

MELARBIT PARTNERS

UNLEASH THE POWER OF PHILANTHROPY

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Melarbit Partners utilizes its strategic fundraising expertise to unleash the power of philanthropy for social enterprises, in this case a for-profit entity with a social mission. An emerging class of investors is growing beyond the traditional philanthropic model to take advantage of new opportunities to advance a social good. While it goes by many different names, there is a surge of interest among capital providers who want to actively place capital in organizations, businesses and funds that can solve social problems on a scale that goes beyond pure philanthropy.

Melarbit Partners was approached by a social entrepreneur who had established a for-profit community loan fund that attracted private investor capital and deployed it to affordable housing, social enterprises/entrepreneurial ventures, microfinance and community expansion projects. This social entrepreneur was interested in attracting additional investors so he could expand the work of the Fund. He reached out to us so we could *unleash the power of philanthropy* and use our fundraising methodology to help to develop a growth plan.

During our initial conversations, it became evident that this relatively new enterprise needed to more clearly define its business proposition and to engage in a business planning scope of service. This included a comprehensive assessment of the community development and social investor marketplaces, a more clear understanding of the Fund's business model, an analysis of its social impact potential and the development of an operational plan.

All of these steps were then used to formulate a business strategy. The end result was a comprehensive capital raise strategy that focused on establishing strategic partnerships with a mix of financially and socially motivated players who would provide critical subsidy and equity capital. In addition, we developed a more mass-oriented marketing and communication plan to enlarge the base of social investors.

In conjunction with this business planning process, Melarbit also worked with the enterprise to continue to validate its current model and to attract an incremental number of new investors through convening a reception for social investors and industry/thought leaders, developing collateral marketing materials and establishing a more consistent visual identity.

With the business plan completed, Melarbit has recently assembled a team to begin working with the Fund to implement the plan and significantly scale the operation.