The background of the entire cover is a collage of US dollar bills, including \$100, \$50, and \$20 bills, rendered in a monochromatic green color. The bills are layered and slightly offset, creating a sense of depth and texture. The word 'AFRICA' is visible on a bill in the upper left, and 'FIVE' is visible on a bill in the lower right.

Compassionate Capitalist

Ronald E Ovitt

The logo for Gilgal Press is a circular seal with a large letter 'G' in the center. The words 'GILGAL PRESS' are written around the perimeter of the seal.

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What's Love Got To Do With It?

Two things happened when I was eleven that set the course of my life. The first and most important was my introduction to Jesus Christ. We started to go to church and I heard the gospel for the first time. After a few services I asked Jesus into my heart and started on a life long journey of service for Him.

The second important event in my life at eleven was getting a paper route. This was an opportunity to earn money and had great potential for growth. My twin brother and I started with thirty two customers and built it to over one hundred and ten. We learned so much from that route. The importance of customer service, the difficulty of collections, the need for sacrifice if we were going to succeed and the rewards of being self employed. From there it went to cutting grass, shoveling snow, we were the proverbial neighborhood entrepreneurs.

All my life I vacillated between business and ministry. I love them both. As I look over my life I have always been happiest when I was in a ministry that was involved in helping people with their spiritual and financial needs. When I was twenty one, directing Youth for Christ in Lima Ohio, we started a painting company for some of the high school graduate boys I was working with. In a suburban Church in Chicago, I marketed a College and Career Seminar because I was burdened for the future of the young people I was Pastor of. At thirty I left the church that I was working at to go to graduate school. While at school I started a graphics/marketing company in Wheaton working for many of the more than forty national ministries that were headquartered in the area. Over the years I became very knowledgeable in the business sides of large ministries.

I remember at forty when the business side of my life became out of proportion to the ministry, that I cried out to God, "Lord, I'm tired of vacillating between business and ministry, please can't I be an entrepreneur for you?" This was a turning point in my life. It was when I finally realized that business was my ministry. It was a day and a half later that I received a call from World Relief asking me to work in a huge marketing program in order to earn money for their international ministry. World Relief opened my eyes to a hurting and suffering world. I learned about cause marketing, micro enterprising, community development and fund raising. It was my first introduction to major donors and the immense difference they can make in a ministry. From that day I have never looked back. I have spent my time raising money and awareness for social causes and the difference that Christianity can make. Every day I thank God that I am an entrepreneur for Him.

Over the years I have been deeply involved in fund raising, community development and what I call compassionate capitalism. I never saw capitalism any other way. Perhaps that is because my introduction to Christianity and business were both at the same time. I always saw business as a service first and a profit second. Ironically, most of the time I have experienced that the better the service the more profit there was.

I have always loved the concept of rewarding those that work hard to make a company succeed. I believe in giving incentive pay or better yet, employees some ownership. If incentive pay or ownership was not possible, at the very least good pay and benefits for those who make it all work. This is the part of capitalism that I love. But over the years I have witnessed a darker side of capitalism. A side that runs counter to the love, kindness, and generosity that we are taught in the scriptures. It is the capitalism that makes profit at all costs. It is indifferent to the below poverty

wages that 30% of American employees make or that between the 1970's and into the new century, income declined for three out of five Americans. Rather it revels in the disproportionate income for those in the top management and stock holders, compared to the employees that work in the factories to generate the income. It's not concerned about whole industries leaving tens of thousands unemployed because it can make it cheaper with a child workforce in a foreign land. It is oblivious to those that have labored for thirty years only to be let go in their fifties never to have the same earning potential again. It can have a factory, office and warehouses not too far from the worst of neighborhoods and never do anything to lift the community out of poverty and crime. As long as it doesn't effect the bottom line it is blind to the environmental or community consequences due to their business. It's leaders can live like Solomon all the while falsifying accounting eventually bankrupting the company leaving thousands without their pension or promised equity. It is this lust, greed and power that we as Christians must stand against. The time has come to call for action, to call for "compassionate capitalism."

Some would say, "What does love or compassion have to do with it?". They would insist that compassionate capitalism is an oxymoron, that capitalism is built on survival of the fittest and that there is no room for compassion. Yes, and once upon a time there were noblemen and the rest were serfs. Like that system was destroyed by the rank and file, if capitalism doesn't start to care, it too will be overthrown. Already on the horizon are ground breaking books like, The Divine Right of Capital that promotes the dethroning of corporate aristocracy for what Marjorie Kelly calls Economic Democracy; or Bill Jensen's book, Work 2.0, which calls for new labor contracts and the realignment of corporate assets.

The truth is capitalism isn't compassionate. People are. Perhaps we are better off calling for "compassionate capitalists.". Patricia Panchak, Editor-in-Chief, of Industry Week pointed out in her March 2002 editorial, Capitalism At A Crossroad?, that according to a 2000 Business Week/Harris poll, when people were give a choice between the two phrases that they supported more strongly: "Corporations should have only one purpose - to make the most profit for their shareholders - and pursuit of that goal will be best for America in the long run." -or- "Corporations should have more than one purpose. They also owe something to their workers and the communities in which they operate, and they should sometimes sacrifice some profit for the sake of making things better for their workers and communities." - 95% percent of those surveyed choose the latter statement. They wanted a more caring corporation. Compassion is ultimately in the hands of those who profit from the system, not the system itself. As long as current financial statements dictate, there will be no change. People must rewrite the rules. Compassion is taking the high road, recognizing that it is God who has blessed us and choosing to give back in ways that honor Him.

Today there are great disparities among communities. Thirty minutes, perhaps an hour away from most of our homes, there is a different world. Not the people. They are so much like you and me. But the communities are broken down; they are without hope and have great need. In the Old Testament when Jerusalem was in ruins, Nehemiah heard the call of God to do something about it. In the same way God calls to us today. He is calling for the collaboration of compassionate capitalists to rebuild our torn down communities. What will be our response?

There are many exciting ways that Christian compassionate capitalists can collaborate using their skill, network, experience and resources to make a significant difference in the world. You no doubt have had some remarkable opportunities to use your resources to bless many people. This booklet is about the next level. A level of leverage, collaboration and impact that the world has yet to see. We want to introduce you to some of the different exciting ways that Christians entrepreneurs can mix their business experience with social causes and change whole communities.

The last chapter of this booklet is not written yet. I cannot write it myself. It's a work in progress, in fact it's about you and the many others that will read this booklet. If indeed we can

really grasp what God could do if we work together, I believe we will be part of a Christian social revolution. I would go farther and say, that I truly believe if we lead, churches will follow, send teams of Christians to work with us to change communities with the love of Christ. When that happens I believe we will see revival. I've already seen it happen on a small scale in a small building in Mexico. After three days of working in a village, building houses and sharing the gospel, 120 men met for worship. It was the last night and we prayed with broken hearts at the poverty we saw and the joy and humility of the grateful saints that we worked with. Right there revival broke out. Repentance, praise and joy that I have never experienced went into the early hours of the morning. I knew then that God had called me to share this experience. Revival doesn't come from meetings, it comes when we care for the needs of the least of our brothers! It comes when we rebuild the walls of a fallen city. It comes when we in the church do what we know deep in our heart is the right thing to do.

For some of you, you are at a time in your life where you can jump in and help immensely. This is your calling and you will help create many pages of the last chapter of this book. Some of you have been the leaders that have shown my generation the way. You have run the race, yet I hope that you will see where you can help with your wisdom and influence and write some of the last chapter as a legacy for generations to come.

There is a great opportunity for us. Faith based initiatives have the attention of the government. As a result of the tragic attack on our country in the fall of 2001, Americans have awakened to a new kind of hero; a person who gives of themselves sacrificially to help others. There is a rising spirit of volunteerism and compassion. Like the times of Nehemiah, God has given us favor. Might we response so future generations will call us the "Repairer of Broken Walls, the Restorer of Streets and Dwellings."

Listen to the words of God through His prophet.

Is not this the kind of fasting I have chosen: to loose the chains of injustice and untie the cords of the yoke, to set the oppressed free and break every yoke? Is it not to share your food with the hungry and to provide the poor wanderer with shelter – when you see the naked, to clothe him, and not turn away from your own flesh and blood?

If you do away with the yoke of oppression, with the pointing finger and malicious talk, and if you spend yourself on behalf of the hungry and satisfy the needs of the oppressed then...You will be called Repairer of Broken Walls, Restorer of Streets and Dwellings. Isaiah 58: 6- 7, 9 – 10, 12

Or will God say of us:

And what was the sin of Sodom?

They were arrogant, overfed and unconcerned: They did not help the poor and needy! Ezekiel 16:49

God Loves Communities

God loves communities. One of the very first things that God noticed about man after He created him was that it was not good for man to live alone. God had created man to be a social person. It isn't long after that, when humans started to populate the earth, that God gave man the law in order to guide social behavior.

If I were to ask you to name some people in the Bible that God used to help a large population of people, I'm sure that many of the Sunday school stories that you heard as a child would come to mind. Joseph was used to lead Egypt through seven years of prosperity followed by seven years of famine. He was able to do this because God gave him a sound economic development plan. Perhaps you would think of Moses who gave up his life of luxury because he was upset at the social injustice he saw administered to his people. By faith he led his persecuted people out of the hands of their oppressor. Rather than stay in one place and preach, Paul endured great hardship as he traveled from city to city sharing the gospel. He was constantly writing churches asking them to give to the needs of the poor in the different communities. He would often take the offerings personally to those suffering.

There is another person in the Bible who helped restore a once great city. His name is Nehemiah. Nehemiah is not as popular as the other Old and New Testament characters. There are no great miracles recorded, like the parting the Red Sea, yet the supernatural working of God through the life of Nehemiah and the people, produced great results. Nehemiah, a person greatly used by God, was responsible for restoring the city of Jerusalem after it lay destroyed. God called Nehemiah, a humble cupbearer of the King Artaxerxes, to respond to the needs of Jerusalem. Nehemiah obeyed God and revived the ruined city, snatching it from the brink of oblivion. In the account of Nehemiah we see a picture of community renewal and development. As God calls us to respond to the needs around us, we can use these same principles to help rebuild communities.

Leverage Our Compassionate Through Community Development

For many, the term "community development" is a new concept. You may be wondering, "What is community development? What is a community development corporation? What do they do?" Carol Wayman, in the NCCED (National Congress For Community Economic Development) 2001 Practitioner's Guide, wrote a very insightful CDC (Community Development Corporation) Industry Profile.

Community development corporations (CDCs) are non-profit community-based organizations that strategically redevelop economically depressed areas by developing affordable housing, sponsoring community economic development projects, providing vital social services and participating in community organizing efforts. CDCs undertake a range of activities including housing counseling, developing business incubators and tutoring at-risk youth. CDCs are business-oriented and entrepreneurial. They work to improve the lives of people in low-income and minority communities afflicted by disinvestment – undertaking development projects that the traditional for profit sector shuns. Working to mitigate the risks that are often associated with engaging in developments in distressed areas, CDCs draw private investment into troubled areas. Over the past thirty years CDCs have emerged as one of the most successful community revitalization models in the country.¹

In a summary of the 1999 Community Development Census Ms. Wayman cites an impressive history of accomplishments that should move us to consider the possibilities that the church's influence could have in a community. Carol Wayman gives some examples of what CDCs have produced.

- *Approximately 550,000 units of affordable housing*
- *More than \$1.9 billion in loans to 59,000 businesses*
- *Nearly 247,000 jobs (excluding jobs due to construction related-activities)*
- *Seventy million square feet of commercial and industrial space²*

Doesn't Ms. Wayman's narrative describe what the Church should be doing? Isn't there a resounding familiarity the text of Isaiah 58 and James 3?

While Community Development offers good sounding solutions, there is need for much more than architectural designs, empowerment zones and well-planned communities. Without spiritual and moral foundations, all the best planned communities in the world will be, as Jesus suggested, "built on sand." We dare not abdicate our responsibility of community to the government or secular agencies. We, as the Church, have at our disposal the power of Almighty God; the manpower and the vast resources of the Church and it's people. If we step out in faith and obedience, we can make a radical difference. The question is, "Will we?"

I believe as Christians we should be involved in community renewal. If God so loved the world, shouldn't we? That is why I advocate for Evangelical Community Development. As evangelical Christians, part of the good news that we bring to people is love, mercy and justice.

Evangelical Community Development

Why do I call it Evangelical? Because I believe in the two strong tenets that I see in Evangelical Christianity. One tenet is about mans need for salvation and the other is the belief in the resurrection of Christ. Our belief that lasting change comes from believing the Gospel is crucial to the way we work with people. It is through a personal relationship with God and the following of His word that the power of God is unleashed in a person's life. But without the resurrection where is the power? Paul the Apostle writes to the Church in Ephesus in Ephesians 1: 18-19;

I pray also that the eyes of your heart may be enlightened in order that you may know... his incomparably great power for us who believe. That power is like the working of His mighty strength, which he exerted in Christ when He raised Him from the dead and seated Him at the right hand in the heavenly realms.

It is the power of God that not only gives us strength to do the work that He has called us to but it is the source of power for change. His power can change the lives of the people we minister to, change the community they live in and change in the worlds system of injustice that so often prevails. What separates us from other social agencies? Should it not be the power of the resurrection? Zechariah and Zerubbabel were living proof of this. They were rebuilding the Temple of God after the Jews returned from the great exile. In Zechariah 4:6-8 an angel of God came to Zechariah and said, referring to the rebuilding of the Temple;

*Not by might nor by power but by my Spirit, says the Lord Almighty.
What are you O mighty mountain? Before Zerubbabel you will become level ground.
Then the word of the Lord came to me: The hands of Zerubbabel have laid the foundation of this temple; his hands will also complete. Then you will know that the Lord has sent me to you.*

This passage gives us the perfect balance. It was Zerubbabel's hands that laid the stone, yet we see that it was not by His own power but by the Spirit of God that allowed it to come together. It is God that levels the mountains that are in our way.

It is the living out of faith that brings change. We need to do everything we can to rebuild communities but at the same time we need the faith to believe that God will use His almighty power, the same power He used to raise Jesus from the dead, to overcome our obstacles. We need His power to overcome the mountains of bureaucracy, of addictions, broken lives, injustice, prejudice and pride that often gets in the way of working together to transform communities.

This is the evangelical message that needs to be the foundation for community development. For too long we have given social aspects of community development the preeminence. Housing, economic development, social work are all vital parts of community development, but I believe that God wants Himself, His power and His principles to be at the core of community renewal. Without spiritual renewal, that Christ and the Bible brings, the community development is incomplete.

I like the way Dr. Wayne "Coach" Gordon says it in the Christian Community Health Fellowship's book, Caring For the Least of These. Dr. Gordon is the founder of Lawndale Community Church, Health Clinic and Community Development Center in Chicago and the President of Christian Community Development Association. Lawndale is a wonderful model of what this booklet is about.

In the early part of this century, we saw a division between what people called the social gospel and the spiritual gospel.

But if you have the spiritual gospel without the social gospel, you do not have the gospel. And if you have the social gospel without the spiritual gospel, you do not have the gospel.

When I love my son and help him learn to read or give him food to eat, everybody says I am a great dad. But when I love the guy in the street, people say that is the social gospel.

That is baloney! The gospel is for the whole person. Proclaiming the good news of Jesus Christ means taking care of people's needs physically, mentally, and socially, as well as spiritually.³

Charles H. Troutman in his article featured in July 1981 issue of Evangelical Missions Quarterly: A Fallacy in Church Planting: a Fable writes the attitude that some Christians have toward community development and foreign missions. We feel that what Mr. Troutman wrote can apply to restoring churches in blighted communities in this country.

Evangelicals have always been suspicious of mission boards that concentrate on education, medical, social, or economic ministries, excluding or downplaying evangelism and spiritual development. Yet in most mission fields, one or more of the following conditions exist. If not attended to, they will inhibit the development of independent churches.

Where public education is absent, church planting must include education to enable members to read the Scriptures.

Where sickness and malnutrition sap energies beyond the struggle for mere existence, church planting must include public health and nutritional services.

Where there is just enough food to survive, church planting must include agriculture and related sciences.

Where there is artistic or technical ability, church planting must include the development of these talents and where necessary the distribution of products.

Where small businesses are possible and needed, church planting must include training in business practices and perhaps even financial help.

Making A Difference

As we look around at our world today, as Christians we must ask ourselves, “Where is the difference?”, “Where is the proof of our existence?” Is it in the entertainment industry? Is it in business ethics? Is it in the societies views on sex and marriage? Is it in the justice system? But, you say, “That is the world’s system.” That’s my point. When did we abdicate the decisions on morality, love and justice to the world? When did we leave the room? Why isn’t our corporate witness making a difference? Why isn’t the love of God in His people making a bigger difference in the world? It can, if we choose to work together. Nehemiah couldn’t rebuild the walls of Jerusalem himself. By himself he never would have made a difference. It was when the people of God joined Nehemiah, each taking their part of the wall that the whole society was changed! There is power in Holy collaboration. As an entrepreneur, God has blessed you with zeal, creativity, a strong work ethic, and the ability to create great and exciting businesses. Use this great gift for God. Use it for helping communities. You can do this without having to leave your business or career. The purpose of this booklet is to show you how to leverage all that God has given to you into a powerhouse for Him!

We are each called to live the love of God in mercy and justice. This is what Jesus did. In Matthew 9 we see a poignant view of Jesus and His love for the towns and villages He visited. Matthew writes,

Jesus went through all the towns and villages, teaching in the synagogues, preaching the good news of the kingdom and healing every disease and sickness. When he saw the crowds, he had compassion on them, because they were harassed and helpless, like sheep without a shepherd. Then He said to His disciples, ‘The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into His harvest field.’

Brennan Manning in his book Signature of Jesus, uses a story to ask a critical question of you and I. He writes of five businessmen who take a train from Chicago to Milwaukee for a sales meeting. They promised their wives that they would be back that evening in time for dinner. The sales meeting went late so they had to hurry to catch the train in order to get home on time.

As the salesmen raced through the terminal, one of them inadvertently kicked over a slender table on which rested a basket of apples. A ten-year-old boy was selling apples to pay for his books and clothes for school. With a sigh of relief, the five clambered aboard the train, but the last felt a twinge of compassion for the boy whose apple stand had been overturned.

He asked one of the group to call his wife and tell her he would be a couple hours late. He returned to the terminal and later remarked that he was glad that he did. The ten-year-old was blind. The salesman saw the apples scattered all over the floor. As he gathered them up, he noticed that several were bruised or split. Reaching into his pocket, he said to the boy, ‘Here’s twenty dollars for the apples we damaged. I hope we didn’t spoil your day. God Bless you.’

As the salesman started to walk away, the blind boy called after him and asked, ‘Are you Jesus?’

Let me write the passage about Jesus one more time;

Jesus went through all the towns and villages, teaching in the synagogues, preaching the good news of the kingdom and healing every disease and sickness. When he saw the crowds, he had compassion on them, because they were harassed and helpless, like sheep without a shepherd.

Are we Jesus?

How Can We Make a Difference?

I remember when I started in the ministry, I would drive through the gettos of Detroit and Chicago and wonder “How can we ever make a dent in such a massive problem?” It has taken me a lifetime to find out the answer, but I believe I have it.

One Community at a Time

Many Christians in America live in a solid community and blessed with an abundance of resources. They have enough resources to work in their own church and community and then, as a service to God, partner with another church in needy neighborhood. Can you imagine the impact if tens of thousands of Christian entrepreneurs across this country would lead their church to link with just one other needy church and their community? We would be that light that Jesus refers to, the one on the top of the hill that cannot be hid.

There are many different ways that we can get involved in community development. Affordable housing, mercy ministries, children services, developing business incubators, need based evangelism, planning and rebuilding the retail corridor, assist in church planting, rehabilitate industrial facilities, provide technical assistance to local entrepreneurs, support a youth program, advocate for better schools, help provide post employment services such as child care and transportation access. These are just a few. There are many other ministries that you could get involved with. All of these offer many opportunities to use your God given business skills and resources. Let us consider some of the different forms of compassionate capitalism that you could get involved with.

Traditional, Tested and True Ways To Support A Cause

Corporations have been a long time supporter of charity. Traditionally they have given by making donations, gifts-in-kind, volunteerism and planned gifts.

Donations

The more traditional way of helping non-profits has been through charitable contributions. Of course the United Way has been helping corporations get involved in charity for a long time. They solicit from thousands of corporations and pool their money into localized funds. These funds are then distributed to charities that have been put through a vigorous screening process.

Many times a owner, board member or key employees have charities that they are personally involved in. It is not uncommon to go back to their company and make donations through the corporation.

Today corporate philanthropy has become more sophisticated with the creation of many corporate foundations. These foundations have brought professionalism to fund raising and have forced many charities to become better at budgeting and justifying their requests for funds.

Volunteerism

Another way that many corporations are giving is through volunteerism. Many CEO's and their upper management help non-profits by being on a Board of a non-profit. More and more companies encourage their employees to get involved in helping a charity. Today many corporations have their employees get involved in construction projects, food drives, Thanksgiving dinners and giving gifts to the needy during the Holidays.

Personal Gifts

Besides corporate donations many of the CEO's, Board Members and upper management of corporations have a desire to personally give to a charity through their own private resources. The truth is that more and more charities count on 80—90% of their income to come from 10—20% of their donors. Major donors are very important to a non-profit organization. As God blesses Christian entrepreneurs and business professionals they often give back very generously toward a number of charities.

Foundatons

Another way to give a cash gift to a charity is through a foundation. This allows many donors to set up criterion and stipulations for donations and have it run by a third party. It allows them to separate themselves from the constant bombardment of charitable solicitations. It also creates a vehicle in which to teach personal responsibility and philanthropy to their next generation.

Gifts-In-Kind

Gifts-in-kind are non-cash gifts that greatly benefit the cause which you are helping. It is another way to use your resources. An owner of a company they may choose to donate some of their companies labor force to accomplish a task. In this case the entrepreneur is using their own profit to subsidize a work project. Another way is to loan the use of equipment or to donate supplies. This may not seem like a personal gift, but if the person is the major stock holder or outright owner of the company, than anything taking from the overall profit of the company is really coming out of their personal resources.

Planned Gifts

These gifts are usually figured out with personal legal and financial counsel. There are various estate planning instruments such as trusts, annuities and various charitable income funds that individuals can give through. With estate planning a person can also prepare for their ultimate gift upon their death. Although many choose to use a will there are many find trust and endowment programs a person can leave their assets with.

Social Entrepreneurism

There is a movement of entrepreneurs that use their skills and resources to help many needy causes. They are referred to as social entrepreneurs. There are two types of social entrepreneurs.

The more traditional use of the term “social entrepreneur” is where a nonprofit organization learns how to apply entrepreneurship to their core competencies in order to create an income stream and accomplish their social agenda at the same time. For example a thrift store not only provides jobs and job training it helps defray part of the cost of a job-training program. Another example would be a homeless shelter in Chicago that has started a landscaping business that gives the men training and a job. It also brings in enough money to pay for the training and supervision of the program. There are more and more social agencies who have created companies large enough to support the whole ministry without any significant need for donations. Many times it is an entrepreneur that has consulted and even financed these programs. This new breed of “venture philanthropists” are looking for this kind of leverage with their donations. Our goal is to help raise these types of charitable businesses all across the country in communities where the economy is stifled. We are calling Christian business people to join us in this exciting journey.

The second type of social entrepreneurship does not have the emphasis on the non profit organization being “entrepreneurial” and creating an income stream but rather on the entrepreneur who is concerned about “social” issues.

The entrepreneur interested in social causes wants to use their entrepreneurial skills and knowledge to help a charity. It is more than giving money. Because of their business savvy they want to be more hands on by consulting with the organization, networking, donating non-cash gifts, endorsing the charity and sometimes involvement in the governance of the organization. The combination of large donations and business acumen is bringing refreshing results to charities across the nation.

I have done this. It seems each year I do pro bono work on Boards or in creating fund raising plans for organizations. I have helped organizations do what I call a “visioning”; recharging their ability to raise funds. You no doubt have been involved in this way as well.

In community development the entrepreneurs opportunity to do pro bono work is exhilarating! Imagine, there is the opportunity to help create businesses, build enterprise zones, employ people, build housing developments and help educate others in business and entrepreneursism! For a Christian entrepreneur who wants to help spread the gospel by meeting the critical needs of others, it doesn't get any better than this. To me, there is nothing more exciting than using my entrepreneurial gifts to help a church reach out to those in need in their own community. This need based “social entrepreneursism is the love of Christ in word and action.

Social Driven Capitalism

There are new ways of making charitable contributions that seem to be more of a win-win both for the charity and for those that own or manage corporations. If you own a company this new form of philanthropic marketing may interest you. It is called “cause marketing” and is a form of social driven capitalism.

Cause Marketing

Cause marketing is different than conventional marketing and it is different than traditional corporate philanthropy. Traditional charity is where a corporation gives donations and receives some press and recognition. In cause marketing, like traditional philanthropy, the corporation also gives a donation. However with cause marketing the company uses a fine tuned marketing campaign taking advantage of the market exposure and the extra emotional linkage with the consumer to move product sales. There are two types of Cause Marketing. One is helping a specific charity or cause through Sponsorship. The other is to assist a cause with a percent of your profit.

Sponsorship

Sponsorship of events was the first form of cause marketing. Sponsoring a charitable event was a real way that corporations could give to an organization and receive some marketing exposure in return. This took it's cue from secular sponsorship where companies used marketing dollars to gain market exposure. The biggest example of secular sponsorship is NASCAR. The cars and driver uniforms are multicolored billboards of corporate sponsorship. Sporting events are very effective at sponsorship as well. NIKE and Gatorade were companies that first brought this to the forefront. The grandfather of corporate sponsorship to a charity event is the Jerry Lewis's telethon. The sponsor would get good “press” and recognition on the Labor Day television programs seen by millions.

Today cause marketing has become a major form of fund raising for larger charities. Donations from corporations can come in the form of a percent of the sales of a product, or the money given for a sponsorship at a fundraising event and usually includes three times the value of the donation in advertising exposure. The charity is getting a great donation and tremendous awareness of their organization. The company in return is marketing their product while building customer loyalty as a result of the goodwill resulting from being seen as a philanthropist toward the cause.

The organization that put “cause” promotional marketing and sponsorship in the charity world on the map was The Children’s Miracle Network. I was at World Relief doing a national cause marketing project with coin banks in supper markets, discount chains and convenient stores when they first came onto the scene. I saw Children’s Miracle Network in action first hand as they approached the same stores I was in. In the years that followed I witnessed the “cause marketing” industry grow into a moving force in philanthropy.

Children’s Miracle Network took charitable sponsorship to the next level. They increased the “win” for the corporation. They put together in-store campaigns with well-coordinated advertising, point-of-purchase displays and coupons distributed through FSI newspaper circulars. The combination dramatically increased sales of the sponsors product during the same time the previous year. As a result of this dramatic marketing “proof” each year it was easier and easier for CMN to find sponsors and stores that wanted to get involved. The Children’s Miracle Network model set a whole new standard in the industry. I’ve heard Vice Presidents of marketing who would talk of significant increase in sales of their national brand products over the previous year because of the campaign. Today, rather than just making a donation to a charity, many corporations are looking for charitable partners that can help them win over the affections of those who believe in the “cause” and hopefully move product at the same time.

Percent of Profit

Instead of looking for a charity event based cause marketing campaign, some companies believe in a cause and incorporate it into their corporate ethos. These companies use a charitable cause as part of their marketing campaign. When talking about corporations who are involved in this form of “cause marketing”, perhaps the best known examples are Ben and Jerry Ice Cream and The Body Shop. They were certainly one of the first. They let people know that part of the product sale would go to the causes that they were promoting. The difference between this and the Children’s Miracle Network, is that the Children’s Miracle Network is perceived as being involved in an annual event type campaign, whereas with Ben and Jerry and the Body Shop presents their charitable causes all year long as part of their whole corporate culture. So during Thanksgiving when you bought your turkey at the Children’s Miracle Network display, part of the proceeds went to the CMN. However, anytime you bought a bottle of hand lotion at the Body Shop, because of the way they aggressively marketed the fact, there was no doubt in your mind that you were actually helping save the rainforest.

Home Depot is a company that is getting more and more involved in helping community development. They will often sponsor some of the houses that many volunteers help build. With that in mind, when given a choice between Lowes or Home Depot which store do you think the person who volunteered building a house would shop in? Studies have proven that when a choice like that comes up, if all else is equal, a customer will shop at the store, or buy the product, that they perceive is behind a cause they believe in. Part of our goal is to help companies connect with rebuilding communities through cause marketing campaigns.

Profit Companies for Charity

The next wave of charitable corporate giving has been popularized by Paul Newman and his “Newman’s Own” brand name products. Instead of a portion of sales going to the cause, the products were advertised as all of the profits going to charity! This is an example of a profit company that was created for a charitable reason. In the August 7, 2001 issue of USA Today there was an article called Ben & Jerry, Co-founder to Try ‘Venture Philanthropy’. The article featured three companies that were created to raise money for charitable causes. One was Newman’s Own. The article wrote;

Actor Paul Newman was a pioneer of venture philanthropy. Newman's Own, co-founded by Newman to peddle salad dressing, has grown into a food products behemoth.

It also gives away its profits. The 19 year-old company, based in Westport, Conn., annually sells \$100 million worth of popcorn, lemonade, ice cream and oil-and-vinegar dressing.

It has donated \$115 million for hunger relief, for medical research and to fund camps for seriously ill children.⁴

The USA Today article also featured Ben Cohen, of Ben and Jerry, getting involved in this same form of venture philanthropy. Ben Cohen's goal is to buy companies in low-income neighborhoods. He then wants to raise wages and improve other employee benefits.

In his first deal, Cohen used his Barred Rock Fund to buy Sun and Earth, a cleaning products maker, in partnership with a non-profit corporation. The article reported;

The fund owns 80% of Sun and Earth with its partner. The remaining 20% was set aside for employees. Sun and Earth wages were raised as much as 23%. Employees will get company benefits for the first time. All profits will be used to buy other companies, which will be run the same way. Cohen also says that he is giving management advice.⁵

Another company, that the USA Today described was Pura Vida. John Sage, a former Microsoft executive, created Pura Vida, a coffee retail company in Seattle. Sage co-founded the company with a ministry helping poor children in Costa Rica where the coffee is exported.

Like Cohen and other wealthy entrepreneurs, Sage, 40, wants to use capitalism for charitable good by leveraging his business skills. 'I wasn't content to sit on the sidelines and be a passive philanthropist,' Sage says.

Pura Vida is Internet-based and has 17 employees and expects almost \$1 million in revenue this year. All its profits will go to charity. So far it has given \$200,000 to needy families in Costa Rica, a major coffee exporter, for food, clothing and medicine.⁶

I believe God is calling many Christian entrepreneurs to create businesses that will provide jobs in distressed communities across this country. Jobs that have benefits and living wages allowing people to earn enough to get involved in an affordable housing program. At the same time "profits" could go toward housing, youth programs, daycare, local education and the other church programs in the community. This investing in the local manufacturing or bringing in new manufacturing will also help the commerce in the community. Neighborhood businesses provide income to those living in the neighborhood. Neighborhood people, via their purchases, support the local shops. The process is cyclical, and can work to the entire community's betterment. Market value homes will soon follow and the community is well on its way.

Many of the suburbs work in this fashion. How many of us, when we were old enough, worked at stores in our community? How many of us have encouraged our children to do the same? Many teenagers and single working mothers need only travel to the nearest shopping center or local business for employment. As the neighborhood changes economically the local Churches will benefit and be able to grow. This has already been done in communities across the country.

Pastor Jim Holley of Little Rock Baptist Church in Detroit had nothing but blight surrounding his church. Highland Park has been very depressed with abandoned buildings, boarded up store fronts and distraught neighborhoods. Instead of becoming discouraged he saw an opportunity to make a difference. Pastor Holley had a dream to rebuild the area and help the people of his Church at the same time.

The first thing Little Rock Church did was to start a for-profit business to raise money for a foundation. The second was to start an investment club for people in the church. The profit company, Country Preacher Foods, distributes food and paper products. In 2000 it grossed \$5,000,000 dollars. The profit goes toward college scholarships. The investment club takes a \$100 a month from each member and since 1998 invested in the stock market. Last year they thought that they could outperform the market by starting their own business opportunities. They invested in a strip mall and are in negotiation for a second one. They partnered with a development company and now the strip mall has China One Chinese Food, Domino' Pizza, Dollars Days and Subway owned by the members. This helps create jobs for people in the church and neighborhood, gives people places to shop and eat in their own community, and makes the area more appealing. They are also building homes valued at \$120,000—\$150,000. Their goal is to lure middle income families into the area resulting in mixed income neighborhoods. This will ignite more market value homes and commerce into the community. The Detroit News quoted Rev. Holley on his philosophy of building this shopping center. He said in the September 19, 2001 issue, "Churches will build a \$20,000,000 facility to worship in one day a week, when you can take that money and create an industry six days a week."

Wall Street Getting Involved

In the rebuilding of urban and rural communities there is an enormous need for funds. Creating companies for profit, grants and private donations are a tremendous lift but can only fund part of the goal. We need help creating linkages between our community development corporation, and major employers in the greater community. We need entrepreneurs that can introduce us to forces that can help us change the community like; investment corporations, local politicians, franchises and companies that will move into empowerment zones. We need the kind of companies that will do more than hire people. We need companies that will train for advancement, those hard working candidates that we send and assist in retaining their job. We need purchasing agents that will consider buying locally and help us set up local provider centers for some of their companies needed services and products.

Because of the vast amounts of money needed for these kinds of projects, the new tax incentives, and the potential of a modest return, new community redevelopers are looking to Wall Street for funding. One of the prime movers in this is movement is Gregory Stanton the Director of Capital Markets Access Program.

At the seminar, Going Mainstream: NPO's Accessing the Capital Market, Stanton proposed a "Wall Streets Without Walls". He told the audience that, Doctors and Dentists do their mission programs, lawyers do pro bona legal services, accountants donate their time to help non-profits and many business executives donate time to be on Boards. But the one professional group to yet get on board is on Wall Street. He gave an emotional appeal to the audience of investment guru's to start doing what they do best, help arrange the large sophisticated financing that community development needs.

Stanton however, gave more than an emotional appeal; he gave the Executives of NPO's the tools to go after the capital markets. He suggested;

Non-Profits should consider advances against future contract revenues as structured debt financing, nonprofit board finance, debt participation's offered by Community Development Financial Institutions for small pools of small business loans, Community Bond Notes or Collateralized Community Development Financial Institution loans offered as a debt security by a Community Reinvestment Fund.

In addition to market-rate capital provided by banks, investors such as pension funds, insurance companies, trusts and mutual funds, may also provide capital.⁷

To me this is revolutionary language. I get so excited when I think of investment money helping some of the projects that are needed to really bring about change. If nothing else, capitalizing transaction costs associated with underwriting and serving loans made for micro enterprising or housing would be a big help. How many of us love “the art of the deal” and yet never have dreamed that we could use it for so much good? Can you imagine if Christian entrepreneurs used their knowledge of the market and their connections in the lending field in order to combine philanthropy with Wall Street?

There is so much need. It is going to take mighty resources but if we can use put the right kind of plan together the dividends will far outweigh the risk . Large companies use Wall street and many of their creative financial instruments all the time. It is time for those of us involved in community development to do the same.

Social Directed Corporations

This last type of socially driven capitalism is about companies who do more than just make money for social causes, or are just created to increase wages and earn profit for a social cause. These companies are in existence to alleviate a social problem. Fast Company magazine has been a strong proponent of social entrepreneurship and responsibility. Shortly after they started publishing, they began to do articles about companies that were giving back. I have found these articles very encouraging and inspiring. There is a movement going on of companies that want to make a difference.

Peter Carbonara did an article on Muhammad Yunus in the December 1998 issue of Fast Company. Muhammad Yunus is well known in social entrepreneur circles. He is credited as being the father of micro lending. Micro lending is something that World Relief became very involved in while I was there. I loved the effectiveness of Yunus’s model. His work in his country of Bangladesh is legendary. Carbonara writes,

Yunus started a bank to provide desperately needed credit to his countries desperately poor villagers...Over the past two decades, Grameen Bank has grown to include 1,100 branches, covering every corner of Bangladesh. It has made more than 2 million loans worth a combined \$2 billion. It boasts a loan-repayment rate of 98% It has become a model for similar institutions in 50 countries.

Many of Yunus’s admirers see him as a social crusader. He sees something else. ‘I am a businessman,’ he says, ‘but it’s a business with a twist. I practice business with a social objective. That’s what’s missing from the capitalist system. We look for market solutions to social problems.’⁸

There are so many great opportunities to mix business with social responsibility. In the February 2001 issue of Fast Company there was an article by Harriet Rubin, a Fast Company Senior Writer, about the Aravind Eye Hospital in Madurai, India and the remarkable founder, 82-year-old Dr. Govindappa Venkataswamy.

The sheer feat of what the Aravind Eye Hospital does is overwhelming. When Dr. V started in India, there were only eight ophthalmologists in all of India, a country with 20,000,000 blind people, mostly with cataracts. Rubin introduces us to this extraordinary work by writing:

Since 1976, Aravind has given sight to more than one million people in India. In 1998 Aravind’s hospitals saw 1.2 million outpatients and performed 183,000 cataract surgeries.⁹

Dr. V succeeds by being a compassionate capitalist. Compassionate? Yes. He himself started with a twelve-bed clinic after he retired at 57. He lives off his pension and does not take any money from the clinic. Part of Aravind’s service package includes “love, courage and total care.” Dr. V says, “You identify with the people with whom or for whom you work. It is not out of sympathy that you want to help. The sufferer is part of you.”

But there is the capitalist side of Dr. V that sees opportunity and markets it. Rubin writes:

Aravind has brought its market-driving vision to the world's boldest and largest marketing segment, the one that will define future markets; the poor.

India's poor never expected to regain their sight. A visit to the hospital is largely out of their physical, geographic and economic reach. It's also totally beyond their imagination, outside the boundary of hope. How can you hope for what you can't even imagine? How can you imagine what is so far beyond your daily experience? It isn't easy to picture an active market existing in these villages, but the poor can afford products and services. Most companies tend to focus on selling to the rich and superrich consumer (\$50,000 or more a year). But, there are billions of potential customers out there whose purchasing power is about \$2,000 a year.

C. K Prahalad, an award-winning author and respected professor at the University of Michigan Business School, argues that you need more sophistication and greater intellect to cope in these markets. How do you marry low cost with quality, sustainability and profits – all at the same time – in such diverse markets as food, health, communications, personal care, primary education and financial services? Prahalad's answer: You imagine selling your services or product to the poor. In a lecture given last January, he argued that “the business opportunity in India is in servicing the poor, and servicing the poor is good business.”¹⁰

It is interesting to see that the products that Prahalad lists: food, health, communications, personal care, primary education and financial services. These are ones that we could easily start as micro enterprise ventures in the communities that we need to work in right here in the United States.

Rubin makes another excellent point worth quoting. She writes,

Dr. V agrees with Prahalad's analysis of the business opportunity, but he hates the sound of it. Consultants talk of the 'poor', he says. “No one at Aravind does. The poor is a vulgar term. Would you call Christ a poor man? To think of certain people as the 'poor' puts you in a superior position, blinds you to the ways in which you are poor.”¹¹

Did Compassionate Capitalism at Aravind Hospital Work?

Let Rubin answer that for us. She writes,

Aravind's surgeons are so productive that the hospital has a 40% gross margin, despite the fact that 70% of the patients pay nothing, or close to nothing and the hospital does not depend on donations. Dr. V has done it by constantly cutting costs, increasing efficiency and building market share. Paying customers support the free surgeries and the sale of lenses abroad adds to the bottom line.

They put a pair of glasses on people for whom the purchase represents a day and a half pay. ‘People can't believe it’, says Dr. V. ‘Often they can see clearly for the first time in their lives. They usually say, ‘Thank you’ and go away – with the glasses on. The next day, they come back ready to make the purchase. This is how we sell 1,000 eyeglasses per day.’

Give people a new experience, one that deeply changes their lives, make it affordable, and eventually you change the whole world. And your customers become your marketers.¹²

In summary, Harriet Rubin lists the five tenets of Dr. V's marketing philosophy. I believe that these are part of the basis of compassionate capitalism. The tenets are:

- *Understand the deeper principles of work as well as your purpose in the game.*
- *Understand the poor, and market to them.*
- *Appreciate that we are not different from the poor.*
- *Learn how to sell water by the river, that is don't be market driven rather be market driving.*
- *Recognize that the great opportunity in world markets is to make a difference in the human sphere.¹³*

How Much Is Enough?

When the very rich give less than 6% of their income to charity a year it begs the question, is there more that can be given back?

A very exciting organization is The Newtithing Group, a philanthropic research organization, believes that the top three tax brackets in the United States could have easily give more without decreasing their assets one penny. Their web-site had the recent proclamation:

NewTithing Group, a San Francisco-based philanthropic research organization, conservatively estimates that last year, U.S. tax filers could have comfortably afforded to give to charity at least double the estimated \$150 billion (Individual giving in 2000 was estimated at \$152 billion by Giving USA) that they donated.

NewTithing Group's proprietary findings, extrapolated from the latest available IRS data, suggest that in 2000, individuals could have given a total of \$320 billion to charity. This assumes a conservative stock market total return of 5%, which is considerably lower than historical performance, since it reflects the annual compound total return of the S&P-500 spanning the lackluster 15-year period of 1966-1982.

According to NewTithing Group's estimates, virtually all of the \$170 billion in affordable additional giving could have come from the three wealthiest tax brackets. Average filers in the top adjusted gross incomes (AGI) bracket, with an AGI of \$1 million or more, could have given over eight times what they gave, according to the Group's findings.

"The markets may be lackluster," says Newtithing Group head Claude Rosenberg, founder and former chairman of RCM Capital Management, "but many filers in the wealthiest three tax brackets accumulated so much capital over the years that they still could have comfortably given more than what they gave."

*Affluent income tax filers under age sixty-five are only half as generous as their more modestly situated peers. If affluent young and middle-aged filers had donated as high a proportion of their investment asset wealth to charity in 2003 as did their less affluent peers, total individual charitable donations would have been over **\$25 billion higher** or a 17% increase.*

*NewTithing Group's five-part report, **The Demographics of Charitable Giving**, represents the first ever IRS-based analysis of giving by assets, age, number of dependents, tax filer status, and gender. Derived from over one quarter of a million individual tax returns, the report was based on unpublished tabulations from the Individual Statistics of Income File for tax-year 2003, the latest year for which data is available.*

According to NewTithing Group, measuring charitable donations as a proportion of investment assets provides a meaningful gauge of generosity amongst the upper middle class and the affluent, whose investment assets generally exceed their income. The Group defines NewTithing™ as determining comfortably affordable donations to charity based on annual surplus income and the market value, after debt, of investment assets (excluding personal housing).

Newtithing has a web site with a giving calculator that helps you figure out what you can afford to give. You can look at it at: www.newtithing.org.¹⁴

Compassionate Capitalism Is A Spiritual Issue

Jesus said to His disciples,

If anyone would come after me, he must deny himself and take up his cross and follow me. For whoever wants to save his life will lose it, but whoever loses his life for me will find it. What good will it be for a man if he gains the whole world; yet forfeits his soul. Or what shall a man give in exchange for his soul?

Jesus said that we must deny our self or in other words, lose our constant self-gratification, to follow Him. If we want to find life then we should lose it, give it up, and live it for God and others.

Finally, Jesus says that it is possible that we can gain the whole world but in doing so lose our soul, that ability to feel, care, love and be compassionate both now and in eternity.

We could put it this way, "What good is it to be a capitalist if it is only for ourselves and not to help others? In doing so we are losing our soul."

A Call For Compassion

We are calling upon Evangelical Entrepreneurs to join us in a revolution to rebuild impoverished communities in six very specific areas:

Ministry Partnerships

We call upon Evangelical entrepreneurs to get involved in helping rebuild communities by partnering with churches in impoverished neighborhoods. This can be accomplished through assisting the Church in neighborhood evangelism, teaching or discipling; building adequate facilities for worship, educational programs and feeding , clothing and sheltering those in need; or assisting with aid and provisions for the churches various mercy ministries.

Eradication of Poverty

We call upon the Evangelical Entrepreneurs to get involved in helping rebuild communities by working toward the eradication of poverty. This can be accomplished through assisting the church in job training, placement, retention and advancement. We can also assist the church by mentoring, teaching job related skills and helping create entrepreneurial opportunities. We can advocate for fair living wages and affordable daycare. We can help bring new jobs to the community by helping establish businesses and commerce in the community.

Affordable Housing

We call upon the Evangelical Entrepreneurs to get involved in helping rebuild communities by assisting in the clean up of neighborhoods, remodeling distressed properties, building of affordable homes and market value home into a mixed income community and mentoring potential new home owners.

Youth and Education Programs

We call upon the Evangelical Entrepreneurs to get involved in helping rebuild communities by making a difference in the lives of the youth. This can be done through partnering with churches, schools and communities, assisting in needed social programs; building training facilities; funding community centers and youth outreach programs; assisting in mentoring, educational enhancement and parenting training.

Assisting the Elderly

We call upon the Evangelical Entrepreneurs to get involved in helping rebuild communities by partnering with churches in providing senior housing, assisting living facilities and needed staffing and programs.

Health Care

We call upon the Evangelical Entrepreneurs to get involved in helping rebuild communities by partnering with churches and making sure that quality affordable health care is available to all members of the community.

What Then Is Our Response?

When we look at Acts how can we ignore the call God has on our lives to help in community development? Look at the very birth of the Church in Acts 2:42 – 47 it says:

They devoted themselves to the apostle's teaching and to the fellowship, to the breaking of bread and to prayer. Everyone was filled with awe, and many wonders and miraculous signs were done by the apostles. All the believers were together and had everything in common. Selling their possessions and goods, they gave to anyone as he had need. Every day they continued to meet in the temple courts. They broke bread in their homes and ate together with glad and sincere hearts, praising God and enjoying the favor of all the people. And the Lord added to their number daily those who were being saved.

Again in Acts 4:32, the scriptures say:

All the believers were one in heart and mind. No one claimed that any of his possessions was his own, but they shared everything they had. With great power the apostles continued to testify to the resurrection of the Lord Jesus, and much grace was upon them all. There were no needy among them. For from time to time those who owned lands or houses sold them, brought the money from the sales and put it at the apostles' feet, and it was distributed to anyone as he had need.

What Will We Be Called?

Today there are great disparities among communities. Thirty minutes, perhaps an hour away there is a different world. Not the people. They are so much like you and me. But their community is broken down; they have great need. God calls to us to help today, as a Church and as individuals. We can do our part. God spoke to His people of old. Today the same scripture calls out to us. What will be our response?

Is not this the kind of fasting I have chosen: to loose the chains of injustice and untie the cords of the yoke, to set the oppressed free and break every yoke? Is it not to share your food with the hungry and to provide the poor wanderer with shelter – when you see the naked, to clothe him, and not turn away from your own flesh and blood?

“If you do away with the yoke of oppression, with the pointing finger and malicious talk, and if you spend yourself on behalf of the hungry and satisfy the needs of the oppressed then...You will be called Repairer of Broken Walls, Restorer of Streets and Dwellings. Isaiah 58: 6- 7, 9 – 10, 12

Or will God say of us:

And what was the sin of Sodom? They were arrogant, overfed and unconcerned: They did not help the poor and needy! Ezekiel 16:49

What If We Were To Work Together?

Over the years I have had the privilege of working with many wonderful entrepreneurs who were major donors to many fine organizations. As I came to know each of them, almost everyone expressed similar concerns about philanthropy. I have taken the many different comments and condensed them into one of the following five concerns that I have found entrepreneurs have about giving to charitable organizations.

1. I want my gift to make a change not just be a temporary solution

Many donors tire of giving to the same problem over and over again. They say, “Yes, I want to help feed people, but is it possible to use part of my donation to help get the person a job so they can feed themselves?” or “Yes, I will give to cancer research year after year but show me that there is some progress toward a cure.”

I have often thought that poverty has become an “industry” and that once a social problem is at that stage it is hard to reverse the situation. Now I know that there really isn’t any evil non-profit CEO saying, “How can we make poverty increase so we can increase our annual income?” What social worker wouldn’t gladly give up their job if they could see the social evils of our society evaporate into thin air? But, the reality is that we spend billions of dollars every year and yet some of the conditions never seem to change. Perhaps it is time for successful business people to meet with professionals in the field and together sit down and figure out ways that we can solve some of these problems. What if we could meet and find out what are the “best practices” among us and then used the power of franchising type marketing and duplicate the success across the country? I long for the day when business cards and egos would be checked at the door and even the most successful would come together and pool our experiences, resources and networks and collaborate on creating our devastated communities into communities of joy and hope for all living there.

2. How can I better leverage my donation?

There seems to be a concern that too many major gifts are being spent without compounding their effect. The result has been more and more stipulation on donated money. Using a large gift as a “matching grant” is one way to leverage that has become popular. Designating funds to specific tasks that can in turn raise more funds or produce grants is another. Major donors want to try and leverage their gifts.

What if we could take donations and not only leverage them with other donations but match them with volunteer work, gifts-in-kind and investment money? What if money could be borrowed and repaid to be used again? What if we could start businesses that would help those working and raise money for the institution at the same time? There are many creative ways to use donations and get much more use out of each dollar donated.

3. How can I avoid duplication of spending?

I am often hear criticism about the duplication of spending because of the seemingly duplication of services in the same area. Can a small community really support two fledging homeless centers or be better off with one large successful center? How much is spent on supporting multiple charities each having their own CEO and other executive salaries, administration office space, Board meetings and other planning costs?

What if the benefits and personalized results of grassroots organizations could remain intact but executive administration costs reduced through collaboration in training and services? What if each organization could keep their distinctive qualities and core values yet reduce costly executive positions through a larger professional management organization? I have seen it work and work very well.

4. I don't want the organization to be dependant on me

I have had donors express concerns that the organization is too dependant on their gift. It was okay for the first year or so but when other larger donations do not come in there is a concern that the agency is becoming dependant on their gift. They say, "I do not want my donation to be out proportion to the total giving of the other donors. How can they improve their fund raising?"

I am amazed at how many charitable organizations know nothing of "donor acquisition" or "donor longevity". They act as if the donor had an obligation to give to them. I am appalled at how many times I hear of major gifts being given to an organization and the person never even gets a personal thank you letter from the CEO. Now I know that is not the reason the gift was given, but I get upset at the lack of sensitivity to the partnership that should be between the donor and the organization. I am amazed at how many organizations never challenge their board members to solicit for funds or how many organizations never try to acquire new donors?

If I were to tell some people in ministry that fund raising is a sophisticated marketing entity much like McDonald's marketing of hamburgers, they would look at me like I was apostate. I believe in the "faith" part of fund raising as much as anyone. I deeply believe that God directs the hearts of donors. But I also know that it was Paul who, when talking of evangelism—which we know is led by the Holy Spirit—wrote in Romans 10: 14 "and how can they believe in the one of whom they have not heard?" We have a responsibility to do the best we can in getting the word of our ministry out to those who would hear. Direct mail, special events and capital campaigns should be part of every organizations responsible fund raising. The trouble is that donor acquisition and longevity is very expensive and sophisticated.

What if we were to help Christian organizations raise their money. What if we could teach better practices and help the organization apply fund raising principles so could find new people interested in their cause? What if each ministry and church could be taught how to cultivate these new relationships and convert them into deeper donor relationships. This would result in cheaper donor acquisition costs, a larger donor base and less dependence on the same few major donors. It can be done.

5. Many charitable organizations seem to lack professional skills in marketing, management and operations

Many well intended ministries have real passion and are doing a good job but lack in some of the professional management, marketing and operational skills that could take them to the next level.

What if we could create an administrative service agency that is above reproach and handles administration much the way a payroll corporation processes paychecks? How much more efficient could grass root organizations be if we could assume their monthly administration and allow the non-profit to do what they do best, that is serve their clients?

What Is The Solution?

As a resource development specialist I have spent countless hours looking for solutions to the problems that we have just talked about and the many others that we did not. The first three

problems deal with the enormity of the social problems that we are trying to solve and the desperate need for cooperation among different agencies and ministries. The last two have to do with the need of many organizations to have professional administration and fundraising.

How though do you get organizations to work together? How do you get other grass roots organizations up to speed with their administration and fund raising? This was the problem that we faced in the Child Welfare industry.

I was the Vice President of Development for one of the largest Child Welfare agencies in the country. During my stay with the agency I had the privilege of working with the other executives in four cutting edge non-profit concepts. The first was mergers and acquisitions with other agencies, the second was a state wide consortium of agencies, the third was a corporate wide (28 offices) vision process and the final was the creation of an administration service organization.

Now in the business world these four endeavors may not seem that radical but in the non-profit arena, especially child welfare, they were revolutionary. Part of the reason we were so aggressive was the swift changes that were coming in government contracts and the threat of managed care. As a result of those experiences I learned some valuable lessons that have shaped what we are attempting to do in the Christian social service industry.

Collaborate For A Change

If we want to make a real change then we need to collaborate with others that are working hard on the same problems that we are. It is possible that God has used you mightily to make a large difference in this world. So many wonderful entrepreneurs do. And many of the organizations that you support are no doubt doing a great work. But what if? What if you could take what you are doing and combine it with the thousands of other Evangelical entrepreneurs in this country? Together we could see change like we have never experienced before.

Imagine if we were able to coordinate with each other. We could save needless duplication of energy and resources. We could learn from each other and apply what was really working to the organizations we support. Together we could make a much larger impact than any one of us alone. Together we could become powerful advocates for the gospel and the many needs of this world. As entrepreneurs we could share programs we are involved in and take the best practices and turn them into national initiatives. We could use the power of franchising, financing and national marketing that we use in our businesses every day and start making social differences on a national scale.

Together we could use our entrepreneurial skills to change communities. By working with a five year comprehensive plan we could bring many ministries together and apply our business knowledge and networks to assist churches and their mercy ministries, build affordable housing, start non profit businesses, business incubators, and create job readiness, retention and advancement programs.

Finally we could really make a difference in many of the smaller ministries with their business and marketing needs. Through seminars and education we could teach them to market their core competencies and earn extra income to expand their ministries. As Evangelical Entrepreneurs we have so much we can bring to those organizations that are helping meet the physical, emotional, financial and spiritual needs of people. But we need to work together.

Leverage For Greater Impact

One of the benefits of collaboration is the ability to leverage. By pooling together resources, influence and networks we will be able to help each other leverage our own personal philanthropy in a much greater way. We do this through the use of volunteerism, donations and our own fund.

Create An Evangelical Community Development Fund

What if we were to start a national fund? A fund where you can designate your contribution to work on one of our existing projects or we can put together a program in a community where you want to invest in. You can pool your investment with other funds or you can designate a fund named in honor of the foundation or DBA the name of your foundation or contributor. If we had a fund we could leverage gifts in many different creative ways. Here are a few.

Affordable Housing and Business Loans

Part of the fund could be designated toward funding zero percent home and business loans. Not only is this money returned to be loaned out again, it is matched with investment money from banks, mortgages and other funds.

Down Payment Loans

Many times a person qualifies for a home but they need a down payment. We could use the fund to pay for the down payment that is paid back through the transaction.

Individual Development Accounts

Another exciting way to leverage a fund would be to use anywhere from a 1:1 to a 5:1 matching grant, up to a preset limit, on what is called a Individual Development Account. This is a credit union type savings vehicle that matches anywhere from one dollar to five dollars for every dollar that client saves. The money is capped at a total sum of \$3,500 to \$5,000 and can only be used for a down payment on a home, college or approved business loan. up to a certain amount. The goal is for the client to develop good habits of saving and to advance in their acquisition of assets or advancement potential.

Leverage with larger investments

Perhaps one of the most exciting potentials for an Evangelical Community Development Fund would be the ability to lure the investment community to our projects. According to Greg Stanton who wrote, [Going Mainstream: NPO's Accessing the Capital Market](#), the reason that Wall Street has not been involved in community development is that the projects were not large enough or diverse enough in their locations. It is all about spreading out risk. The more diverse locations, the larger the project the less the failing of any one element will be that much of a risk. Having comprehensive community development projects in multiple cities at the same time, using our mission teams for labor and income, having the backing of renown evangelical entrepreneurs and bringing some of our own investment money at the same time should allow us to put together some exciting financial packages for development.

There are many worthwhile projects to invest in but Evangelical Community Development Fund would allow an evangelical entrepreneur to invest a small amount of their portfolio into a highly leveraged life changing evangelical fund.

National Surplus Supply Clearing House

With the advent of the internet are new and exciting ways to leverage our impact. One is by creating an electronic warehouse in order to take companies surplus materials, equipment and vehicles and donate them to our a regional or national web-based clearing house. This national clearing house will them find the best place to use your donation. It may be to help someone start a business. It may be to use the materials rehabbing a senior citizen's home. Perhaps we will put it in one of our stores where we will sell it, providing needed jobs and helping defray costs of the local ministry.

For Profit Businesses

As an entrepreneur you can leverage your impact by doing what you do best, help create businesses and jobs. Helping create businesses in distressed communities is more than a handout. It gives people a job, mentors important advancement skills and helps reestablish commerce in the neighborhood. It is hard to find something that would leverage your time, resources and skills more than this., except to franchise your concept and make it part of a national best practices initiative taking it to the other communities where we are working.

Can We Talk?

The purpose of this book was to share some of the different ways you can use your entrepreneurial skills in helping those in need through church based community development. We hope that this has ignited some interest in pushing the envelope. I hope that it has excited your entrepreneurial passion and that you will join us in making a difference.

In the first chapter I said that the last chapter was not finished yet, that it was a work in progress. And so it is. At Calvary Church, where I am Executive Pastor, we are entering a five year community development project in Harvey, IL. Our goal is to work with many churches, organizations and government and see a massive change. How we get there is a story worth writing about. We know that if we can accomplish this five project that we can help others duplicate it over and over again in other cities. This would allow this vision to spread across the country. This will allow entrepreneurs like you to work right in your own back yard.

In order to finish this chapter though, we need to talk. That's right. I want to know your story. How has God used you? How have you blended capitalism and compassion? What do you see as some of the solutions to the social problems that we are facing? How have you blended the gospel into the work you have done? What dreams do you have that maybe we can share and find others that will join you? Do you have any projects that you have been involved in that would make one of our "Best Practice Initiatives" that we could go national with? Do you have stories or other readings that have shaped your life that we could share with others? Do you have any material that you would want us to consider publishing?

We need to talk because there is a legacy to leave. They say we are losing our youth. That we live in a post Christian era. I say it is because the world still hasn't seen Christianity in action. But, it is not too late. I am including an appendix in which I introduce you to the **Association of Evangelical Social Entrepreneurs**. This exciting organization is the beginning of a movement of evangelical Christians who will say "Yes we will make a difference in the lives of the poor right here in our own cities." Please read the appendix and join this exciting association. The goal is to get as many evangelical entrepreneurs together as possible and through this creative collaboration, use our skills, knowledge, networks and resources, creating real synergistic change.

Finally, we need to talk, because God isn't through with us yet! As you read this booklet what excited you? What thought leap into your heart, even if it was only a fleeting moment? What crazy, outrageous, entrepreneurial, without God it would never happen, kind of idea crossed the synapses of your mind? Please don't dismiss it. It is time to collaborate and let God be God. We need to talk so I can record your story, so young people can learn about the way God has worked in your life. I need your story of the Association of Evangelical Entrepreneurs newsletters, website, podcasts, booklets our many different forums. I need you to help lead seminars, speak and get involved in this movement.. Your story could be part of this.

I cannot wait to hear what you would have to say. You can reach me by e-mail at rovitt@layministry.com or Calvary Church at 708-429-2200. I look forward to working together. May God bless you as you continue to be an Entrepreneur for Him.

AESE

Association of Evangelical Social Entrepreneurs

Charter Membership

You will be called
repairer of broken walls,
restorer of streets and dwelling.

Isaiah 58: 12

Letter from the President



Dear friend,

This letter is a personal invitation to become a Charter Member of the Association of Evangelical Social Entrepreneurs. I know God has used you in marvelous ways, that is why I am mailing you this prospectus.

Over thirty years ago, as a young man in Lima, Ohio, I was Executive Director of Limaland Youth for Christ. Finances were tough. Part of our ministry was with a group of boys out of high school, who needed money and guidance with their lives. As a result, we began a painting company that helped provide finances for the boys and the ministry. That business became an incredible opportunity for mentoring and discipling. That ministry was my beginning as a social entrepreneur.

I have always loved ministry and business, but twelve years ago, I longed for more. I cried out in prayer "Please God, let me be an entrepreneur for you!" A day and a half later I received a call from World Relief asking me to help them with a national cause-marketing campaign. Since that day, I have used my love for marketing and business to help many ministries raise funds. As I speak to the Boards of ministries, I am inevitably pulled aside by major donors and told an all too familiar story. What became obvious to me is the burden that major donors face. They pour hundreds of thousands of dollars into ministries only to duplicate what they have already financed through other ministries. Many times their money is misspent by poor business practices. Often many of these major donors are over-burdened because the ministry they support does not find other major donors to aid their cause. Finally, there is often no, or at best very little, leverage used to increase the effectiveness of these large sums of capital. The result is a reduction in the social and spiritual return on the investment.

About eight years ago, a group of us were dreaming about creating an organization that could combine the experience, knowledge, resources and networks of the thousands of Christian entrepreneurs across the country in order to maximize the effectiveness on ministries ministering to the needy. We imagined what we, as social entrepreneurs, could do to better leverage the impact of major donors on organizations. Today that dream has become a reality. Calvary Church in Orland Park, Illinois started Calvary Charities and has created a dream that has evolved into the Association of Evangelical Social Entrepreneurs. Now there is an exciting organization that will help you use the gifts God has given you in ways never before possible.

Please look over this prospectus. If you have any questions or valuable input, call and I will be happy to listen. I believe that this is God's timing. Why?

1. There are more successful Christian entrepreneurs than ever before.
2. The transition from welfare to work has ended and there is a great need for social entrepreneurs.
3. We have a political administration that is pro faith-based ministry.
4. Wall street is beginning to look at community development as a favorable investment.
5. Together we have the skills to "franchise" national life changing programs, leveraging our skills and resources!

I hope that you will consider becoming a charter member. We can make a difference if we work together! I look forward to hearing from you.

Sincerely,

Ronald Ovitt
Calvary Charities
Association of Evangelical Social Entrepreneurs

Ronald Ovitt started full time in the ministry when he was twenty years old. After successful youth ministries he started a printing and marketing organization in Wheaton, Illinois, serving many Christian organizations. In 1990 he used his skills in resource development working for World Relief. After world Relief, Ron became Vice President of Central Baptist Children Services, the largest child welfare agency in the country. In 1999 Ron became Vice President of Adventures In Missions. He has been on the Board of several Christian social organizations and has consulted with numerous non-profit organizations.

Ron is the author of three books, Understanding My Spiritual Gifts a self discovery workbook, Close To the Heart of God, a Biblical response to community development, and Compassionate Capitalist, a call to evangelical entrepreneurs to use their ability and resources to serve others.

In 2001, Ron started Walking the Talk Ministry to mobilize adults to assist evangelical community development ministries. Currently Ron is Executive Pastor at Calvary Church in Orland Park, Illinois. Calvary is home to Calvary Charities, Construction for Christ and the Association of Evangelical Social Entrepreneurs.

The Need

Right here in America, not far from your home, is a community with great need. The average income is below poverty level. Housing is deteriorating, many adults are unemployed, the children are hungry and the elderly are afraid. Education is sub-standard and health care is in crisis. Crime and drugs are rampant. The needs are staggering.



Hunger

Over 20% of children in America suffer from hunger. The effects on their learning and health are disastrous.

Poverty/unemployment

Many people are without adequate income to support themselves and their families.

Housing/Homelessness

Lack of affordable housing, expensive child care and an increase in single parent families has caused an epidemic homelessness.

Violence

Both gang and domestic violence are part of the lives of too many families.

Healthcare

Good, affordable, local medical care is needed in impoverished communities.

Education

Not all schools are created equal. Programs, facilities and equipment can differ dramatically affecting the outcome of education.

Reconciliation

We are in a new millennium but there is still prejudice, ignorance and anger between Christians.



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*"Right here in America,
not far from your home,
is a community
with great need."*

The Solution



The AESE believes that social change will come when we help coordinate a comprehensive multifaceted solution that helps a community enjoy new housing, commerce, jobs, quality education, good healthcare and vibrant, witnessing, neighborhood churches. The AESE supports a comprehensive five-year, seven-step community development program.

Neighborhood Stabilization

The first step in community development is to stabilize the neighborhood. By assessing the needs and the assets of the neighborhood we can stop erosion and begin the building process. Our goal is to work with ministries to help repair and refurbish existing homes and buildings, clean vacant lots and assist with a beautification plan for the center of town and the business district.

Housing

Renovating existing homes and building new affordable and market value homes creates an attractive mixed-income community, without displacing the poor. New home ownership brings new life into a community

“Social change will come when we help coordinate a comprehensive multifaceted solution that helps a community enjoy new housing, commerce, jobs and vibrant witnessing neighborhood churches.”

Micro-economics

To develop a community there must be an economic base for people to support themselves. A new or renovated local commerce district creates local jobs and circulates income throughout the community.

Helping the unemployed back to work is key to economic revival. However we support more than job readiness. We support mentoring programs that help people achieve job retention and advancement and teach financial literacy. We want to help people budget, save their money and, if they desire, become a new homeowner.

Evangelism and Church Growth

What separates Evangelical Community Development from other forms of social programs is the belief in the power of Jesus Christ to change lives. When a person becomes a Christian all things become new. The commandments and the teachings of Christ are the basis for a loving community. We believe in the church and the influence it should have in the daily lives of its members and community. We work with local community churches reaching out to their neighborhood through evangelism and discipleship.

Children and Youth Programs

Day care, good education, mentoring, tutoring, a safe place for children after school and church based youth programs are part of a good community program.

Elder Care

The elderly are a valuable part of community and need to be included in a comprehensive plan. We help with visitation, home repairs, health care, Meals on Wheels and daycare.

Mercy Ministry and Health Care

Assisting in food distribution, meals, homeless shelters and health care provide needed services in a changing community. Preventive health screening, education, in-home services, after care and transportation are also part of our program.

Our Purpose

Purpose

The purpose of the Association of Evangelical Social Entrepreneurs is to serve those entrepreneurs who believe in the gospel and doing social good. The goal is to use our abilities and resources to share the gospel through programs that make a difference in people's lives.

To accomplish this goal the AESE will:

Inform

The AESE will use e-mail, newsletters and bulletins to inform members of trends, opportunities, pertinent news and legislation that will help members make an impact.



Educate

Using seminars, booklets, tapes, the web, conferences and think-tanks the AESE's goal is to make its members educated on the relevant issues in social entrepreneurship.

Motivate

It is not easy to balance one's life. The cares of business often consume us to the point that deeply felt issues are left behind. A very important part of the AESE is to help us stay involved in making a difference. Stories, interviews, tapes and conferences will challenge our members to be the kind of change agents our world needs.

Mobilize

We work with Calvary Charities to mobilize adult church mission trips and corporate work projects. We offer this to members for their own congregation or corporations. The goal is to have these volunteers donate materials and labor to the various ministries.

Leverage Our Efforts

Great social and economic problems plague many of our urban and rural communities. For the first time we are seeking evangelical entrepreneurs to come together and discuss what can be done. Through our various Think Tanks, Round Tables and Symposiums we will be able to use your experience and knowledge and leverage it with other entrepreneurial thinkers across the country. But this will be more than an academic exercise. We will adopt the best plans and use the resources of the Agape Community Development Fund, the skills of various member organizations of the Christian Community Development Association and the impact of the local Church to make a difference leading to nothing less than revival.



OUR PURPOSE

*"To adopt our best plans
and together,
with the resources of
the Agape Community
Development Fund,
the expertise of the
organizations in the
Christian Community
Development Association,
and the impact of the
local Church,
make a difference resulting
in nothing less than revival."*

A Call to Evangelical Entrepreneurs

As evangelicals we believe in the power of God, through the transforming power of the gospel, to change people's lives from the inside out. As entrepreneurs we believe in the free enterprise system.

Because the social and spiritual needs in communities in the United States and around the world are so vast...

Because of Christ's command to preach the gospel, His example of meeting the physical needs of those around Him, His teachings on loving our neighbor and the Biblical admonition that faith without works is dead...

Because God has blessed each of us with resources, networks, experiences, a love for entrepreneurialism and compassion for our fellowman...

Let us join together to create a synergy far greater than anyone of us, a revival based upon the love of God and obedience to His word, resulting in a movement able to make vast and lasting social changes affecting generations to come.

Let us share our faith and our knowledge of business, finances and markets with other entrepreneurs. Let us create think tanks, action committees and a super fund, asking God for favor and the ability to create new and exciting models of change. Let us franchise best practices that work. Let us create companies that generate jobs that provide living income and benefits for those in need while raising income for the ministries.

Let us leverage all that God has given us with an army of volunteers from the church, corporations and government; who, together, will put hands and feet on the models that God helps us to create.



"And what was the sin of Sodom? They were arrogant, overfed and unconcerned: They did not help the poor and needy!" Ezekiel 16:49

*"History bears witness
to great revivals when
Christians combined the gospel
with meeting social needs.
We are calling upon
evangelical entrepreneurs
to join together to bring
social change to this nation.
God has blessed us with the
ability, knowledge, resources
and Spirit of the Living God.
May God create in us
a mighty movement,
able to make vast and lasting
social changes, a legacy,
affecting generations to come!"*

What We Believe

Our Mission Statement

To bring together Christian Entrepreneurs so they can leverage their faith, resources, skills, knowledge and experience to meet the spiritual and physical needs of impoverished communities throughout the world.

We will work together through National Conferences, Think Tanks and Task Committees to improve upon, and if necessary, to create new models of social change. These models will involve five year community development plans working with the church, community grassroots organizations and the Christian Community Development Association members affecting the spirituality, education, health and welfare of those living in the community.

We will use our knowledge of new urbanism, housing, construction, real estate, investments and tax laws to create affordable housing in mixed income neighborhoods resulting in gentrification without displacing or segregating the poor .

We will use our skills in community economic development, business, finance, marketing , law, manufacturing and distribution to create and franchise products, service businesses and manufacturing, bringing jobs, commerce, and business centers back to the communities—going beyond job readiness and entry level earnings to living wages, job retention and advancement..

Our Statement of Faith

We believe there is one God, eternally existent in three persons: Father, Son and Holy Spirit. We believe that the Bible is the inspired, infallible, and authoritative Word of God.

We believe in the deity of our Lord Jesus Christ, in His virgin birth, in His sinless life, in His miracles, in His atoning death through His shed blood, in His bodily resurrection, in His Ascension to the right hand of the Father, and in His personal return in power and glory.

We believe that men and women are sinful and separated from God and, without Christ, destined for a lost eternity.

We believe that there is salvation through repentance of our sinfulness and the acceptance of Christ's death as the penalty for our sins, thus enabling regeneration through the indwelling of the Holy Spirit.

We believe in the resurrection of Jesus Christ and the same power at work in us through the present ministry of the Holy Spirit by whose indwelling the Christian is enabled to live a godly life.

We believe in the resurrection of both the saved and the lost; they that are saved unto the resurrection of life and they that are lost unto the resurrection of damnation.

We believe in the unity of believers, as the body of Christ and in His commandment to love one another.

We know that real change happens when people come to a relationship with Christ. Therefore, the gospel and Biblical values are at the center of our program. We also know that lasting change comes through meeting critical needs with multifaceted programs. AESE assists Christian Evangelical organizations providing needed services that make lasting changes such as:

- Churches that preach the gospel and practice discipleship.
- Christian organizations that address hunger, homelessness, safety, education and healthcare.
- Christian housing organizations that stop deterioration of neighborhoods through home repair and low cost housing.
- Youth programs that provide Bible study, tutoring, after-school safe places and mentoring.
- Job facilitation programs that include life skills training, childcare, financial training, job readiness placement, retention and advancement. Jobs that will include health care and enough money for critical asset building.
- Community Economic Development that includes non-profit stores, micro enterprises, and entrepreneurial start-ups that provide wages that circulate their way through the community.

Leveraging Your Impact

"You may be using everything that God has given you for His glory, but no matter how much God has blessed you; your impact can be increased by leveraging what you have with other successful entrepreneurs like yourself."

AESE Creates Synergy and Enables Leverage

The purpose of AESE is to help work together and leverage what God has blessed us with, in order to make a bigger social impact than we can by ourselves. What do you bring to the association? Is it a program that you are connected with that is working well? Is it experience or a skill that can be used to help social ministries? Is it personal wealth? Perhaps you have a successful company and want to use its vast resources? Maybe you have an extensive network of influential friends? God may have allowed you to have influence and celebrity status.

You may be using everything that God has given you for His glory, but no matter how much God has blessed you; your impact can be increased by leveraging what you have with other successful entrepreneurs like yourself. Not only will this allow you to make a better impact in the personal projects you are working on, your input will in turn allow others to enhance their impact.

Knowledge and Experience

Through our think tanks, working committees, conferences, newsletters and website we want to learn from each others' projects and experiences. What is working? What did we learn? What should we avoid? Our goal is to take these new concepts and distribute them to our network of community projects around the country.

National Marketing, Advertising and Franchise Techniques

Because of the importance of grassroots involvement in social change, the social services industry is one of the last industries to use national marketing and franchising.

In each city there is endless repeat of administrative start-up, trial and error, mistakes, poor fund raising all because of the lack of models and a national program. By working together we can set new standards and provide working models of social entrepreneurialism, using franchise principles.

Local AESE Chapters can help grass root ministries apply these professional programs, increasing the effect of their administration, fund raising and operation.



Leveraging Your Impact

Finances

By working on a national level we can apply the economy of scale, increase our effectiveness and at the same time minimize our overall risk. This need for larger sums of money on a national scale is alluring to Wall Street. With Wall Streets increased involvement in community development there is keen interest in a program of this magnitude. Many AESE members have experience in investments and financing and can help us put together proposals that will result in millions of dollars for projects.



We also want to develop the **Agape Community Development Fund** into one of the premier social capital funds in the country. As an association we can create a highly leveraged fund and use our association to take full advantage of the Faith Based initiatives using it to assist many evangelical ministries.

Company Resources

Most grass roots ministries have a few major donors. They desperately need equipment, supplies, construction, and volunteers. Today with the advantages of the computer, internet and rapid shipping we can take advantage of surpluses that companies have nationwide. We can also list projects that companies with downtime can volunteer their labor for. With a nationwide network and the power of a web based data bank we can bring resources to ministries never before available.

Volunteerism

Perhaps one of the most dynamic leverage that we can use is the army of volunteers that we can bring to bear on a project. Whether it is fellow employees or members of our church, the AESE works hand in hand with Calvary Charities to help churches get involved in local short-term mission projects. The fees, donated construction materials and hours of volunteer will give our projects leverage that very few organizations achieve.

Professional Expertise

With our association of entrepreneurs we desire to encourage sub-groups of professional groups that will work together. For example, so much of what needs to be done involves construction. Whether it is housing or facilities, there is a great need. As a result we have started Construction for Christ. This will be used to complement the volunteer work being done on various projects. Within our association's entrepreneur base there are other groups that could form to make a larger impact. Executive training, accounting, finance, marketing and so many other expertise are needed. Using our data base and encouraging synergy among similar professions we could maximize our membership's vast talent, experience and knowledge.

Entrepreneurial Skills

Finally, our hallmark should be the ability to use our entrepreneurial skills to create products, companies and marketing ventures. These endeavors bring needed income to the ministries we work with and create training and jobs with living wages and benefits for those that the ministries seek to serve.

As we market and advertise these different ventures we create substantial awareness to our cause.

Membership Benefits

Charter Membership

As a Charter Member you will have an opportunity to help launch this organization. We know that you are extremely busy, but just by being a member you are allowing your influence to work for you in helping us appeal to other potential members. If you desire, as a Charter Member, you can serve on one of our governing committees, become a regional representative, work on a task committee or in a think tank. You can also give your personal endorsement or simply invite those that you know to join our organization. Our goal starts with 100 charter members and grows to a thousand regular members in the first year.

Finally, as a Charter Member, your name, along with the names of the other ninety-nine charter members, will accompany our official letter of intent that we will send to the White House. We want the President and his Administration to be aware of our organization and our purpose. We look forward to working with this Administration on many community projects.

Membership Fee

The cost to join the Association of Evangelical Social Entrepreneurs is only \$195. This fee is to help cover the administration costs of running an organization like this. Our goal is to keep the membership affordable for up and coming entrepreneurs. For those that desire, you can participate financially on a national level through our Agape Community Development Fund or in your own local area through our Nehemiah –Rebuild the City Campaign.

Newsletter

As a member you will receive our quarterly newsletter. This will keep you informed of our activity, news and advocacy issues. It will also share articles on topics relevant to our cause and interviews of various members and what they are doing.

Media Club

Our media club will help you sift through the abundance of materials pertaining to life, business and ministry, giving you helpful abstracts and suggestions. The media club will also be interactive so you can post your own reviews about what you have learned from books, tapes and websites you have enjoyed.

Membership Publishing

If you or an agency you are associated with have written a paper or book, created curriculum, policy and procedure manuals, written successful advertisement or have a “how to” booklet on an event, procedure or function that could be used at other agencies or corporations, you can post these and many other items to be sold or given away to other members on our web site publishing house.

“Members Only” Annual Conference

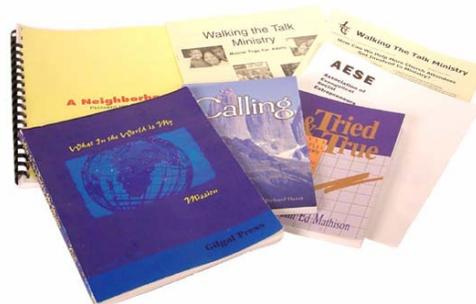
This two day conference is an opportunity to meet with other entrepreneurs like yourself who are burdened for our social problems. There will be informative speakers on current issues facing us and opportunities to attend different seminars. You can find out what others are doing in your field of interest or you can share your own personal projects and get valuable feedback and needed assistance. Also, a key note speaker will be there to inspire and encourage.

Think Tanks

There is so much good work going on around the country that few know of. Our goal is to have Think Tanks on each of our seven solutions and attempt to create the “best of the best” model as a result of our collaboration. The long term goal is to “franchise” our ideas so each member that wants to can benefit from the results. This is a great way to leverage work in which you have invested time and resources.

Annual Washington D.C. Prayer Summit

This one day event will give us a chance to meet with national leaders, share our concerns and listen to the latest in Government social initiatives. We will also spend time praying for our leaders and government policy and tax incentive issues affecting our ministry.



Membership Opportunities

As members of AESE you will have many opportunities to use your skills, experience, networks and resources to make a greater difference. Our purpose involves more than making an immediate impact,—we desire to leave a LEGACY for evangelical social entrepreneurs in the future. Here are some of our ministries that you can support:

Young Evangelical Social Entrepreneurs

A chance to pass on a legacy as we take this association to Colleges around the country. You can be part of this exciting internship program that will help create the next generation of evangelical social entrepreneurs.

Job Mentoring Program

A good paying job is one of the greatest social needs for young people in impoverished areas. Association members can use their corporations to sponsor an exciting job mentoring program.

Social Entrepreneurship Seminar: From Core Competency to Income Stream

This seminar will help Christian social agencies that want to become social entrepreneurs. We will teach them how to assess their core competencies and create a training program for their constituency. As a member you can volunteer to teach this seminar. Not only will this seminar help the agency to increase the effectiveness of its programs, but will bring in new capitol and provide needed jobs for the community it works with.

Agape Community Development Fund

We desire to be the premier evangelical community development fund in the country, possessing the following attributes:

▪ Added Technical Assistance

With expertise in fund raising, entrepreneurship and community development, we can make sure that the charitable intent is fulfilled.

▪ Social Investment Fund

To ensure that we reach our leveraged goal, we will also create a social investment fund that uses tax incentives and modest ROI to appeal to those that want to invest in a product with both a market value return and an evangelical social return.

▪ Leverage Gifts Made to the Fund

The goal of Agape Community Development Fund is to leverage our funds into one billion dollars spent on Evangelical Community Development in the next twenty years. Part of the fund is used for zero percent direct loans on affordable housing, business loans or needy churches. This money is then paid back to be reused. We also bring teams from churches and corporations to work on projects, lowering costs. Funds will be leveraged by procuring donations in the form of matching gifts, trusts, annuities, endowments and grants. Finally, we will leverage our funds with commercial rated investments.

Nehemiah –Rebuild the City Campaign

For those who would like to invest in their own community we offer this campaign. If there is not one in your city we can help you start a chapter. Money can be designated for promotion, supplies, administration, evangelism or any of the community social programs. What better way to make a difference in your own city?

We Care Corporate Program

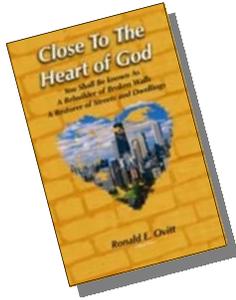
This program allows members to propagate the Judeo-Christian ethic in their company in a non-offensive way while affecting the bottom line. The We Care program allows evangelicals to share concern about virtues, work ethics and social issues by involving their company in community development. God wrote the book on caring and yet we have sold our birthright for a cup of secular programs. Although it is not an evangelistic campaign, it will be a testimony when your company sees how Evangelical Christians are organizing and deeply involved in helping others.

There are three levels of participation. The first level is, Community Concern, where you involve your company in an annual community project. The second level is, Corporate Mission, where we teach life mission and sort employees into one of five main community thrusts according to their preference. The goal of level 2 is to combine corporate involvement with individual volunteerism and begin to help your employees to see your company as a social driven company. The third level is becoming a “We Care Company”. This program involves the three C’s; caring for our Company, caring for our Customers and caring for our Community. Companies can achieve three levels of achievement; Meritorious, Excellent or Superior.



Order Your AESE Charter Membership Kit Today

and receive Close To the Heart of God and absolutely FREE!



Pay no membership fee now.

If after reviewing the Membership Kit you do not feel you want to become a member, please keep the books and simply disregard the request for a membership fee.

They say that we are in a post-Christian era. Certainly, as we look around us there are signs everywhere. But there is nothing more powerful than the love of God, especially when it is lived out by His people. We have a chance to show this generation what the love of God really is.

By becoming a Charter Member of the Association of Evangelical Social Entrepreneurs you will help set in motion an association like none other. An association that will combine the gospel with the best in community development and entrepreneurship. An association that will bring together entrepreneurs and ministries from around the country.

With God's direction we have the possibility of creating new social models based on best practices. We have the potential to blend funds from donations, business, government and wall street; funds that have never before been imagined. Finally, through our work with Walking The Talk Ministry we can strive for the ultimate testimony of God's love. An army of Christians in cities across our land working together, across racial lines, for the betterment of communities. Working with each other, the end result being repentance, respect, and ultimately reconciliation. When we do this it won't be a post Christian era any more.

As a Christian and as an entrepreneur you know that the possibilities are endless. You know what God has allowed you to do in your life. Imagine if we worked together. Please call for your kit today!

God bless you,



Ron Oviatt,
Calvary Charities and
Association of Evangelical
Social Entrepreneurs



FAX:
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Please send me The Association of Evangelical Social Entrepreneurs Charter Membership Kit.

Name _____

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City _____ State _____ Zip _____

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I understand that I am under no obligation. If upon review of the Membership Kit, I do not want to be a member for any reason whatsoever, I will keep the books and material and simply disregard the membership fee request.