

INVESTMENT IMPACT PROJECTION: JEFFREY MILLER CATERING



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.



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



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



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.