

INVESTMENT IMPACT PROJECTION: JEFFREY MILLER CATERING



JEFFREY
A.MILLER



Investment Impact Projections leverage data and research to build dynamic, forward-looking social impact models that inform investment into solutions with the greatest potential for meaningful, scalable social and environmental impact.
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Projection produced in partnership with:



THE INVESTMENT

\$1M

debt investment
with a 4-year term
at 9% interest

Goal: Increase the financial sustainability of 4 Philadelphia-area nonprofits

Investor: Social Venture Circle (SVC)

Recipient: Jeffrey Miller Catering (JMC)

Projected Financial Return: Principle + \$360,000 in interest

IMPACT PROJECTION

\$3.3M

total social impact
projection over
10 year period

3.3x LOAN MULTIPLE

Data validation: Impact Projections are based on historical data from 11 previous JAM venue renovations. Prior to partnering with JAM, 11 non-profit venues each generated an average of \$10,000 in revenue annually. After receiving an average of \$595,000 per venue in renovations from JAM, each non-profit venue generated an average of \$1.7M over the next 10 years, a 2.7x multiple of capital investments on average, and a 15.5x increase from previous revenues.

PRIMARY IMPACT: NEW EVENT REVENUE STREAM FOR LOCAL NONPROFITS

Jeffrey Miller Catering will utilize the \$1M debt investment to renovate and convert four (4) Greater Philadelphia-area nonprofits into event venues, with ~\$250,000 funding into each. Becoming event venues will generate a new revenue stream and increase exposure and engagement from patrons and donors.

3.1x
increase
revenue

Generate a 3.1x increase
from prior revenues
for each new
partner venue

\$3.35
new revenue
per dollar

Create \$3.35 in new
non-profit revenue
per dollar of the
total \$1M loan

\$4.4M
revenue unlocked

Unlock \$4.4M in
new revenue for 4
nonprofits over
10 years

SECONDARY IMPACTS: INCREASED EXPOSURE, ENGAGEMENT & IMPACT

While the investment's primary impact is to increase the financial sustainability of local nonprofits via event revenue generation, secondary impacts are also created. For the sake of this report, these impacts are anecdotal and will vary depending on each nonprofits operations and mission - ranging from cultivation of the arts to land preservation.



Events at the nonprofit
venues **increase**
exposure to hundreds
of new patron and
donor leads each year



Increased patron and
donor leads **generate**
new engagement via
memberships,
donations, etc.



Increased revenue leads to more money for each
nonprofit's mission &
greater impact for
Philadelphia area

ABOUT

Jeffrey Miller Catering (JAM) partners with non-profit venues that have rich cultural, environmental, or historic value to invest in restoring and enhancing their physical plants so that their properties are made suitable for hosting weddings and events.



Social Venture Circle (SVC) is a membership network that equips entrepreneurs, impact investors, and capacity-builders with connections, money, and expertise in order to build businesses that drive the NEXT economy: one that is regenerative, equitable and prosperous for all.