

## OUTCOMES FROM JUNE 6, 2018 MENDING POVERTY CONFERENCE

The **11th Annual MENDING Poverty Conference** was held Wednesday, June 6, 2018 at the headquarters of MEND - Meet Each Need with Dignity in Pacoima. Focused on **nonprofit social enterprises**, the conference was attended by more than 100 people.

Many nonprofits today are thinking about or experimenting with nonprofit social enterprises - for-profit programs of nonprofits that can provide additional revenue as well as mission-related services. Some of these programs have been very successful, but others have struggled.

To look at the opportunities and challenges such programs present, the conference opened with keynote speaker Jan Perry, Director, Economic & Workforce Development Department, City of Los Angeles. She talked about the LA RISE program, and offered observations about how nonprofits need to think about and act on social enterprise efforts. Southern California Gas Company's Louis Herrera also offered some brief remarks.

Workshop speakers then shared their organization's experiences with social enterprises - and each also addressed a special topic:

\* *David Sall, Director of Operations, Chrysalis, "Equity and Opportunities for Entry-Level and Hard-to-Employ Workers"*

\* *Faye Washington, President & CEO, YWCA Los Angeles, "Aligning a Social Enterprise with Overall Nonprofit Mission"*

\* *Ray Tellez, Vice-President, Retail & Gari Anne Douglass, Chief Financial Officer, Goodwill Southern California, "Making the Business Case for a Nonprofit Social Enterprise"*

At the lunch plenary session closing the conference, Robert Eggers of LA Kitchen, another successful social enterprise, spoke by video. Kaiser Permanente's Amy Wiese also provided some thoughts from her organization's perspective.

The conference's hosts were *MEND* and *Valley Nonprofit Resources*. Conference sponsors were Agora Realty, Association of Fundraising Professionals-San Fernando Valley, David Bohnett Foundation, Boston Private Bank, California Community Foundation, Child and Family Guidance Center, Child Care Resource Center, Kaiser Permanente, LA Family Housing, Mission Valley Bank, Neighborhood Legal Services of Los Angeles County, Office of Supervisor Sheila Kuehl, The Ralph M. Parsons Foundation, The California Endowment, The California Wellness Foundation, Thomas Safran & Associates, Southern California Gas Company, Strength United, Universal Studios Hollywood's Discover a Star Foundation and Youth Policy Institute.

A Planning Committee helped organize the conference, and Committee members Anthony Ortiz-Luis and Amy Wiese served as moderators for two of the workshops.

The conference evaluation showed that overall satisfaction with the conference was "high" or "very high" for 96% of participants. The three workshops also were highly rated (96% high or very high overall satisfaction). More than a third of the conference participants were attending the MENDING Poverty Conference for the first time.

We would like to hear from you if you have ideas about taking action from MENDING Poverty 2018, or about how to shape a successful conference day for a possible MENDING Poverty 2019.

- **Janet Marinaccio, CEO, MEND - Meet Each Need with Dignity**  
[janet@mendpoverty.org](mailto:janet@mendpoverty.org)

- **Thomas E. Backer, PhD, Executive Director, Valley Nonprofit Resources**  
[thomas.e.backer@csun.edu](mailto:thomas.e.backer@csun.edu)