

## SEIC 2007

### Center for Character and Citizenship

UMSL has recently established the Center for Character and Citizenship ([www.characterandcitizenship.org](http://www.characterandcitizenship.org)). The CCC takes many existing elements and a core of 9 faculty experts to promote the character and citizenship development of (mainly) K-12 students. The challenge is how to take the previously mainly pro bono services of the CCC (consulting, workshops, evaluation services, writing, etc.) and use them to continue to serve the common good but also to generate revenue for the growth of the CCC.

UMSL has recently established the Center for Character and Citizenship ([www.characterandcitizenship.org](http://www.characterandcitizenship.org)) co-directed by endowed professors Marvin Berkowitz and Wolfgang Althof. The CCC takes many existing elements and a core of 9 faculty experts (along with other colleagues and graduate students) to promote the character and citizenship development of (mainly) K-12 students. It houses the Citizenship Education Clearing House, Leadership Academy in Character Education, Journal of Research in Character Education, etc. The challenge is how to take the previously mainly pro bono services of the CCC (consulting, workshops, evaluation services, writing, etc.) and use them to continue to serve the common good but also to generate revenue for the sustenance of the CCC. We are not entrepreneurs and have little expertise in finance, marketing, sales, etc. We need help building an entrepreneurial aspect to the CCC. Skandalaris can help.

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coalition:

**Social Ventures**

needs:

**Advisors, Product Development, Market Analysis, Finance and Accounting, Investors, Communication Strategy**

programs:

**Hatchery Spring 07 , SEIC 2007**

url:

[www.characterandcitizenship.org](http://www.characterandcitizenship.org)

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### Multiple Sclerosis Repository

The National Multiple Sclerosis Society will create an information portal to facilitate information exchange in the research community by collecting and disseminating research data remained unpublished because it fails to prove the initial hypothesis.

Sharing scientific data in scientific journals is vital to advancing research in multiple sclerosis. However, scientific journals publish only research that positively supports the hypothesis in question. Negative results remain unpublished and become a source of knowledge only for a limited number of scientists.

When a few researchers know that a research strategy doesn't work, other researchers can pursue similar lines of unproductive research. This results in duplication of effort and ineffective use of financial capital, foregoing the usage of these resources to other more productive opportunities. The creation of the MS Repository will alleviate this undesirable outcome, directly benefiting over 200 MS research laboratories worldwide who employ more than 2,000 researchers and through ripple effect will influence the life of 2.5 Million patients worldwide and their families.

NMSS invests over \$40 million per year to underwrite over 350 projects worldwide. The effectiveness of this investment of resources depends on dissemination of data, whether positive or negative. If research shows positive results, it gets published, if it doesn't, we want all researchers to know that. We want that knowledge disseminated to the entire community of researchers, so they can learn what doesn't work.

## SEIC 2007

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coalition:

**Plant and Life Science, Information Technology, Social Ventures**

needs:

**Advisors, Market Analysis, Mentors, Investors, Legal Advice, Communication Strategy**

programs:

**SEIC 2007**

url:

None

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### **Atlas Service Corps: Bring International Volunteers 2 the US**

Atlas Service Corps is a new idea for a social venture that will identify rising NGO leaders from the developing world to volunteer in the US for a year to share their perspectives, learn new skills and return home to create a global partnership for development. US Host organizations will pay a cost-share that will cover most of the expenses to make the program sustainable.

The founder, Scott Beale, used to work for the US Embassy in India, Ashoka, and the White House before coming up with this idea. The organization is just getting started and more can be found at [www.atlascorps.org](http://www.atlascorps.org).

Atlas Service Corps is a new citizen sector business model that will revolutionize international service and build a global partnership for development. Atlas Corps brings rising citizen sector leaders from developing countries to volunteer at U.S. organizations for a one year fellowship. By reversing the flow of volunteers, Atlas Corps challenges the status quo, turning all previous international volunteerism models (like the Peace Corps) on their head. Atlas Corps strives to build the capacity of the citizen sector both in the U.S. and in developing countries through this exchange. Developing countries from around the world will send rising citizen leaders to the U.S. to volunteer, learn skills, share knowledge, and come home to strengthen their domestic citizen sector. These fellowships will address a wide range of issues related to the United Nations Millennium Development Goals. The entire business plan is available online.

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coalition:

**Professional Services, Social Ventures**

needs:

**Advisors, Finance and Accounting, Mentors, Investors, Legal Advice, Communication Strategy**

programs:

**SEIC 2007**

url:

<http://www.atlascorps.org>

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### **A.F.C.A.I.**

The Alliance for Families & Communities Affected by Incarceration(A.F.C.A.I.) is an organization that is dedicated to strengthening, educating, and empowering families & communities. This nonprofit social service venture seeks to combat the effects of incarceration on families(spouses, children, siblings), exoffenders, and the communities in which they live. Incarceration affects more than the person who is in prison. It affects the whole community.

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The idea of this organization is to provide programs, services and resources to a unique group-- families of the incarcerated and exoffenders. As of October 2006 approx. 102,532 individuals were in the custody of Missouri Corrections. Approx 750 individuals are released from prison back into communities across the state every month. Approx 35,000 children in Missouri have a parent who is incarcerated. When a family member becomes incarcerated families are often left behind to cope with issues to deal with the absence. Families often find themselves in other socio-economic situations--depression, financial issues, poverty, homelessness, peer stigmas and ridicule just to name a few. Upon reentry exoffenders are faced with a number of barriers (housing, education, employment, mental & physical health) that make returning to society a struggle. This organization seeks to assist this population with combating the affects of incarceration and educate communities how they can assist.

**Daphne Swinson**

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coalition:

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needs:

**Team Members, Advisors, Market Analysis, Finance and Accounting, Mentors, Operations and Management**

programs:

**SEIC 2007**

url:

None

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## Nest

To help women in developing countries create sustainable income for their families, Nest provides microcredit loans for the creation or maintenance of art-based businesses. To fund these loans, Nest has partnered with over 45 designers from 6 countries to create an exclusive line of merchandise. The product line is sold to boutiques and is available via the Nest online marketplace. The beneficiaries of Nest loans may use their products as repayment. By combining a capitalistic structure of sales and social mission to of combating global poverty, Nest is a unique and sustainable business model.

Microcredit loans are a financial innovation that allow poor women the opportunity to become self-sufficient by providing them with loans to create sustainable businesses. Because women in developing countries often lack steady income or collateral, historically banks have been unwilling to provide assistance. Further, when women are poor or undernourished, children and families are also deprived, resulting in cycle of poverty that is difficult to break. Since the inception of microcredit, loans of this type, made to women, have had remarkable success. Women are more likely to both repay their loans and devote their earnings to assisting the family. By giving women the tools they need to provide for their families, Nest gives stability and hope to families and communities. Nest has already provided 41 women begin their own businesses through microfinance loans. We have served women in Turkey and Congo and are currently receiving applications from Madagascar, Mexico, Peru and India.

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**Women Entrepreneurs, Social Ventures, Retail and Consumer Products**

needs:

**Mentors, Investors**

## SEIC 2007

programs:  
**SEIC 2007**

url:  
<http://www.buildanest.com>

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### Fans With Cans

Fans With Cans is a concept for a non-profit organization to empower the live music scene to make a tangible positive difference in the world. By creating and promoting events and concerts that encourage fans to bring non-perishable food items, Fans With Cans can create a culture in which musicians, venue owners, and fans themselves are inspired to make a difference. The outcome is people getting a new satisfaction by doing what they already love to do, musicians and venues getting great press for their events, and having abundance in food pantries across the nation.

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coalition:  
**Social Ventures**

needs:  
**Team Members, Communication Strategy, Operations and Management**

programs:  
**SEIC 2007**

url:  
None

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### The Bridge St. Louis

Picture a social hotspot with a purpose beyond profit. The Bridge utilizes popular activities to attract people ages 12-24 and connect them to one another, mentors, and faith and encourage positive social choices and behavior. Offerings include climbing, skate park, music venue, basketball, LAN gaming, wireless access, coffee, and café in a mall-like environment. Such a place exists in Joplin, MO on 60 acres of land bordering I-44. Our vision is to bring this idea nation-wide with St. Louis as our first expansion city.

After age 24 the leading cause of death is related to disease and illness. Before age 24 the leading cause of death is related to behavior – Suicide, drunk driving, drug and alcohol abuse and overuse. Because of this fact, The Bridge must be at once: Attractive AND Purpose Driven. The Bridge is the “un-program” – a place where teens CHOOSE to go during their free time (THE MOST DANGEROUS time of their lives when negative behavioral choices are often made) and where positive adult mentors and role models are waiting to love, listen, encourage and bring truth. Truth is revealed through love and every teen is always welcome and wanted. The idea benefits a city socially, spiritually, economically, and builds into its future by helping to develop teens into healthy and productive adults.

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## SEIC 2007

programs:  
**SEIC 2007**

url:  
[www.thebridgestlouis.com](http://www.thebridgestlouis.com)

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### Hervey Foundation

The Hervey Foundation, founded as a faith based organization, has developed a comprehensive program to address the myriad of issues facing "at risk and disadvantaged youth" that live in single parent homes in the Greater St.Louis area. The program originated as a means of addressing the void of the absentee parent in the youth's life. In 2002 the Hervey Foundation began focusing on the emotional, academic and physical needs of the youth to help them reach their full potential. [Mentors, Counselors, Tutorial, Scholarships, Arts, Financial Assistance]

The Hervey Foundation Programs:

Emotional: Mentors who are committed to working with "at risk and disadvantaged youth until age 18. Free youth/parent counseling to enhance the youth/parent relationship.

Academic: Our Partnership with A+ Achievement, Inc. will provide academic tutoring. Scholarship a reward-based system that encourages youth to strive for 3.0 higher. Art & Cultural Activities Program expose youth to arts cultural events in Missouri and throughout United States.

Physical Needs: Family Fund provides temporary assistance for food, percentage rent/utilities. A financial consultant who will work one-on-one with the parent to prepare a structured budget.

**Rita Hervey**

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coalition:  
**Social Ventures**

needs:  
**Finance and Accounting, Mentors, Investors**

programs:  
**SEIC 2007**

url:  
None

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### Project COPE Ex-Offender Job Creation

Project COPE (Congregation Offender Partnership) partners about-to-be-released prisoners with teams from congregations and community organizations for a year. The biggest problem ex-offenders face is unemployment. Next is affordable housing. COPE plans to rehab city housing, hiring ex-offenders to do the work, and selling the buildings to stay in business. We will assess work skills and certify competent workers into the building trades. We need a contractor who can lead the project, teach and evaluate. We need architects. We need buildings. We need start-up money. We need a business plan.

Expected Outcomes

Project COPE expects to raise and invest \$230,000 initially. We expect to create ten new jobs. The first year, we expect to employ the contractor and up to 20 ex-offenders who have not held a job in ten to twenty years. We expect that the construction job will give them a meaningful opportunity to enter into the St. Louis area workforce, greatly easing their re-entry into society and reducing the likelihood that they will return to prison. We expect to create four new housing units for COPE and to sell a four-flat, yielding money to continue the project. We expect to continue to employ newly released prisoners, starting them on productive and meaningful work. We expect them to be truly ex-offenders.

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needs:

**Team Members, Advisors, Technology, Finance and Accounting, Investors, Operations and Management**

programs:

**SEIC 2007**

url:

None

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### **Interest subsidy for home improvement loans**

The Grand Oak Hill Community Corporation proposes to establish a home improvement loan program to supplement its existing Home Repair Program. Qualified homeowners would be able to borrow up to \$25,000 for eligible home repairs, including repairs to bring the house up to code. Participating lending institutions would be responsible for the application, underwriting, approval, closing and servicing of the loans. Grand Oak Hill would buy down the interest rate on these loans from 5% to 3% at the time of closing, using seed money applied for through the SEIC program.

**Mark Etling**

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coalition:

**Finance and Investment**

needs:

**No information provided**

programs:

**SEIC 2007**

url:

None

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### **EnTeam games**

We will market games that keep score of cooperative performance using the principles of game theory. For fourteen years we have refined a scoring process that measures how well two sides work together. The EnTeam scoreboards are simple enough for children to understand and use. We have held workshops in schools and businesses.

Now our goal is to sell non-zero sum games to the retail market online and in stores. We need help building a marketing strategy for the games.

EnTeam is a non-profit organization founded in 1995 on the vision that people can create a more peaceful and productive world by measuring their performance in solving problems together.

The mission of EnTeam is to increase cooperation and raise academic achievement by providing activities that challenge students, teachers, and communities to win together and measure collaboration.

For over a decade we have served schools and businesses by providing professional development for educators and team-building for employees

EnTeam games use the principles of game theory and keep score based on collaborative problem-

## SEIC 2007

solving.

The people who provide the services of EnTeam are a network of professionals in varied fields: education, social work, process engineering, school administration, organizational development, human resources, and research.

**Ted Wohlfarth**

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**Information Technology, Social Ventures, Retail and Consumer Products**

needs:

**Advisors, Product Development, Market Analysis, Finance and Accounting, Investors, Communication Strategy**

programs:

**SEIC 2007**

url:

[www.enteam.org](http://www.enteam.org)

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## Collegiate Public Relations

Campuses are organized by Student Affairs bodies, but they have difficulty working together. Furthermore, these groups do not work in collaboration with other universities in the same city. Collegiate Public Relations (CPR) organizes campus groups together to host larger, more impactful events. Modeled after a typical public relations firm, CPR handles the press, planning, corporate sponsorships, and execution of socially meaningful events. Campus groups or individuals may join and participate or opt out of particular events. Monies made will go towards scholarships for members.

Collegiate Public Relations (CPR) is a PR firm who works to network campus groups and individuals to raise awareness of social causes and wants to hold bigger events than is possible under the current system. The current system does not allow for universities within the same city to work together or for businesses to sponsor events.

As a nonprofit organization outside of the collegiate system, CPR is capable of gathering area universities together. As a non profit, businesses may work in collaboration. In addition, CPR attracts local, state, and national leaders to speak and work directly with students to raise greater awareness for social issues and to build stronger relationships in our cities.

Events held may include parties, lectures, workshops, and social service projects.

The PR nonprofit itself is run like any public relations firm, but instead of making profits, the aim is to raise money for scholarships for its members.

**Kelly Holtmeier-Brasier**

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coalition:

**Women Entrepreneurs, Social Ventures**

needs:

**Team Members, Advisors, Mentors, Investors, Legal Advice, Operations and Management**

programs:

**SEIC 2007**

## SEIC 2007

url:  
None

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### **MOAR for Life - South Grand Senior Ministry Social Venture**

SGSM increases the quality of life while maximizing the talents of senior citizens. We help seniors to live safely at home, lead physically and spiritually active lives and remain connected with their community. We do this through transportation, home repair, social and health programs, most of which are done by volunteers. Our Social Venture will provide concierge services to members, handling the details in their lives, and increasing their quality of life. This will include in-home services, volunteer opportunities, cultural activities, life-long learning and connection with communities.

We comprehensively meet the needs of our service population in the services area through the coordination of existing services and the provision of new services. The comprehensive approach eliminates the need for older adults to navigate the complex matrix of service providers and launch the concept of Peer Support – Seniors Helping Seniors. Our social venture will look very similar to our existing services; however, we will market it as a fee for service “Social Society.” In developing the venture concept SGSM used research from the past four years in combination with two pilot projects. It is not the goal of SGSM to duplicate existing services but to coordinate and provide necessary services – thus a comprehensive approach to meeting older adult’s needs. It is also the goal of SGSM to allow the elders with the financial resources to support services to elders that do not have the resources for the services. The venture will be income blind in the provision of services.

**Holly Staley**  
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coalition:  
**Professional Services, Social Ventures**

needs:  
**Team Members, Advisors, Product Development, Technology, Finance and Accounting, Investors**

programs:  
**SEIC 2007**

url:  
[www.sgsm-stl.upcsites.org](http://www.sgsm-stl.upcsites.org)

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### **Fans With Cans: Have Fun While Feeding Those In Need**

Fans With Cans (FWC) is a grassroots organization inspiring the live entertainment industry to generate food and funds year-round for local food pantries, kitchens, and shelters. FWC performers, venues, and affiliates get great press while encouraging fans to bring non-perishable food to their shows; FWC provides promotional tools, inspiration, and incentives based on food donation activity. We’ve donated 48,000+ food items to date and are ready to incorporate as a 501c3 NPO. We need funds for filing fees, website development, and implementation of an effective, nationwide marketing campaign.

Fans With Cans (FWC) is an entertainment-based, grassroots organization founded by musician, Julie Woods, to generate food and funds for local distribution centers, year-round. Her solo effort has blossomed into 48,000+ food items donated by artists and affiliates in 4 states. FWC provides promotional tools and incentives to inspire affiliates to have their fans and clients donate food at events and business sites. We strategize with hearts AND heads so that "everyday people making a difference... every day" supports "food abundance for everyone". Our win-win-win paradigm has donors feel empowered about feeding those in need; affiliates garner goodwill and great press through community outreach; and FWC grow its active, uplifting presence in the food donation domain. We're developing the first online national database of pantries, kitchens, and shelters. We

## SEIC 2007

need funds for incorporation, 501c3 filing fees, website development, and a strong, effective nationwide mark

**Julie Woods**

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coalition:

**Women Entrepreneurs, Social Ventures, Minority Entrepreneurs**

needs:

**Advisors, Finance and Accounting, Mentors, Investors, Legal Advice, Communication Strategy**

programs:

**SEIC 2007**

url:

None

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### **One Bright Day Foundation - One Bright Day Market**

One Bright Day Foundation (OBD) will provide unprecedented community access to affordable healthy foods. The Market will be the vehicle for lower income communities to address and fix the health and nutrition crises they face. The Market provides lower income residents the opportunity to purchase high quality naturally produced foods at prices comparable to similar products in conventional food stores. The Market will generate sufficient revenue to sustain on-going operating expenses and to fund programs that educate families about the need for healthier food choices.

One Bright Day Foundation (OBD) was created to help the community gain access to healthy and affordable foods and increase their knowledge about healthy eating options. One Bright Day encourages people to eat a healthier diet, become familiar with new tastes and textures, and feel more comfortable purchasing and preparing healthier snacks and meals. The secondary goal of the Market and OBD is to enroll visitors in the Partners in Health program. This program involves community leaders and experts in improving the quality of life and health of their fellow residents. From community exercise classes led by certified personal trainers to nutritional and lifestyle improvement workshops, this partnership will forge long-term relationships with individuals that can lead to positive, long-lasting healthy changes in diet and exercise.

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**Market Analysis, Finance and Accounting, Mentors, Investors, Communication Strategy**

programs:

**SEIC 2007**

url:

<http://www.onebrightday.org>

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### **The Gathering Room At Pillar Place**

The Gathering Room at Pillar Place will be converted into a tea room atmosphere one day a week for businesses, the general public, and organizations looking for an elegant & unique location to meet/eat. IHA is located near St. Louis University Campus, on Lafayette east of Grand. This project will employ resident adults and youth, provide on site job training, teach employment skills, and be

## SEIC 2007

a source of income for IHA and the families who live at IHA's 2 locations, while showcasing the organization of Intercommunity Housing. Staff and volunteers will provide oversight for this new program

The IHA Gathering Room at Pillar Place is a lovely multipurpose room, formerly a chapel, and contains original stained glass windows and architecture. It will be converted into a tea room atmosphere one day a week. It is located adjacent to St. Louis University Campus, on Lafayette, near Grand Ave, and will target small businesses, the general public, and organizations looking for an elegant location to meet/eat. This endeavor will employ resident women and youth to provide on site job training, teach employment skills, and be a source of income for both IHA and also the families who live at IHA's 2 locations. The staff and volunteers of IHA will provide oversight for the residents while allowing them to obtain the necessary job skills needed to compete in today's employment market. In addition, being on-site will provide opportunities for those residents who lack transportation, while showcasing this agency and the programs we provide to the St. Louis community.

**Alice Lancaster**

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**Women Entrepreneurs, Social Ventures, Minority Entrepreneurs**

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**Advisors, Product Development, Technology, Mentors, Investors, Operations and Management**

programs:

**SEIC 2007, St. Louis Community College/Florissant Valley Campus 03.01.07**

url:

[www.intercommunityhousing.org](http://www.intercommunityhousing.org)

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### **Bridging The Gap**

We will provide free SAT or ACT tutoring for students identified by their guidance counselor as motivated, underprivileged students. An initial diagnostic SAT or ACT will be given to each student and that score will be compared to their performance on the real SAT or ACT to provide an indication of the success of our service. We will take statistics and use them, the charitable mission of our organization, and connections to affluent private schools to market our project to affluent students. Selling our services to these students allows our project to be self-sufficient.

We will provide free SAT or ACT tutoring for high school students identified by their guidance counselor as motivated, underprivileged students. An initial diagnostic SAT or ACT will be given to each student and that score will be compared to their performance on the real SAT or ACT to provide an indication of the success of our service. We will take statistics and use them, the charitable mission of our organization, and connections to affluent private schools to market our project to affluent students. The driving force of this project is its innovative use of natural Wash U assets to produce value once a modest investment is made. In a risk-averse market dominated by big-name corporations, the market rate for tutoring is very high. Thus, there is a great opportunity to enter this market and use the funds raised from wealthier students to fund the tutoring of underprivileged ones. The real strength of the project lies in its dedicated and high-quality labor pool.

**Christopher Clark**

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**Social Ventures**

needs:

## SEIC 2007

### **Advisors, Market Analysis, Finance and Accounting, Mentors, Investors, Legal Advice**

programs:  
**SEIC 2007**

url:  
None

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### **One World Neighborhood Cafe**

Our Vision: A collaborative venture to enhance the lives of marginalized women  
From the experience of the Center for Women in Transition (CWIT) and several organizations serving immigrants in St. Louis, we have learned that there are particular categories of women such as ex-offenders and immigrants who are in a very similar situation. Both populations are stigmatized and socially marginalized at the bottom of society. Due to their lack of self-esteem, lack of job experience and lack of a sense of social connection, both groups face obstacles in obtaining and maintaining employment.

Our Vision: A collaborative venture to enhance the lives of marginalized women  
From the experience of the Center for Women in Transition (CWIT) and several organizations serving immigrants in St. Louis, we have learned that there are particular categories of women such as ex-offenders and immigrants who are in a very similar situation. Both populations are stigmatized and socially marginalized at the bottom of society. Due to their lack of self-esteem, lack of job experience and lack of a sense of social connection, both groups face obstacles in obtaining and maintaining meaningful employment and economic stability. Often the ex-offenders and immigrant women find themselves in competition with one another for the same low-paying jobs and rental housing. Both groups face overt discrimination in seeking access to the mainstream economic system. Our goal is to bring these two groups of women together in a cooperative economic endeavor that will demonstrate to them that more can be

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### **Let's Start With The Kids**

Let's Start, a support process for women coming out of jail or prison, is concerned about the impact of incarceration on the more than 35,000 children in Missouri who have a parent in prison. To support these children, we will further develop our educational resources for educators, social service providers and criminal justice advocates by offering fee-for service consulting services, facilitator training and workshops. Let's Start needs \$30,000 in start up funding to cover the cost of hiring staff, expanding operations and supporting curriculum development.

One of the most significant challenges faced by women coming out of jail or prison is to develop healthy relationships with their children. Traditionally, services provided to assist parents re-entering society have not focused on this issue. Let's Start with the Kids will close this gap by using the Let's Start participants, staff and designated consultants to provide fee-for service training, curricula development and consulting services to school districts, social service providers and academic institutions around the nation. This project will offer service providers specific

## SEIC 2007

interventions so that children with incarcerated parents can thrive and not be counted in the statistic that says they are six times more likely to go to prison than are other children. Currently, there are more than 35,000 children in the state of Missouri and over 2 million children in the United States who have a parent in prison.

**Sr. Jackie Toben, SSND**

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**Advisors, Product Development, Market Analysis, Finance and Accounting, Mentors, Investors**

programs:

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url:

None

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