

THE   
SOCIALPRENEURSHIP  
PROJECT

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Note for teachers:

The Socialpreneurship Project was developed in Langley, British Columbia in alignment with the BC Career Life Connections 10 curriculum by Michelle Allen.

This project should build on important lessons surrounding financial stewardship, business, entrepreneurship and altruism, with a focus on learning about community issues and the development of activities that help promote those doing good work locally.

The accompanying teacher guide will help you create a schedule for this project, in order that all CLE teachers can coordinate together.

Good luck, and have fun!

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Socialpreneurship and entrepreneurship are important skills to learn for anyone interested in working for themselves, or for those interested in helping others. This Socialpreneurship Project will help you learn about philanthropy, social issues, charities, fundraising and public speaking. It will also help you develop confidence, connect you to your community and help you build teamwork skills.



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The Socialpreneurship Project is a team project that you will work on in class, as well as out in the community. Your goal is to not only learn about important community issues and philanthropy, but to develop ways of raising awareness and funding for your community issue. Together with your team, you have the chance to make a real difference.

# 1. Project Parameters



## GUIDELINES

1. Needs to serve the needs of the local community
2. Improves community/society/world
3. Clear goals (awareness or fundraising)
4. Charity/Cause must be verified as legitimate
5. Final presentation/follow through with idea
6. Reflection/Interview

## PROJECT TIMELINE

### Understanding Philanthropy

- Learn about Values
- Learn about values statements
- Choose a team of 4

### Community Issues

- Choose a community issue
- Present to the class about your community issue and how it connects to your values

### Understanding Entrepreneurship & Socialpreneurship

- Learn about socialpreneurship, philanthropy and altruism
- Research instances of socialpreneurship

### Research Organizations/Charities/Causes

- Understanding charities
- Choose a charity/cause/organization
- Research your charity/organization

### Make a plan

- Brainstorm main issue for your organization
- How can you best support your organization?
- Ideas

### Activity/Project Presentation

- Idea and organizational benefits
- Timeline/budget/plans
- Presentation/pitch

### Conclusion

- Judging criteria
- Reflection

## 2. My Values

Adapted from TherapistAid.com

Your values are the things you believe are most important. Values help to determine your priorities in life, and heavily influence decision-making. For example, a person who values wealth might prioritize their career, while a person who values family might try to spend more time at home. When a person's actions do not match their values (e.g. valuing family, but working a lot), they may become discontent.



**Values are often passed down by family, and the society you live in. To begin exploring your own values, think about the values of the people who surround you.**

The values of a family member:
1
2
3

The values of a parent/guardian:
1
2
3

The values of a person I respect:
1
2
3

Society's Values:
1
2
3

The values I would like to live by:
1
2
3

The values I actually live by:
1
2
3

## 2. My Values

Adapted from TherapistAid.com



### Values Discussion Questions (Please discuss with a partner or as a class)

1. Values tend to change as we pass through different stages of life. For example, the things that a teenager values are usually very different than what a parent values. Think back to a different stage of your life. How were your values different? How are they the same?
2. Everyone has a personal set of values, built from their unique life experiences. One important factor in what we value are the values of our friends, families, and society. How do your values *differ* from your friends and family? How do they differ from the society you live in?
3. Think of a person who you respect or look up to. What do you think their most important values might be? What strengths or qualities do they have that you admire?
4. We can learn a lot about our own values by the way we react to other people. Think of behaviours that you disapprove of, or dislike, from others. What does this tell you about your own values? How would you behave differently if you were in their position?
5. Think of a value you have now that you did not used to have, or a value that has become more important to you. What life experiences led to this value changing? How does this change affect you now?
6. The values we hold do not always align with our actions. Some values are difficult to live up to, or other priorities get in the way. Which of these values do you hope to focus on in the future? What life changes would you need to make to accomplish this?
7. How our values are shown differ from setting to setting. For example, your family might see a different side of you than friends, co-workers, or an authority figure. Think of three people from different parts of your life. How do you think each of them would describe your values? What evidence do they have?

**Using what you now know about values, create your own value statement.**

My personal Value Statement:

### 3. Our Team

Date: \_\_\_\_\_

Team Members:

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

What values does your team have in common?

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What are some values that stand out?

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Search out some value statements from organizations and companies online. Choose one that you like the best:

Company: \_\_\_\_\_

Value Statement:

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## 4. Example/Our Team's Value Statement

Save the Children International

[www.savethechildren.net](http://www.savethechildren.net)

OUR VISION, MISSION AND VALUES

### **Our vision**

A world in which every child attains the right to survival, protection, development and participation.

### **Our mission**

To inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

### **Our values**

#### **Accountability**

We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.

#### **Ambition**

We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.

#### **Collaboration**

We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.

#### **Creativity**

We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children.

#### **Integrity**

We aspire to live to the highest standards of personal honesty and behaviour; we never compromise our reputation and always act in the best interests of children.

**Using some of the values your team has in common, create your own value statement and present it in the form of a poster.**



## 5. Community Issues

What are three community issues that are related to your team's value statement?

Elaborate on each issue as to why it is an issue to your community.

1.
2.
3.

Based on your team's values and vision statement, what are three community issues that you feel are the most relevant, and most important to your team? For example, if your team values friendship—then you may choose anti-bullying as a community issue.

## 6. Exploring Community Issues

1. The community issue we chose is: \_\_\_\_\_

This issue is important to our team because:

\_\_\_\_\_

2. How this issue impacts our local community:

a. Who/What is impacted by this issue in our community?

\_\_\_\_\_

\_\_\_\_\_

b. How is our community impacted by this issue in the short term (days or weeks)?

\_\_\_\_\_

c. How does the issue impact individuals, families and/or the whole community in the long term (months or years)?

\_\_\_\_\_

\_\_\_\_\_

d. Name some specific examples of ways this issue has impacted our community:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. What causes or caused this community issue?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. How does this issue currently connect you your team?

\_\_\_\_\_

\_\_\_\_\_

## 6. Exploring Community Issues

5. What is one change a person can make to everyday attitudes or behaviours that would help address the issue?

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6. Find and list the names (as many as you can) of charities, businesses or organizations in your local community that are already working to address your community issue.

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# 7. Community Issue Mini-Presentations: Peer Feedback Form

Names of Presenters: \_\_\_\_\_

Community Issue: \_\_\_\_\_

Watch the social issue presentation, check for content, take notes for each section & give helpful feedback.

**Check:**

<input type="checkbox"/>	The team discussed how the community issues links to their group.
<input type="checkbox"/>	The team explained the cause or causes of the community issue
<input type="checkbox"/>	The team explained how the issue impacts the community on a daily, weekly and yearly basis.
<input type="checkbox"/>	The team explained how the community issue relates to other issues.
<input type="checkbox"/>	The team described what companies or organizations are doing to help the issue.
<input type="checkbox"/>	The team described how someone could help change the issue.
<input type="checkbox"/>	The whole team participated in the presentation.

## 8. Community Issue Mini-Presentations: Reflection

Names of team members:

Community Issue: \_\_\_\_\_

- How does your team rate your own presentation skills and teamwork so far?

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- What do you think could improve, to make your final presentation compelling?

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- What similarities /differences do you notice between the community issues you've heard about?  
(e.g. in root causes, effects, attitudes/behaviours, possible ways to address them)

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- Which organizations are you interested in putting on your team's shortlist?

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## 8. Community Issue Mini-Presentations: Reflection

### Self-Reflection:

Name:

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Community Issue: \_\_\_\_\_

- How have you contributed to your team so far?

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- What do you think could improve, to contribute more to your team?

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- What connection do you have personally to the community issue your team has chosen?

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- Which organizations are **you** interested in putting on your team's shortlist?

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## 9. Philanthropy, Altruism & Socialpreneurship

What is Philanthropy?

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What is Altruism?

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“Socialpreneurs are folks who pay attention to the world around them. They recognize a need in their community or in society as a whole and then seek out ways to feed this need while still being able to turn a profit. -Entrepreneurship.com

Give an example of a business or person(s) who are raising awareness or funds for a cause but also making a profit:

Name(s)

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What do they sell/do?

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How do they raise awareness/support for a community or global issue?

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Have you ever purchased from or contributed to a socialpreneurial business?

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Charities and non-profit organizations are key elements of our society. They give help in ways that government agencies are not always able. They provide services, create learning opportunities, and generally are focussed on making our community a better place to live.

Not every charity is creating equal; however. Depending on the size and scope of each charity or non-profit, funds received from donors are spent differently.

## 10. Exploring Charities

To understand more about how charities utilize donations, research and define the following term: **Stewardship**.

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The website, “Charity Intelligence” is a good starting point when you are looking at the background operations of local non-profits and charities. For this activity, have each group member choose and research one charity using Charity Intelligence as a resource.

Using the website, fill out the form on the following page in order to compare and contrast a variety of Canadian charities and non-profits.





# 11. Comparing Charities

	Charity #1	Charity #2	Charity #3	Charity #4
Name				
Services Provided				
Where do they spend the MOST of their funding?				
How would \$2000 be spent?				
What is something interested about how they use their money?				
Would you donate to this charity? Why or Why not?				

## 12. Questions to Consider

What are some things you feel that all charities would need to spend money on?

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Why do you think some charities have issues when it comes to managing funding?

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Why can't charities just spend all their money on their services or causes?

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What would you look for when considering a donation to a charity or cause?

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What do you think makes a charity a good steward?

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What are some different types of charities that you've had contact with before?

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# 13. Our Team's Organization

Our team has chosen to align with the following organization:

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We chose this organization because:

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## Researching our organization:

1. What are some of the main activities your organization does to promote themselves to the community? (To attract volunteers, raise awareness or to encourage participation)

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2. What are some of the main activities your organization does to raise funding?

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3. What are the three main expenses of your organization?

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4. Where does your organization get the majority of its funding?

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5. How does this organization align with your team value statement?

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# 14. Brainstorm: Finding ways to help

Now it is time for your time to find ways that you can help your organization. First, you need to determine whether your organization requires help with **awareness** or help with **funding**, or **both**.

## 1. Awareness, Funding or Both

What do you feel that your organization needs the most help with?

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## 2. Why?

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What are some examples of activities that your organization has done in the past for:

- Awareness?

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- Fundraising?

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# 14. Brainstorm: Finding ways to help

As a team, have each member brainstorm an activity that will either raise awareness, funds or both for your chosen organization.

You will need to include the following for each idea:

- A brief explanation of your activity, including the general concept (e.g. sell cookies) and the time and place (Outside the local hockey arena on a Saturday morning)
- The rationale of the overall idea (Selling cookies outside the arena on a Saturday will connect with a variety of families travelling to and from practices and games)
- Extra details of the activity (we will bake cookies using organic ingredients, with supervision from a parent with foodsafe)

Idea #1

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Rationale (Why/How)

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Extra Details

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Idea #2

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Rationale (Why/How)

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Extra Details

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# 14. Brainstorm: Finding ways to help

Idea #3

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Rationale (Why/How)

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Extra Details

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Idea #4

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Rationale (Why/How)

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Extra Details

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We chose to use Idea # \_\_\_\_\_ because:

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# 15. Our Activity

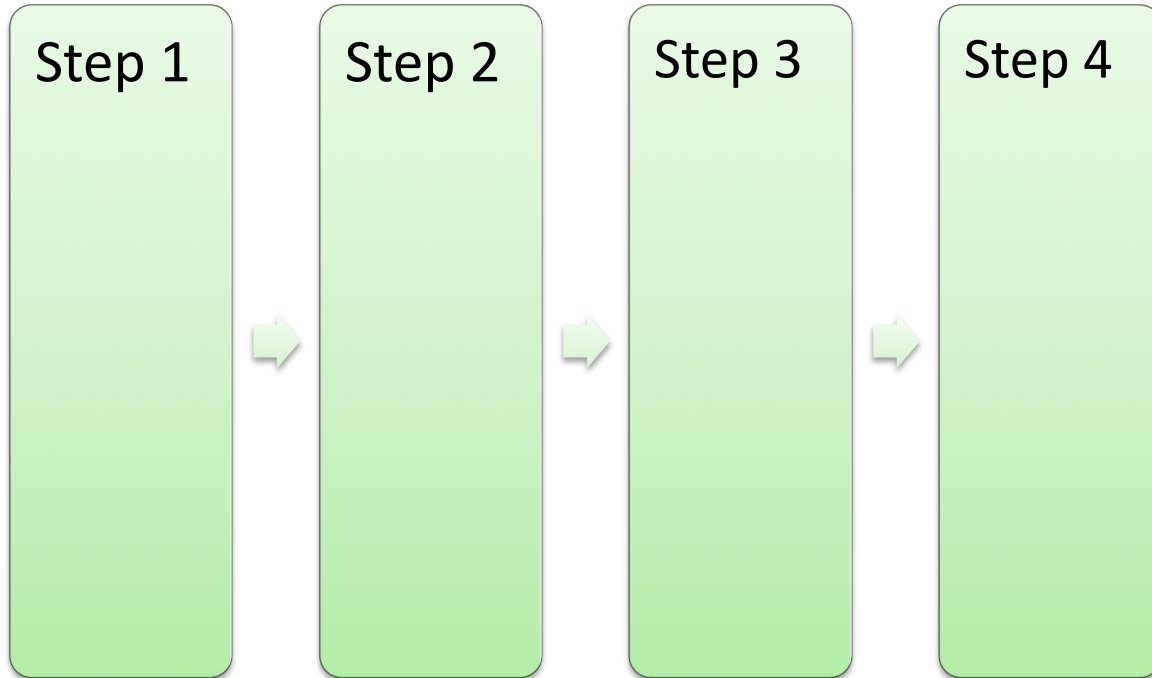
How will your chosen idea benefit your community issue and chosen organization?

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What is your timeline for your activity?



Circle items that are relevant to your activity:

Budget

Advertising

Food

Raw Materials

Construction

Product Design

Signage

Audio-Visual Creation

# 15. Our Activity

Budget:

Item	Rationale	Cost (\$)

**Total:** \_\_\_\_\_

Advertising:

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Raw Materials:

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Audio-Visual:

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Construction/Creation:

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Attach any drawings, sketches, designs, posters, etc. to this page.



## 16. Tips for Creating Your Pitch

### Presentation/Pitch

You will now have a chance to present your activity to your class, with the opportunity to earn funds to make your activity a reality! Your presentation should include the following:

1. Media (Posters/Digital Presentations/Videos/Music/Skit/Brochure/etc)
2. Information about:
  - a. Your community issue (causes, effects)
  - b. Your organization (how they operate, how big they are, how they impact the community and the community issue)
  - c. Your idea (Who/What/How/When)
3. Prototypes of your product (if applicable) **or** Mock-ups of your event idea (photos)

You can use any sort of format you wish for your presentation as long as you include all of the information required.

**Make sure your passion, enthusiasm and philanthropic spirit is evident during your presentation!**

## 16. Tips for Creating Your Pitch

### 10 GREAT TIPS FOR PRESENTATIONS

1. **Be Entertaining** – Speeches should be entertaining and informative. I'm not saying you should act like a dancing monkey when giving a serious presentation. But unlike an e-mail or article, people expect some appeal to their emotions. Simply reciting dry facts without any passion or humor will make people less likely to pay attention.
2. **Slow Down** – Nervous and inexperienced speakers tend to talk way to fast. Consciously slow your speech down and add pauses for emphasis.
3. **Eye Contact** – Match eye contact with everyone in the room. I've also heard from salespeople that you shouldn't focus all your attention on the decision maker since secretaries and assistants in the room may hold persuasive sway over their boss.
4. **15 Word Summary** – Can you summarize your idea in fifteen words? If not, rewrite it and try again. Speaking is an inefficient medium for communicating information, so know what the important fifteen words are so they can be repeated.
5. **Don't Read** – This one is a no brainer, but somehow Powerpoint makes people think they can get away with it. If you don't know your speech without cues, that doesn't just make you more distracting. It shows you don't really understand your message, a huge blow to any confidence the audience has in you.
6. **Speeches are About Stories** – If your presentation is going to be a longer one, explain your points through short stories, quips and anecdotes. Great speakers know how to use a story to create an emotional connection between ideas for the audience.
7. **Project Your Voice** – Nothing is worse than a speaker you can't hear. Even in the high-tech world of microphones and amplifiers, you need to be heard. Projecting your voice doesn't mean yelling, rather standing up straight and letting your voice resonate on the air in your lungs rather than in the throat to produce a clearer sound.
8. **Breathe In Not Out** – Feeling the urge to use presentation killers like 'um,' 'ah,' or 'you know'? Replace those with a pause taking a short breath in. The pause may seem a bit awkward, but the audience will barely notice it.
9. **Put Yourself in the Audience** – When writing a speech, see it from the audiences perspective. What might they not understand? What might seem boring? Use WIIFM (What's In It For Me) to guide you.
10. **Have Fun** – Sounds impossible? With a little practice you can inject your passion for a subject into your presentations. Enthusiasm is contagious.

# 17. Pitch Criteria

Organization Name: \_\_\_\_\_ Community Issue Addressed: \_\_\_\_\_

Note: Presentations are meant to be 5-8 minutes in length. Videos used in presentations should be original creations by students. Limited use of professional/charity-produced media is permitted, but whether their use was effective will be at the discretion of the judging panel.	Very Effective	Effective	Neutral	Not Effective	Not Present
<b>Content of the Presentation - How Effective is the Team at:</b>					
Connecting with the audience and judges					
Clearly explaining the community issue and how it impacts those who live and work in the community					
Demonstrating their knowledge of their organization:					
-Services and activities					
-Financial stewardship of the organization					
-The benefits the community receives from the organization					
Explaining their activity and how it aligns with the organization					
Demonstrating how their chosen activity will work, with clearly laid out plans for its execution					
<b>Presentation Skills</b>					
Does the team make a passionate case for their chosen issue?					
Is the presentation clear, effective and well-structured?					
Have they effectively added creative elements to their presentation?					
Do the speakers speak with clarity, confidence and enthusiasm, using eye contact and body language effectively?					
Are all team members actively involved?					
Overall Impressions:					

## 18. Reflection

Answer the following questions in the form of a reflective paragraph. Include three things that you plan on doing moving forward to continue to make your community, country and the world a better place.

Socialpreneurship is the combination of many skills and attributes, taking an entrepreneurial mindset and combining it with an philanthropic viewpoint.

1. How has this project broadened your prospective on the needs of your community?
2. How do you connect with the community issue your team chose?
3. What would you do differently if you were to begin the project again? Why?
4. What will you do, looking forward, to continue to positively impact your community? How will you continue to share about your community issue and organization?
5. How did the overall project change your worldview? Why?

THANK YOU FOR PARTICIPATING  
AND MAKING A DIFFERENCE IN  
THE WORLD IN WHICH WE LIVE.

THE   
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