



Building a Stronger Kentucky

2016 KENTUCKY AFFORDABLE HOUSING CONFERENCE

PRESENTED BY



**Homeless & Housing
Coalition of Kentucky**



Building a Stronger Kentucky

2016 KENTUCKY AFFORDABLE HOUSING CONFERENCE

Entrepreneurship in Nonprofit Business

Let's define "Entrepreneurship"

- Entrepreneurship has been defined as the "...capacity and willingness to develop, organize, and manage a business venture along with any of its risks in order to make a [profit](#)."^[2]
- Due to the high [risks](#) involved in launching a start-up, a significant proportion of businesses have to close, due to a "...lack of funding, bad business decisions, an economic crisis -- or a combination of all of these"^[3] or due to lack of market demand.
- In the 2000s, the definition of "entrepreneurship" has been expanded to **explain how and why some individuals (or teams) identify opportunities, evaluate them as viable, and then decide to exploit them**, whereas others do not,^[4]

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**Non-Profit is a tax
status,
not a business model**

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Entrepreneurship in Nonprofit Business



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Habitat ReStore



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Habitat ReStore

- “Luck Is What Happens When Preparation Meets Opportunity” Roman philosopher *Seneca*
- Staff and Board created a business plan
 - Single Member LLC
 - Got a \$50,000 matching grant
 - Moved main office to new space that could accommodate ReStore

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Habitat ReStore- 10 years later

- 3 stores
- More employees than Habitat
- Paired marketing and outreach
- Profit to support housing solutions
- Positive environmental impact
- Continued innovation- online sales and paint recycling

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Good Stuff. Good Deals. Great Cause!

 ReStore



“Habitat helped me set an example for my children.”

All proceeds from Habitat ReStores go to support the mission of Habitat for Humanity in creating affordable home ownership opportunities in Metro Louisville.

Good Stuff. Good Deals. Great Cause!

 ReStore



“Habitat brings our community together.”

All proceeds from Habitat ReStores go to support the mission of Habitat for Humanity in creating affordable home ownership opportunities in Metro Louisville.

Good Stuff. Good Deals. Great Cause!

 ReStore



“I believe Habitat truly changed my life and the lives of my children.”

All proceeds from Habitat ReStores go to support the mission of Habitat for Humanity in creating affordable home ownership opportunities in Metro Louisville.

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Habitat ReStore

Now with three
Louisville locations
to serve you!



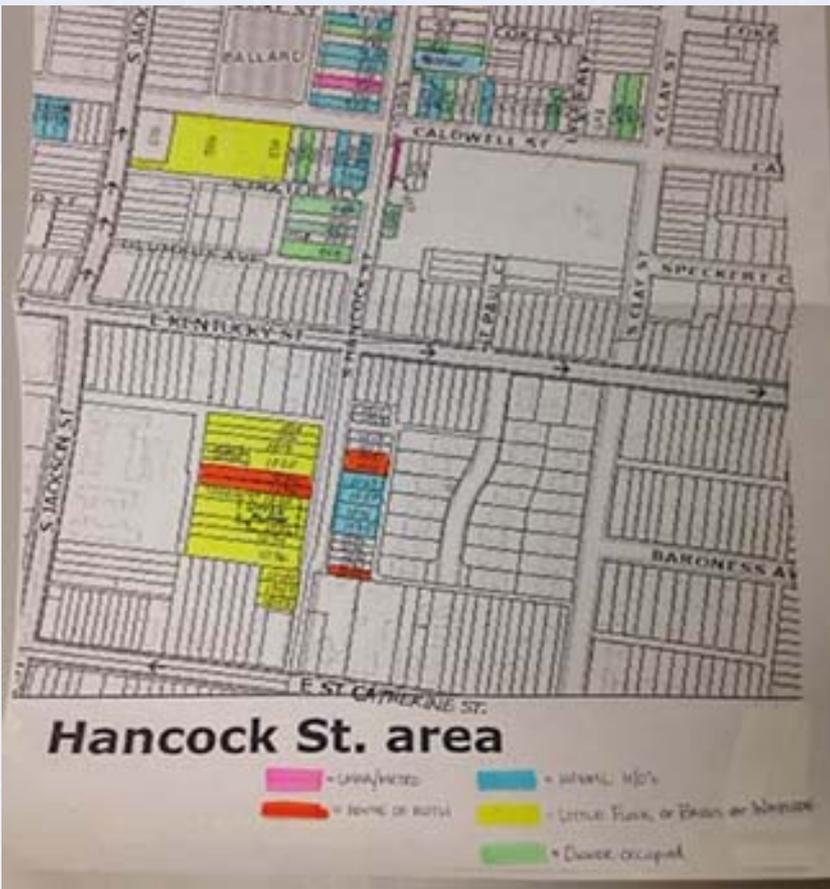
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Habitat
for Humanity®
of Metro Louisville



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LOVE YOUR NEIGHBORHOOD

Smoketown Neighborhood



SPONSORED BY:



HELP US SPREAD THE LOVE!

Habitat for Humanity is seeking sponsors for the Love Your Neighborhood initiative. For more information on how you can help us spread the love, contact our Community Development Resource Coordinator, Lisa Dettlinger, at 502.805.1656 or ldettlinger2@louisvillehabitat.org

Volunteer information:

If you would like to volunteer or have your organization participate in a "Love Your Neighborhood" event, contact our Volunteer Coordinator, Allison Raque, at 502.805.1665 or araque@louisvillehabitat.org



1620 Bank Street
Louisville, KY 40203
502.637.6265
louisvillehabitat.org

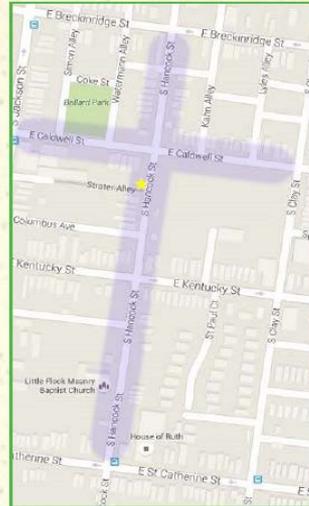
EVENT DETAILS

DATE: April 16, 2016

TIME: 8am-4pm

STARTING LOCATION:
944 S Hancock St

LUNCH: Raising Cane's
St. Edwards Parish



EVENT DETAILS

THIS EVENT IS SPONSORED BY:



DATE: Fri., September 23

TIME: 8am-4pm

STARTING LOCATION:
420 East Caldwell Street

LUNCH: Provided for all
volunteers and residents



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● DREAM



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● DO



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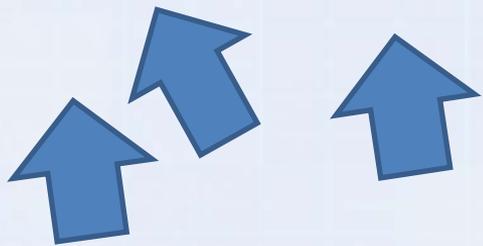
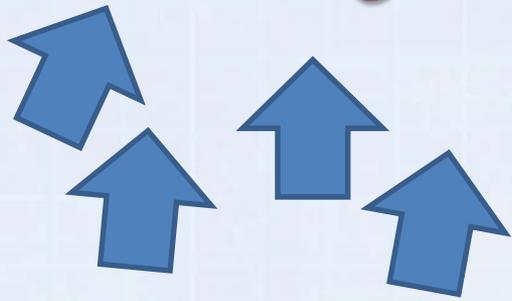
Vision

Issues
Problems
Challenges

You
Are
Here



Mission





Be clear about what you are working toward

What will it look like when our work is done?

How can we articulate our vision in a way others will recognize us as partners in their work?

Issues
Problems
Challenges



You
Are
Here

Understand what you are addressing with your mission / programs

What are the underlying factors?

What are the correlates?

What are the data?



Be clear about what you are going to do

Are we addressing the issue/problem/challenge? How?

What are others doing? What's working? What's not?

How are we different, distinct? Why should the community support us?

Seven Things Boards Must Do

- Envision the Future
- Select /Support CEO
- Plan Strategically
- Provide Resources
- Monitor Progress
- Maintain Integrity
- Manage and Renew Itself

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