership logo on your website to build your socially responsible standing.

### With a \$1,000 Sponsorship You Receive

All the benefits of the \$500 sponsorship level plus your organization or business publicized  
at all 2010-11 NICE speaking and Central Florida training events.

### Special Founding Sponsorship Opportunities

#### **As a \$5,000 Founding Sponsor You Will Receive**

All benefits at the \$1,000 sponsorship level plus:

Permanent 3-inch ad on the Sponsor page of the new 2010-11 NICENetwork.org site.  
Quarter page advertisement in the updated edition of the book ***The Power of One: The Unsung Everyday Heroes Rescuing America's Cities*** by Debra Berg to be released fall of 2010.  
Free business card ad in all future NICENetwork regional and national event program guides.

#### **As a \$10,000 Founding Sponsor You Will Receive**

All benefits at the \$5,000 sponsorship level plus:

Permanent upgraded quarter-page ad (from 3") in the program at all future regional and national events.  
Upgraded half-page ad in the updated edition of the book *The Power of One: The Unsung Everyday Heroes Rescuing America's Cities* by Debra Berg to be released fall of 2010.  
Special on-stage recognition at future NICENetwork regional and national events.  
Free admission for **5** members of your staff or nonprofit guests to future NICENetwork events.

#### **As a \$15,000 Founding Sponsor You Will Receive**

All benefits at the \$10,000 sponsorship level plus:

Special on-stage recognition with your logo banner displayed at all future NICENetwork regional and national events.  
Free admission for **8** members of your staff or nonprofit guests to future NICENetwork events.

## Donate to NICE\*

Please make your check payable to: **Homes That Change Lives.**

Designate: "**National Institute for Civic Enterprise**" project.

Mail to: **Homes That Change Lives, 67 Adams Street, Lynn, MA 01902.**

Call **352-589-5981** for more information on payment arrangements.

Please email your organization's logo and ad information to: [debra@NICENetwork.org](mailto:debra@NICENetwork.org).

\*The National Institute for Civic Enterprise, LLC is a fiscally-sponsored project under Circle of Nations dba/Homes That Change Lives (HCL), a 501c3 not-for-profit organization in Swampscott, MA. Please consult your accountant for the deductibility of your donation.

# The NICE Future – 2011 and Beyond

**NICE Stage 2 - 2011** Focuses on (1) engaging more nonprofit leaders, (2) expanding training seminars in Central Florida, (3) advertising, (3) building alliances with nonprofit associations and educational institutions, (4) beta testing the paid-option membership site, and (5) building the NICE knowledge base. This stage will require grant funding. We will also need a Central Florida sponsor for the NICE training symposium. (Advertising revenues from the *HEROES* online newsletter and on the web site will begin to supplement grants.)

**NICE Stage 3 - 2012 & beyond** Non-grant revenues will be generated through the paid membership site for human service nonprofit leaders (the Association of Human Service Nonprofit Professionals) as well as webinar fees, online and newsletter advertising, and online affiliate and business sponsorships. The “NICE Awards”, an annual national recognition of two outstanding civic enterprise initiatives, will also require sponsors. Some grant assistance will be needed in 2012 and 2013.

## Endorsement from Our Fiscal Sponsor “Homes That Change Lives” and Its Founder

“I am in full support of the National Institute for Civic Enterprise (NICE Network) that is being developed by Debra Berg. I feel strongly that Debra is creating a model initiative that our world now needs. As our society has become more and more technology-driven and specialized, we have certainly expanded in many positive ways, but we have also lost some of the human connection and community spirit that have always been a core foundation of American culture. The NICE Network is a brilliant way to utilize today’s technology to bring together the resources of local communities to solve community problems and to generate more civic enterprise, based on models that can be replicated on a national scale. Debra’s assessment of need has been developed through extensive research in the young field of civic enterprise at the policy level as well as by gathering dozens of case studies documenting civic entrepreneurs who are actually making a difference in their communities. It is truly bridging the large chasm that often exists between policy and daily community life. As a Harvard-educated grant writer and nonprofit administrator with credentials in public health policy and social work, I have worked in the nonprofit world for nearly 20 years and raised millions of dollars in grants for dozens of nonprofit organizations. I feel strongly that the NICE Network model is a ‘cutting-edge’ program that will garner support from all levels – individual, community, local, and regional and national foundations. “

**Dawn Duncan, MSW, MS**

Executive Director, *Homes That Change Lives* | President, *The Grant Connection*

## NICE Founder’s Statement

The past twenty-four months have brought us through an exciting, but steep, learning curve to lay out our plan for NICE to the point where we are ready to bring it online. I have had the opportunity to engage with nonprofit leaders in Central Florida who are serving clients in an unprecedented recession and to interact with nonprofit leaders nationwide who have been challenged to make key decisions in a changing donor climate.

On a more positive note, these past two years I’ve been blessed to receive technical and advisory assistance from some very skilled volunteers. I’ve studied the “ins and outs” of membership websites and engaged in social media training. I’ve also uncovered a valuable and supportive gem in Dawn Duncan, our fiscal sponsor. Given what we’ve accomplished thus far, I’m amazed that it’s only been two years since the idea for NICE came to be. We are ready to engage an advisory panel and move forward with the NICENetwork.org knowledge base. I very much appreciate your interest in the Institute and I look forward to partnering with you!

*Debra J Berg*

## Thank-you to our 2009 Donors!

Mike Maine, **GHSI** (Tavares, FL) – Computer systems assistance, hosting, and software

Lee Owen, **Write Point Media** (Eustis, FL) – Communications strategy, writing and editing

Tammy Dickerson, **Virtual Business Booster** (Eustis, FL) - Web design

**Vertical Response.com** – Nonprofit email software and distribution

## The Genesis of the National Institute for Civic Enterprise

It was Debra Berg's research for *The Power of One: The Unsung Everyday Heroes Rescuing America's Cities* that sparked her enthusiasm for America's citizen problem-solvers, "civic entrepreneurs", and the *NICENetwork*. Her eight-year, self-funded trek to interview one-hundred individuals in over thirty cities forged dozens of lasting relationships. Since then, she's had multiple opportunities to share their innovative solutions and inspiring successes with live audiences, the *Chicago Sun Times*, eighty radio and TV stations across the nation, as well as through social media. Debra first reached the internet audience by hosting an interview talk show, "The Power of One: What's Your Mission?" on *VoiceAmerica.com* in 2007 which drew thousands of listeners.

Out of much activity, Debra's efforts serendipitously inspired new connections and joint-efforts between civic entrepreneurs. Simply as a result of being juxtaposed in the same book and featured together on her radio show, they witnessed each other's challenges, successes, and visions for the first time. Here are just two example connections that would otherwise have never occurred:

- Leanne McGrath, who launched *Sharing Connections, Inc.*, out of her Downers Grove, IL garage, made connection with seasoned founder Fran Heitzman of *Bridging, Inc.*, a furniture bank initiative in Minneapolis, MN. The two organizations began sharing board members to grow their visions and missions. Both have since expanded and replicated their initiatives.
- Rev. Herbert Lusk, former NFL running-back and founder of *People for People* (Philadelphia, PA), connected on Debra's radio show with Chris Mangum, founder of Jobs for Life (active in 100 cities). Even though Rev. Lusk's initiative boasted twenty years' success in Philly, he was ready to replicate it. After hearing Chris tell his story, he told Debra that he's "always a student willing to learn" and requested Chris's contact information to tap his replication knowledge.

Debra imagined how more connections like this could speed up help to the needy if there was a place for civic entrepreneurs to share their knowledge. Busy schedules and a lack of awareness of each other's efforts were the barriers. Also, the success of their initiatives was below the daily radar of potential donors and supporters. **Convinced that initiatives like these, which place 85% of the previously homeless in good jobs within nine months or achieve an unprecedented 89% adoption rate of special needs foster children merited broader exposure, Debra wondered how she could spread the word.** A knowledge base chronicling these ideas was needed to educate civic entrepreneurs, donors, and volunteers. If their priceless experience was lost, future nonprofit founders would "reinvent the wheel" and lose valuable time with which to help the disadvantaged achieve self-reliance.

Armed with a technology, welfare policy, and communications background, and the help of trained consultants and volunteers, Debra is pursuing her vision. Through both a web-based and Central Florida presence, the *NICENetwork* will soon help civic entrepreneurs expand their initiatives and speed up self-reliance to more of the nation's disadvantaged today and into the future.

### The book that chronicles the need for the NICENetwork

"The tales of so many individuals who are taking the initiative to address difficult issues... are awe-inspiring." **Rebecca W. Rimel, President, The Pew Charitable Trusts**

"I really enjoyed this book! I need to order copies for my staff right away!"  
**Bruce Gunter, President, PRI (Atlanta) and former treasurer,  
Habitat for Humanity International**

View Debra Berg's online media room and complete bio at: [www.debraberg.com](http://www.debraberg.com)

