

# FORWARD COMMUNITIES BULL CITY FORWARD

Annual Report: July 1, 2013 – June 30, 2014



## SUMMARY

On July 1, 2013 Bull City Forward welcomed its second Executive Director, Keeva Kase. With more than a decade of nonprofit management, community organizing, and advocacy experience, Keeva and a revitalized board of directors are leading the organization forward with a vision for Durham and the region to be a beacon for social entrepreneurs of all stripes. Consistent with the core mission of Bull City Forward, namely the creation and scale of social enterprises in Durham, which, until early 2013, manifested as a co-working community in downtown, this past year, we pursued this vision through three programs:

- 📁 Forward Fellowship
  - ✚ 8 high impact social entrepreneurs received more than \$30K in financial support
  - ✚ Fellows featured in Duke Forward, Oprah Magazine, News & Observer, Herald Sun, and Triangle Business Journal
  - ✚ Delivered essential training, technical assistance, and key introductions
- 📁 Forward Innovation Challenge
  - ✚ Finalized Blue Cross Blue Shield of NC's three \$20K oral health innovation prize winners
  - ✚ Launched a \$50K challenge with United Way of the Greater Triangle to tackle childhood hunger
- 📁 Forward Community Impact
  - ✚ Hosted five free community events
  - ✚ Our outreach engaged and nearly tripled our audience
  - ✚ Delivered STEM and SOCENT trainings to social entrepreneurs and youth

Each program unleashes the potential of next generation change-makers by providing the resources, relationships, and knowledge for promising social entrepreneurs.

**BREAKTHROUGHS IN SEEMINGLY IMMUTABLE SOCIETAL, ENVIRONMENTAL, AND ECONOMIC ISSUES ARE POSSIBLE.**

# FELLOWSHIP

With the support of the **Burt's Bees Greater Good Foundation**, the **Snyderman Fund**, **LinkedIn for Good**, and **Vivisum Partners** our inaugural class included four inspiring social entrepreneurs working in industries in critical need of new ideas and innovation including healthcare, food and beverage, factory farming, and the international diamond trade.

- 📌 **Keval Mehta, CEO of INRFOOD**, improves health by delivering information quickly through ease to use smart phone applications about ingredients and their effects on consumers' food sensitivities, existing health conditions, and health goals.

**Keval surpassed Wikipedia in the collection and safe storage of nutrition data and earned a Perkins prize recognizing technology for the blind.**

- 📌 **Rachel Lichte, CEO of Clarity Project**, after revelations surfaced of abuses in the diamond trade in Africa, Rachel developed a social enterprise that ethically sources diamonds.

**Rachel implemented cutting edge standards for safe and fair mining, protecting workers, and minimizing environmental impact. She also provided living wage incomes in low wealth communities in West Africa. Rachel is featured in the June issue of O magazine.**

- 📌 **Jack Beuttell, CEO of VentureFarming**, began with a vision to create a new ecosystem for beginning farmers – a response to the devastation resulting from factory farming.

**Jack realized that he could affect more change by focusing on the financial resources and models these pioneering farmers need, and during the Fellowship pivoted his venture to *BlackDirt* – a farmer-friendly financing solution.**

- 📌 **Tatiana Birgisson, CEO of Mati**, invented a natural energy drink that makes you feel good and is good for you.

**Tatiana moved from kegging to canning Mati, making it possible to scale and distribute. She secured her first investor, is in most regional Whole Foods, and will produce 200K cans this year.**



Our partnerships continue to support social innovation. BCF and **Supplemental Health Care**, the **Duke Clergy Health Initiative**, **LinkedIn for Good**, and **Blue Cross Blue Shield of NC** launched the 2<sup>nd</sup> fellowship class: Nate O'Keefe (*roobrik*), Jackie Kaufman (*Vaccine Ambassadors*), Rev. Keith Daniel (*DurhamCares*), and Eric Bowen (*goMarket*).



**INNOVATION BEGINS WITH EMPATHY.**

# INNOVATION CHALLENGE

Oral Health Initiative  
Giving North Carolinians a reason to smile

BlueCross BlueShield  
of North Carolina  
An independent licensee of the Blue Cross and Blue Shield Association

Bull City Forward completed our 2<sup>nd</sup> innovation challenge with **Blue Cross Blue Shield** on oral health in our most underserved communities in NC. As with last year's obesity challenge, \$20K awards were issued to three organizations with cutting edge ideas on how to improve oral health. They are:

- **The Cabarrus Health Alliance**, the county's local health department and largest dental provider for the indigent in the community, proposed a solution **to reduce frequent dental Emergency Room visits**. To date, they have developed a standardized referral and tracking process, are monitoring ER visits, and expect a reduction of these visits by year's end. The program is expanding to Guilford County.
- The Early Childhood Education, Dental Assisting, and Dental Hygiene Programs of **Central Piedmont Community College (CPCC)** presented a solution for **improving preschool oral health education**. In its first six months, the project has reached 107 children and families through dental education offered in the classroom, field trips, and events. In addition, 50 CPCC Early Childhood Education and Dental students, and four child development instructors in area centers learned early oral health education and instructional strategies through play.
- **The UNC Gillings School of Global Public Health** collaborated with **Melanie Raskin** to produce videos and supporting materials **to improve the oral health of low-income, preschool-aged children** in North Carolina. The project began in February and now has 155 subscribers, with total of 3,093 page views, and 2,124 page views from unique visitors. The most popular page has been the landing page with the Resources page coming in second, and Who We Are and Ask the Experts following respectively.

The Oral Health Initiative was launched in April inviting industry professionals and university students to submit their solutions to better oral health practices throughout the state. Submissions focused on three areas: increasing access to dental sealants for at-risk children, reducing dental emergency room visits and improving preschool oral health education. The Initiative attracted 24 submissions from individuals and organizations across North Carolina.

On May 1st we launched the 100Kids Hungry No More innovation challenge with United Way of the Greater Triangle – \$50K for the big idea to finish the job on childhood hunger in the Triangle.



**SOCIAL ENTREPRENEURS ARE NOT CONTENT JUST TO GIVE A FISH OR TEACH HOW TO FISH.  
THEY WILL NOT REST UNTIL THEY HAVE REVOLUTIONIZED THE FISHING INDUSTRY.**

# COMMUNITY IMPACT

After vacating our 10,000 sq/ft downtown co-working facility, our questions were:

WHERE DO WE WANT TO BE?

HOW DO WE WANT TO BE THERE?

WHAT DO WE DO ONCE WE'RE THERE?

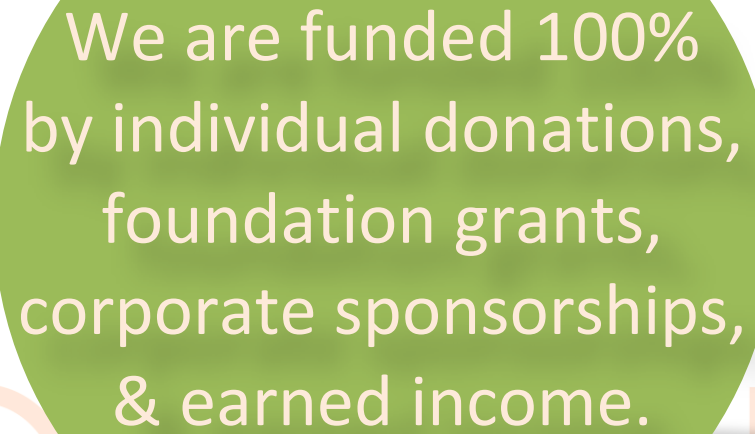
AND, WITH WHOM?

Our new “Community Impact” initiative uses events, knowledge sharing, and community spaces to amplify Durham’s reputation as a social innovation hotbed, grow our social entrepreneurial community, and enhance our relationships. The basic strategy is as follows:

- 📌 **We host Events**, from large public conventions and conferences to intimate networking meetups and celebrations.
  - ✚ [2014 Spring Soiree](#) brought together 100 communities for an intimate celebration of the Forward Fellowship
  - ✚ [2013 Winter Celebration](#) featured our fellows giving TED-style talks, with more than 200 attendees from the greater community
- 📌 **We share Knowledge** through social media, our newsletter, and traditional media channels, we distribute information, tools, and resources that inform, inspire, and connect our community around social innovation.
  - ✚ Hosted trainings on business basics, visioning, and objective setting for social entrepreneurs
  - ✚ ~3x Twitter followers (4300+); ~900 new newsletter recipients; 35% click-through rate = growing platform for disseminating information
  - ✚ Delivered numerous trainings on Social Entrepreneurship, Innovation, and STEM at NCCU, NT Hillside, Dept. of Human Services, NCSU, UNC
- 📌 **We activate Community Spaces** by bringing together diverse members of our community to work together on their own and each others’ social enterprises.
  - ✚ Through a two-week STEM academy (a partnership with [Work It!](#)) for disadvantaged Durham youth, activated an empty space at the Golden Belt
  - ✚ Animated the new American Underground on Main Street with a signature public event
  - ✚ Developed a plan for new office and working community in Durham aimed at supporting women and people of color

LET'S CLOSE THE INCOME AND WEALTH GAPS IN OUR COMMUNITY.

# FUNDING



We are funded 100% by individual donations, foundation grants, corporate sponsorships, & earned income.



 A full financial report will be available after the close of our fiscal year, ending December 31.

**INNOVATE FOR THE GREATER GOOD**