

THE CHALLENGE

LONG-TERM SUSTAINABILITY OF LOCAL NONPROFITS

Nonprofit organizations play an important role in the vitality of our region - preserving historic architecture, protecting vulnerable lands, promoting the arts, and more. Yet, many face uncertainty - it's reported that 25% of nonprofits have less than one month of cash on hand.

THE OPPORTUNITY

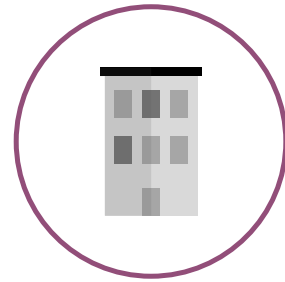


CONNECTING NONPROFITS TO EARNED REVENUE, EXPOSURE, & ENGAGEMENT

Jeffrey Miller Catering identified the opportunity to connect the Greater Philadelphia Region's \$1.2B wedding market to locally-sourced food and local nonprofit venues. By retrofitting nonprofit spaces into venues, nonprofits gain a new revenue stream, increased exposure to donors, engagement, and more.

A SOLUTION

JEFFREY MILLER UTILIZES IMPACT CAPITAL TO INVEST IN REGIONAL NONPROFIT SUSTAINABILITY



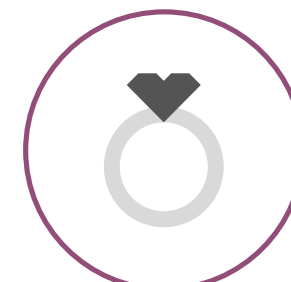
Establishes partnerships with regional nonprofits



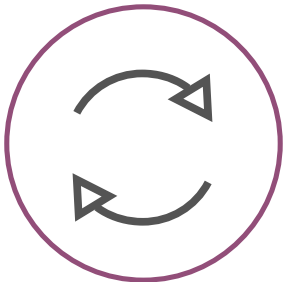
Raises capital for infrastructure improvements



Renovates kitchens, bathrooms, outdoor spaces, etc.



Promotes & manages weddings & other events



Creates virtuous cycle of revenue & other benefits

THE INVESTMENT

\$1M DEBT INVESTMENT FOR 5 NEW REGIONAL VENUES BY 2020

Jeffrey Miller Catering raised **\$1M in debt investment from Social Venture Circle**, individuals, and family foundations to finance the creation of 5 new nonprofit venues by 2020, bringing the total number of JMC's regional venues to 17. **In the past 5 years, JMC has generated \$10M for their nonprofit partners.**

WHY THE INVESTMENT MATTERS

the investor perspective

“ Jeffrey Miller Catering is an inspiring example of how Greater Philadelphia companies can think and act creatively to drive the positive regional impact we need. We're proud to invest.



John Moore
Philadelphia Network Manager

the nonprofit perspective

“ Our partnership with JMC is invaluable. When clients host events at Audubon, it generates revenue that's directly invested in preserving our historic 18th-century site, conserving 200+ acres of natural habitat, and supporting education initiatives.



John James Audubon Center
Montgomery County

THE INTENDED IMPACT

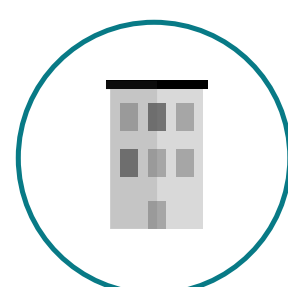
SHORT- AND LONG-TERM POSITIVE IMPACT FOR A DIVERSE RANGE OF STAKEHOLDERS



LOCAL INDIVIDUALS

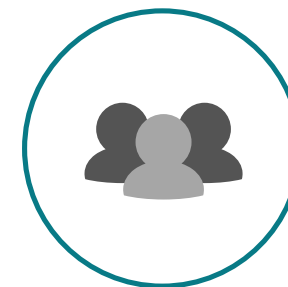
The ultimate impact is increased, long-term self sufficiency of regional nonprofits that are able to sustain their staff, work, and advance their mission in Greater Philadelphia.

Increased local construction and catering **jobs**; values-aligned wedding options



THE NONPROFIT

Capital improvements, a **revenue** stream, increased awareness, and new **donor leads**



THE NEIGHBORHOOD

Increased **community pride** of revitalized spaces, increased foot traffic and **patronage of local businesses**



GREATER PHILADELPHIA

Increased capital flowing to nonprofits that are advancing a diverse range of regional positive impact



UNITED STATES

An **innovative and replicable model** for connecting regional markets to nonprofit impact