

Social Impact: Dealing with Disruption

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The evolution of donor-driven philanthropy: Heart to Head

Pre
1940

1.0 - Big single/family donors giving money to social causes; building bricks and mortar, institutions

1950-
2000

2.0 - Broader base of donors and massive expansion in number of cause related charities and the professionalization of fundraising

Today

3.0 - Active, mission based investing focused on impact due to dissemination of knowledge that shift power to individuals



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Examples of 3.0 Charities

BUILDING A
GRADUATION
NATION **Pathways**
to Education

LEAP **PECAUT CENTRE**
FOR SOCIAL IMPACT


upsidefoundation
SHARE THE UPSIDE


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Private Sector Becoming Mission Driven



TOMS

One for One



FEEDBACK



Bell
Let's Talk



bullfrogpowerTM

ME TO



WE



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Philanthropy Has Changed Forever

Donors want to invest (used to be called donate) in social missions/problems, in a sustainable manner

From giving to a cause, to mission based impact/outcomes investing

Distinction between not-for-profit and for-profit is becoming irrelevant

Millennials view spending as social cause – identity spending

Achieving your mission in a sustainable and efficient way wins



This has *radical* implications for your organizations



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Impact on Organizations: The Effect of the Merging Models



My story



+60 others

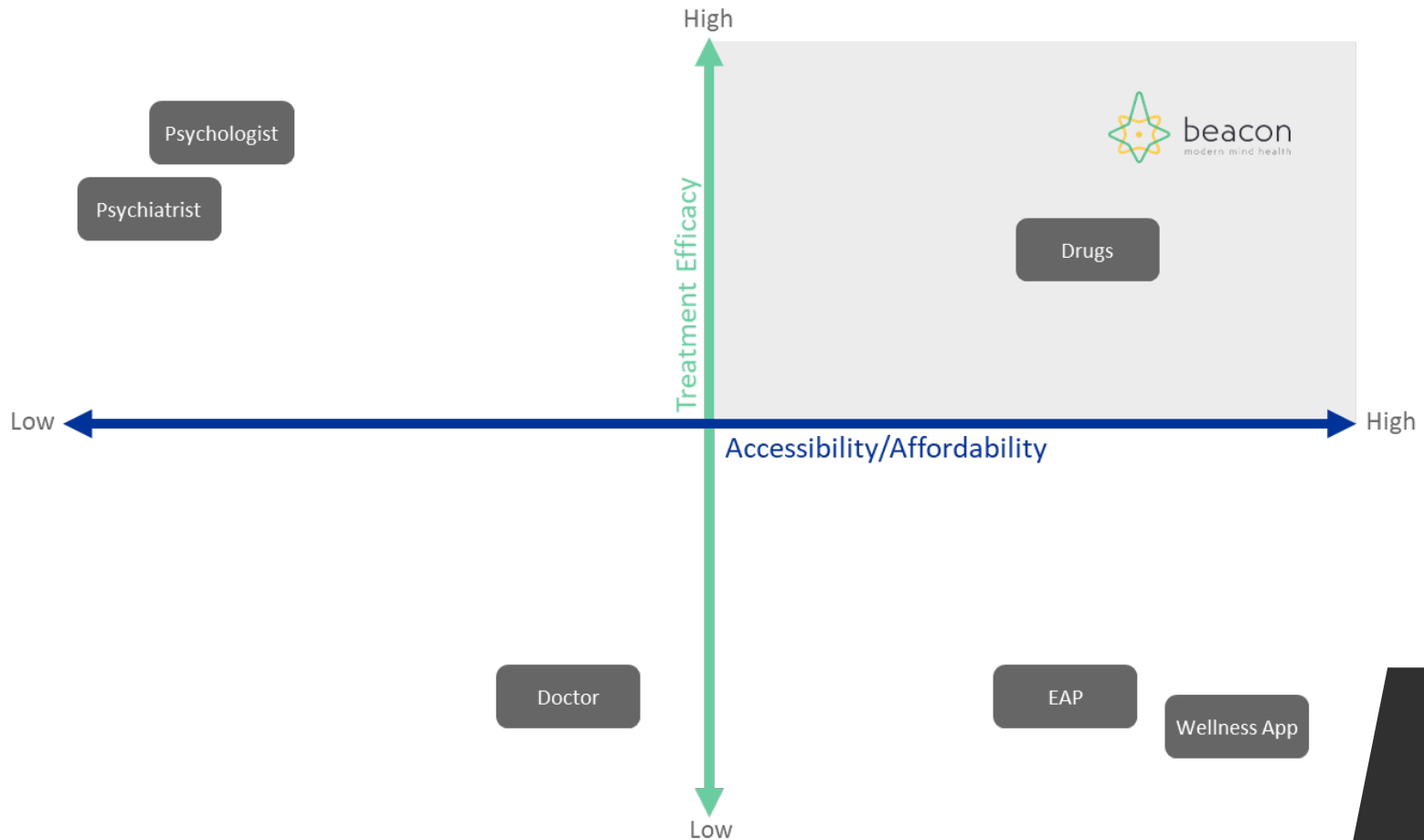


My key turning point

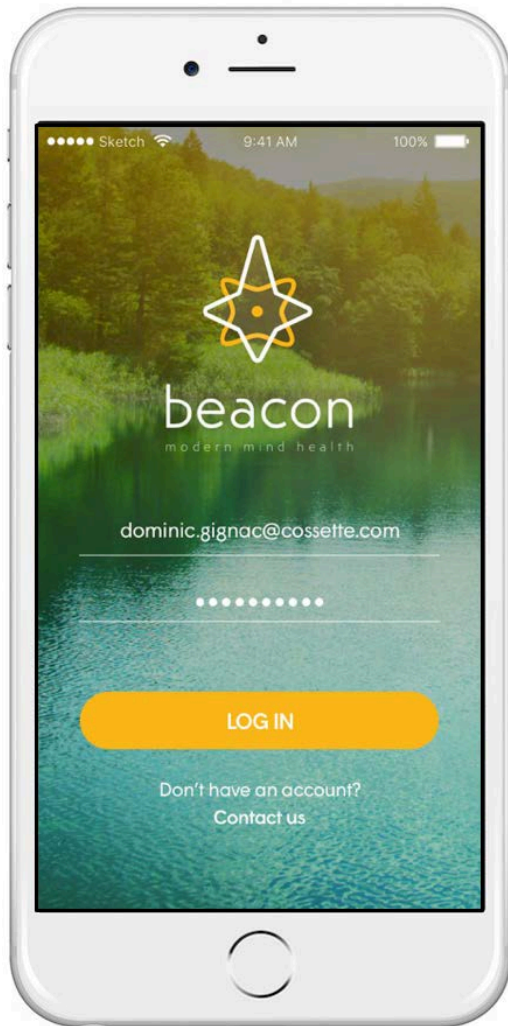
OCTOBER 2011						
SUN	MON	TUES	WED	THURS	FRI	SAT
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



People with mental health conditions have limited affordable treatment options...



...BEACON solves the problem



EFFECTIVE, AFFORDABLE & ACCESSIBLE to all

- Dramatically lowers the cost of treatments (by up to 80%)
- Eliminates geographic and time based barriers
- Reduces barriers related to stigma
- Proven treatment consistency (via evidence-based protocols)
- Rigorously tracks outcomes and ensures accountability
- Revolutionizes and massively expands capacity in public sector

Key themes for success

Constant, rapid innovation and disruption are the new normal

Old, donation based business model is under attack – you **MUST ADAPT**

Massive impact now possible – “thrivers” will achieve this

Cause alone no longer cuts it - results and returns matter (i.e. SROI)

Boldness, creativity and assertiveness; the status quo is dead

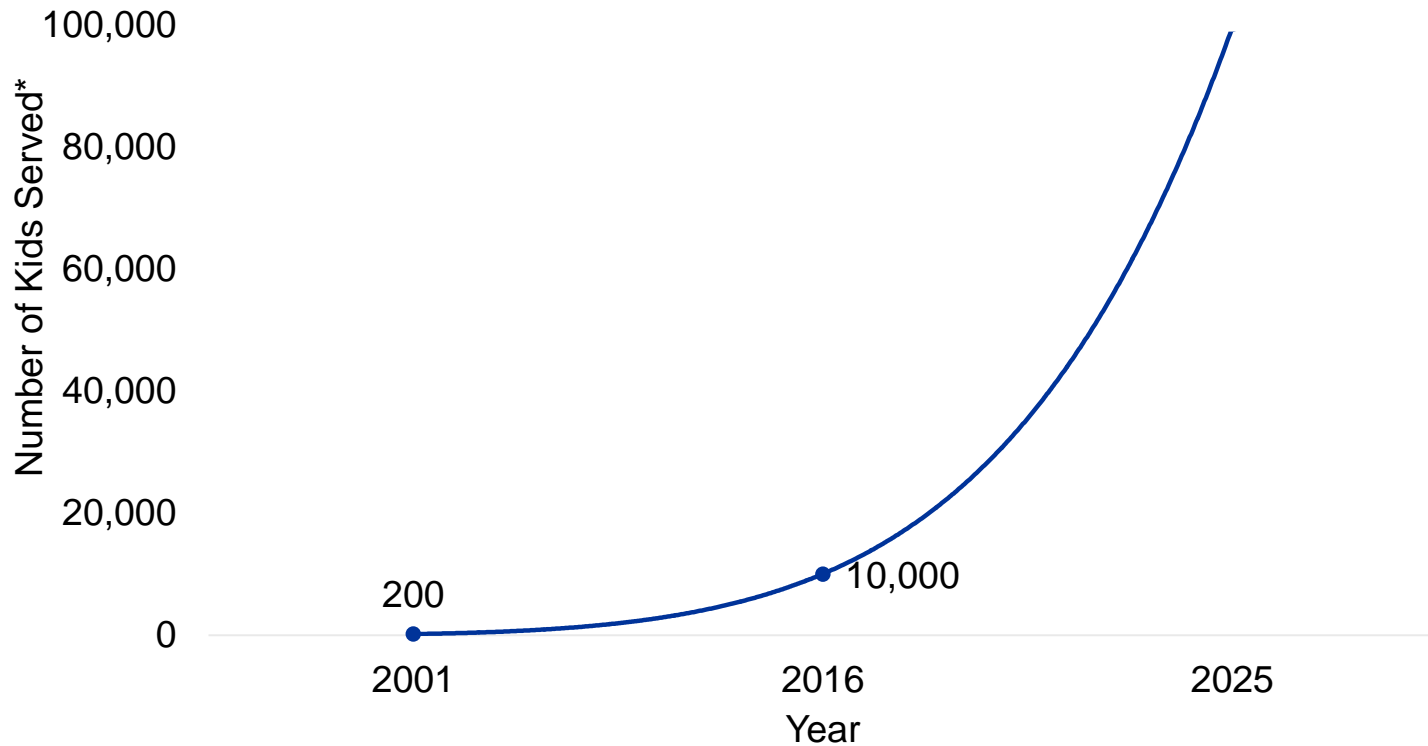
Act local, impact global – direct engagement and identifiable contribution are crucial



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Pathways 4.0

Pathways to Education



*Kids served per year including alumni



To stay relevant, some things to consider

The distinction between not-for-profit and for-profit is gone

The war for great talent is on

Compensation and other practices will harmonize

Full on democratization of mission and support – the masses will speak, those that listen and are nimble will survive and thrive

Aggressive, disruptive strategies and tactics will become the norm

Consolidation, mergers and acquisitions will be more common



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And Finally, Change is EVERYWHERE

“People wanted change. And they wanted real change this time. All we needed to do was to focus on that message. And as I said, just give people permission....” – *Steve Bannon*



Thank You

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