



**2023**

# The State of **SOCIAL ENTERPRISE IN BALTIMORE**



“ Baltimore is a city of  
beauty, grit, and grace. ”

— JOHN BROTHERS, PRESIDENT, T. ROWE PRICE FOUNDATION



## An Opportunity for Innovation

It has often been said that the state of Maryland in general, and the city of Baltimore in particular, has a unique opportunity to become a leader in social innovation. Despite a lower-than-average high school graduation rate, the state is among the highest in percent of population holding advanced degrees. With the highest median income in the country, it also is clear that there is significant wealth available to support social concerns. Nationally, nonprofits employ 6.6 percent of the workforce, but in Maryland that number is almost 11 percent — and that’s after subtracting for the largest nonprofit employer

in the state. And it’s no secret that the region, and its largest city, are replete with deeply entrenched social problems.

In a predominantly Black city, the racial wealth gap continues to cause ripples across social and economic sectors. Whether it’s the civil disturbances that occurred after the 1968 assassination of Rev. Dr. Martin Luther King Jr., the more recent uprisings that occurred after the death of Freddie Gray, or the record high per capita homicide rates, it is clear to most that Baltimore has deep wounds that have yet to properly heal.



## The Growth of Social Entrepreneurship

While the basic notion of a venture that seeks to achieve a social objective while also earning income for the delivery of a product or service is nothing new (universities and hospitals have been doing it for centuries), the push for economically sustainable social programs in the modern era is generally linked to Bill Drayton, who first popularized the concept of social entrepreneurship in the early 1980s. Arguably, the watershed moment for this movement was Dr. Muhammad Yunus receiving the 2006 Nobel Peace Prize for his work founding and developing the Grameen Bank. A recent estimate developed by Social Enterprise UK suggests that there

may be as many as 11 million social enterprises across the globe. While many countries recognize a social enterprise as a distinct form of organization, there is no such format in the United States, making an estimate of the number of social enterprises in the U.S. difficult to determine — although it is generally recognized as being in the hundreds of thousands. One study suggested that over half of the nonprofits in the U.S. consider themselves to be social enterprises. If correct, this could suggest that there are as many as 18,000 social enterprises in Maryland.



## Maryland Leads the Way

The state has been a leader in this movement in several ways. The first known social enterprise in Maryland is the iScan program founded by Humanim in the late 1990s. Almost 20 years ago, a group of funders launched a program that matched up MBA students at the University of Baltimore with area nonprofits to help develop earned income strategies, many of whom are still in business today — several with national reputations. In 2007, we saw the launch of the Baltimore chapter of the Social Enterprise Alliance, a nationwide organization that seeks to “empower social enterprises to become sustainable and expand their impact.” In that same year, Maryland Institute College of Art founded the Center for Social Design, one of several academic programs now in existence to support the aspiring social entrepreneur. In 2010, Maryland was the first state in the country to recognize the benefit corporation, a unique form of corporate organizing that explicitly includes “a material, positive impact on society and the environment, as measured by a third-party standard, through activities that promote a combination of specific public benefits.” Unlike a traditional nonprofit, a benefit corporation can attract and reward private investors while still retaining a clear-cut social mission. This landmark legislation allows for social entrepreneurs to access a broader base of funding that is not available to the traditional nonprofit. In 2012, a group of concerned individuals launched a monthly breakfast program that drew over 1,500 individuals over a year’s time to network and learn from one another. That effort led to the 2014 founding of Impact Hub Baltimore, a project that is still thriving on North Avenue in midtown Baltimore and the first of many organizations that now exist to support this community.



## A Call for Action

The Baltimore Development Corporation sees a substantial opportunity for the region to become a global leader in social enterprise, recently recommending that Baltimore-area leaders “invest in social innovation entrepreneurs by providing a platform and resources to bring solutions to social issues to market,” and it regards the development and expansion of social impact investing and support as key to realizing this opportunity. The T. Rowe Price Foundation considers the development of strong leaders with effective management skills as essential to strengthening the nonprofit and social enterprise sectors of the Maryland economy. Governor Wes Moore has called for additional resources to support funding for small and startup enterprises, particularly when those businesses can help to address social inequities. Governor Moore also has stated that Maryland’s future can be one where “we do not have to choose between a competitive economy and an equitable one.”



# The Challenges Ahead

As with any entrepreneurial community, obtaining appropriate levels of funding that are available at the right time and under the right terms remains a challenge for the Baltimore social enterprise community. This issue is magnified by the need for capital sources that can withstand the longer repayment windows that are typical when a venture is trying to produce both social and economic value. Baltimore also is taking steps to fill this gap through programs like Ignite Capital, Conscious Venture Lab, and several small university-based programs.

There also is a need for the various educational and support programs to improve collaboration among them so that the aspiring social entrepreneur is better able to navigate and assimilate the various resources and receive the appropriate level of support for each stage of its development. Here, too, Baltimore is working to build this collaboration — one example being the recently founded Baltimore Entrepreneurial Leadership Network, which is building a community of practice to support those who direct these programs.

With over a dozen academic and independent programs that support the social entrepreneur’s journey, Baltimore can now add a robust infrastructure to the list of assets and opportunities that exist to build this movement and bring about lasting social change in the region.

— J. Howard Kucher, DPA, MBA

**DR. KUCHER** IS THE ASSOCIATE PROFESSOR OF SOCIAL INNOVATION AND PROGRAM DIRECTOR, MS IN SOCIAL ENTREPRENEURSHIP, AT THE UNIVERSITY OF MARYLAND GRADUATE SCHOOL.



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# Profiles of **SOCIAL ENTERPRISE SUPPORT PROGRAMS**

The following pages provide profiles  
of many of the programs that support  
social enterprise in Baltimore.

*Every attempt has been made to assure accuracy and completeness.  
The author apologizes for any unintentional errors or omissions.*



Coppin State University

Bachelor of Science in Nonprofit Leadership

BACHELOR’S DEGREE

CONTACT

Tenyo Pearl, EdD

2500 W. North Ave.,  
Baltimore, MD 21216

[tpearl@coppin.edu](mailto:tpearl@coppin.edu)

ABOUT THE PROGRAM

We designed our nonprofit leadership program to help you develop knowledge and skills essential to making lasting societal impact in the nonprofit sector. Learn how philanthropy and nonprofit organizations mobilize, lead, and serve communities.

Students have opportunities to get hands-on experience outside the classroom including field trips, observations, our Nonprofit Alliance Program, as well as conferences, meetings, workshops, seminars, and retreats.

Our strong partnerships with local community agencies give our students access to advisory leadership, placement opportunities, potential employment, community service, visiting lecturers, and other resources.

SUBSIDIARY/ANCILLARY PROGRAMS

Nonprofit Leadership Alliance:

This is a national nonprofit organization that works in conjunction with national partners and educational institutions to prepare qualified professionals to strengthen the social services workforce and sector. In addition, the Alliance offers the only national nonprofit certification, the Certified Nonprofit Professional.

The Nonprofit Leadership Alliance has partnered with Coppin State to make this certification available to students pursuing a major and minor in nonprofit leadership.

Nonprofit Leadership Alliance Club:

This club provides an opportunity for Coppin State students to contribute to the university’s longstanding legacy of community development and service. Through the club and related activities, students and graduates can take on and improve issues directly affecting our local, urban communities and the world at large.

TIME COMMITMENT FOR PROGRAM

Four years

APPLICATION PROCESS

[www.coppin.edu/apply](http://www.coppin.edu/apply)

COST TO PARTICIPANTS

Tuition: \$36,000 In state, \$63,000 out of state. Books, fees and housing separate.

DESIRED OUTCOME FOR PARTICIPANT

- Apply knowledge of methods, vocabulary, and concepts of nonprofit leadership.
- Use technology to access, capture, analyze, and report data and literature.
- Understand and apply research methods to social issues and policy discussions.
- Critically analyze nonprofit issues within larger historical and global contexts.
- Demonstrate and apply knowledge and skills to research and community engagement efforts.

[www.coppin.edu/academics/bachelor-science/nonprofit-leadership](http://www.coppin.edu/academics/bachelor-science/nonprofit-leadership)

Maryland Institute College of Art (MICA)

MA in Social Design

MASTER’S DEGREE

CONTACT

Thomas Gardner, Director

1300 W. Mount Royal Ave.,  
Baltimore, MD 21217

[tgardner@mica.edu](mailto:tgardner@mica.edu)

ABOUT THE PROGRAM

The first degree-bearing program of its kind, MICA’s MA in Social Design is an intensive, practice-based graduate program that prepares creative changemakers with the tools and methods needed to advance equity and social justice and become pioneers and leaders in the practice. MICA’s MA in Social Design is a one-year interdisciplinary graduate program that explores the designer’s role and responsibility in society. The 30-credit program is composed of seminar, studio, and elective courses as well as a variety of other immersive and practice-based experiences that take students outside of the institution to learn.

SUBSIDIARY/ANCILLARY PROGRAMS

Center for Social Design:

The Center for Social Design is an interdisciplinary center at MICA committed to emphasizing equity and social justice as core values in our collective work.

TIME COMMITMENT FOR PROGRAM

One year full-time

[www.micasocialdesign.com](http://www.micasocialdesign.com)

TARGET AUDIENCE

An ideal candidate for the MA in Social Design would be a professional, practitioner, or recent graduate who:

- believes design and the design process can, and should, play a role in advancing equity and social justice;
- can offer a unique perspective to the program;
- is prepared for a collaborative, immersive, hands-on graduate experience;
- is excited about and able to work collaboratively with different disciplines, knowledge bases, and points of view;
- is interested in developing and cultivating a personal point of view and approach to social design;
- has worked or studied in a relevant field including (but not limited to) design, architecture, business, writing, anthropology, sociology, public health, fine arts, engineering, environmental studies, nonprofit, and more.

APPLICATION PROCESS

- Graduate Admission Application Form completed and submitted online via [mica.slideroom.com](http://mica.slideroom.com)
- Curriculum vitae/résumé

- MA in Social Design written statement
- Two letters of reference
- Proof of degree or equivalent
- Portfolio of visual work

COST TO PARTICIPANTS

Tuition: \$51,800  
Books and Fees: \$5,000

NUMBER OF PARTICIPANTS

15 students per cohort

NUMBER OF PARTICIPANTS -LIFE OF PROGRAM

12 years

DESIRED OUTCOME FOR PARTICIPANT

- Increase Social Literacy: Develop a deeper understanding of the issues of equity, power, race, and privilege that exist at the heart of the social problems we aim to address.
- Deepen Design Literacy: Establish an ethical framework to guide personal practice and learn human-centered design methods to build empathy with and engage people in making and doing.
- Create Professional Pathways: MA in Social Design alumni are pioneering and innovative leaders in the public, private, nonprofit, entrepreneurial, and academic sectors.

# University of Baltimore

## MS in Nonprofit Management and Social Entrepreneurship

### MASTER’S DEGREE

CONTACT

**Al Gourrier, PhD**  
 10 W. Preston St.,  
 Baltimore, MD 21201  
[agourrier@ubalt.edu](mailto:agourrier@ubalt.edu)

ABOUT THE PROGRAM

As nonprofit organizations fill an ever-increasing societal need by providing services in areas spanning health care, education, workforce development, and support for disadvantaged populations, a new generation of nonprofit managers is in high demand. These managers must be prepared to deal head-on with the challenges that nonprofit organizations face due to their legal status, governance, and funding needs, in addition to managing and meeting standards of accountability.

TIME COMMITMENT FOR PROGRAM

Two to five years

APPLICATION PROCESS

Apply online at [www.ubalt.edu/admission/apply-now/](http://www.ubalt.edu/admission/apply-now/).

COST TO PARTICIPANTS

Tuition: \$28,000  
 in state/\$41,000 out of state  
 Books and fees: \$5,000

NUMBER OF PARTICIPANTS

Open enrollment

NUMBER OF PARTICIPANTS -LIFE OF PROGRAM

More than 75

DESIRED OUTCOME FOR PARTICIPANT

- Understanding the role of the nonprofit sector, its scope, economics, significance, and history.
- Analyzing issues related to the unique legal, ethical, and governance structures of the nonprofit sector.
- Developing financial models to ensure the sustainability of nonprofits, including fundraising, philanthropic gifts, and the use of social enterprise mechanisms.
- Identifying the different types of accountability under which nonprofit organizations must operate, including financial accountability to multiple stakeholders.

# University of Maryland, Baltimore

## MS in Social Entrepreneurship

### MASTER’S DEGREE

CONTACT

**J. Howard Kucher, DPA**  
 620 W. Lexington St.,  
 Baltimore, MD 21201  
[jkucher@umaryland.edu](mailto:jkucher@umaryland.edu)

ABOUT THE PROGRAM

What happens when you take an MBA, a master’s in social work, a master’s in public health, and a master’s in nonprofit management, drop them into a blender and pour them out into a dedicated incubation and co-working space in the heart of downtown Baltimore? You get UMB’s Master of Science in Social Entrepreneurship.

Our social entrepreneurship-centered curriculum provides the fundamental tools and competencies needed to move from idea to action and prepares you to build your own venture or lead change in an existing organization.

[www.facebook.com/umbgraduateschool](https://www.facebook.com/umbgraduateschool)  
[www.instagram.com/umb\\_gradschool](https://www.instagram.com/umb_gradschool)  
[www.twitter.com/umbgradschool](https://www.twitter.com/umbgradschool)  
[www.linkedin.com/school/university-of-maryland-baltimore-graduate-school](https://www.linkedin.com/school/university-of-maryland-baltimore-graduate-school)

SUBSIDIARY/ANCILLARY PROGRAMS

**Graduate Research Innovation District:**  
 UMB’s Graduate Research Innovation District is an innovation space where students, entrepreneurs, faculty, and staff connect to bring innovative health and social impact ideas to life through education, entrepreneurial resources, and programming.

TIME COMMITMENT FOR PROGRAM

Two years full-time,  
 three years part-time

TARGET AUDIENCE

Active or aspiring social entrepreneurs

APPLICATION PROCESS

Online application: undergraduate transcripts, statement of purpose, and three references. <https://umaryland.elluciancrmrecruit.com/Apply/Account/Login>

COST TO PARTICIPANTS

Tuition: \$28,000 in state/\$35,000 out of state  
 Books and fees: \$5,000

NUMBER OF PARTICIPANTS

15 students per cohort  
 (cohorts form twice a year)

NUMBER OF PARTICIPANTS -LIFE OF PROGRAM

12

DESIRED OUTCOME FOR PARTICIPANT

The MS in Social Entrepreneurship will help you develop skills in design thinking, customer discovery, and social change theory that will help you develop effective solutions to real-world problems. Courses in marketing, finance, project management, and leadership will equip you to make those solutions sustainable.

NUMBER OF JOBS CREATED

10

NUMBER OF BUSINESS STARTS CREATED

Six

Baltimore Corps  
Elevation Awards

PLANNING GRANT

CONTACT

Tamara Arnold

2401 Liberty Heights Ave., #2730,  
Baltimore, MD 21215

*social.innovation@  
baltimorecorps.org*

ABOUT THE PROGRAM

The Elevation Awards provide planning grants of \$10,000 and personalized support to people of color who are Baltimore City residents piloting novel approaches to strengthen Baltimore communities.

SUBSIDIARY/ANCILLARY PROGRAMS

Kiva Baltimore:

Kiva was launched in 2005 as the world's first person-to-person microlending website. A nonprofit organization, Kiva underwrites zero-percent-interest, zero-fee business loans of up to \$15,000, and facilitates crowdfunding on

its online platform. Kiva users can lend as little as \$25 to individual entrepreneurs, providing them affordable capital to start or expand a small business. Kiva facilitates loans to entrepreneurs in more than 80 countries around the world and launched in the United States in 2011.

As Kiva's local operating partner, Baltimore Corps works with borrowers throughout the application, fundraising, and repayment process to help them succeed.

TIME COMMITMENT FOR PROGRAM

11 months

TARGET AUDIENCE

Adult (18 and over) persons of color with lived experience in Baltimore City who have innovative and sustainable ideas to further positive progress in Baltimore City communities.

APPLICATION PROCESS

Contact program

COST TO PARTICIPANTS

None

DESIRED OUTCOME FOR PARTICIPANT

The aims of the Elevation Awards are:

- Directly leveraging the assets of communities to pioneer new solutions in social entrepreneurship
- Elevating leaders of community solutions
- Supporting the early-stage pipeline of social entrepreneurs in Baltimore

At the conclusion of the 10-month grant period, awardees will have the opportunity to showcase their projects to prospective funders.

Twitter: @BaltimoreCorps

<https://baltimorecorps.org/elevation-awards>

Loyola University Maryland's Simon Center  
for Innovation & Entrepreneurship  
Baltipreneurs Accelerator

ENTERPRISE ACCELERATOR

CONTACT

Wendy Bolger

4501 North Charles St.,  
Baltimore, MD 21210 –  
Fernandez Center 241

*webolger@loyola.edu*

ABOUT THE PROGRAM

The Baltipreneurs Accelerator Program at Loyola University's Simon Center for Innovation & Entrepreneurship is a 10-week program for Baltimore-based founders providing training, technical assistance, mentorship, networking opportunities, and access to capital. Applications open in the fall and the program runs from December to March, culminating with a Demo Day event in early spring. Ventures of all industries and market sizes, both pre- and post-revenue, led by entrepreneurs residing and operating in Baltimore City as well as Loyola University Maryland students, faculty, and staff are considered with preference for underrepresented entrepreneurs. Participants are eligible to receive a \$2,000 stipend and qualify for \$24,000 or more in additional awards distributed to the

highest-performing teams by peer selection. Baltipreneurs are paired with dedicated mentors, receive 1-to-1 pitch coaching, accounting, and legal consultations, and have access to competitive/corporate research training. They also have the opportunity to engage with Loyola students on pro-bono projects.

SUBSIDIARY/ANCILLARY PROGRAMS

Loyola Consulting Group:

Student-driven pro-bono consulting projects for Baltimore ventures including nonprofits and startups.

Women's Pre-Application Bootcamps:

Networking, application advice and additional resources, and pitch practice in a supportive environment with a \$500 award.

Loyola Angels Fund:

Investing in early stage local ventures. Minor in Innovation & Entrepreneurship for Loyola undergraduate students

TIME COMMITMENT FOR PROGRAM

Approximately 10 sessions over four months (December-March)

TARGET AUDIENCE

Ventures of all stages with founders residing and operating in Baltimore City, including Loyola University Maryland students, faculty, and staff, with a preference for underrepresented entrepreneurs (women and founders of color among others).

APPLICATION PROCESS

Submit online application, open in early fall

COST TO PARTICIPANTS

None

NUMBER OF PARTICIPANTS

8-10

NUMBER OF PARTICIPANTS -LIFE OF PROGRAM

47 entrepreneurs, 38 ventures (including current cohort)

DESIRED OUTCOME FOR PARTICIPANT

Milestones are set individually by each participant. Session attendance and pitching at Demo Day are mandatory.

NUMBER OF JOBS CREATED

20

Twitter and Instagram: @LoyolaInnovates

[www.loyola.edu/join-us/baltipreneurs](http://www.loyola.edu/join-us/baltipreneurs)



Baltimore Social Enterprise Alliance

COMMUNITY BUILDING

CONTACT

**J. Howard Kucher, DPA (Chair)**  
620 W. Lexington St.,  
Baltimore MD 21201  
[jkucher@umaryland.edu](mailto:jkucher@umaryland.edu)

ABOUT THE PROGRAM

The Baltimore Social Enterprise Alliance empowers social enterprises to become sustainable and expand their impact. We support them by building awareness, advocating for change, and providing access to resources.

TARGET AUDIENCE

Baltimore-based social entrepreneurs

APPLICATION PROCESS

<https://socialenterprise.us/membership>

COST TO PARTICIPANTS

Varies

DESIRED OUTCOME FOR PARTICIPANT

Our vision is to create a new equitable economic norm by catalyzing social enterprises in the United States to grow their revenue and their impact.

<https://socialenterprise.us/>

Conscious Venture Lab

ENTERPRISE ACCELERATOR

CONTACT

**Marianna Pappas**  
250 W. Dickman St.,  
Baltimore, MD 21230  
[mpappas@consciousventurelab.com](mailto:mpappas@consciousventurelab.com)

ABOUT THE PROGRAM

The Conscious Venture Lab is a 16-week accelerator program for early-stage, purpose-driven companies using innovation to break down barriers to access and create a more equitable society. We help entrepreneurs integrate the tenets of Stakeholder Theory and Conscious Capitalism into the DNA of their businesses and provide a robust, technology-driven process to help them take a business from idea-through-Series A financing.

SUBSIDIARY/ANCILLARY PROGRAMS

**SHIFT Ventures-Conscious Venture Fund 1:**  
SHIFT Ventures-Conscious Venture Fund 1 is a seed-stage venture fund established to find and support mission-driven, underestimated, and minority founders pursuing ideas focused on broad-scale resilience and sustainability. The partnership is focused on providing investors with long-term capital appreciation through venture capital investments in seed-stage and early-stage equity, quasi-equity, and debt and convertible debt securities.

TIME COMMITMENT FOR PROGRAM

16 weeks

TARGET AUDIENCE

Early-stage, purpose-driven companies

APPLICATION PROCESS

Apply online at [www.f6s.com/applycvlcohort9/about](http://www.f6s.com/applycvlcohort9/about)

COST TO PARTICIPANTS

If we invest, we charge \$20,000. If we don't invest (after the program), then there is no cost to programming.

NUMBER OF PARTICIPANTS

More than 50

NUMBER OF PARTICIPANTS -LIFE OF PROGRAM

185

DESIRED OUTCOME FOR PARTICIPANT

Varies depending on where they were when they started — hopefully making progress through problem exploration, customer discovery, financial planning, solution exploration, and corporate governance.

Twitter: @CVLab26

[www.consciousventurelab.com](http://www.consciousventurelab.com)



Impact Hub Baltimore

A wide variety of events, engagements, and types of support.

COMMUNITY SUPPORT

CONTACT

Michelle Geiss

10 E. North Ave.,  
Baltimore, MD 21202

[hello.baltimore@impacthub.net](mailto:hello.baltimore@impacthub.net)

ABOUT THE PROGRAM

We support a community of innovators and entrepreneurs to scale and sustain their initiatives. Our inspiring workspace and innovative programming build the connections and skills people need to grow and thrive. Together, we are building an innovative local economy that advances equity and civic wealth.

SUBSIDIARY/ANCILLARY PROGRAMS

As a central space with a diverse community, we serve as a neutral convener, skilled facilitator, and network strengthener. Local entrepreneurs and thought leaders come together in our space to share their knowledge, strategies, tools, projects, and products.

TIME COMMITMENT FOR PROGRAM

Varies. Empower Baltimore will be a four-week commitment with a two-day prerequisite workshop on persona research. Most other program offerings are one to two hours.

TARGET AUDIENCE

Small businesses and social entrepreneurs

APPLICATION PROCESS

Contact program

COST TO PARTICIPANTS

Varies

NUMBER OF PARTICIPANTS

24-30

NUMBER OF PARTICIPANTS -LIFE OF PROGRAM

Empower cohorts trained 140 businesses in 2022. Since Impact Hub Baltimore launched, thousands of people have participated in our programming and events.

DESIRED OUTCOME FOR PARTICIPANT

For Empower, we support small business owners to build their digital presence and expand their reach through training in website development and marketing.

Twitter: [@impacthubbalt](https://twitter.com/impacthubbalt)

<https://baltimore.impacthub.net>

Innovation Works

IW+MC Accelerator

ENTERPRISE ACCELERATOR

CONTACT

Kelsey Jones

1400 Greenmount Ave.,  
Suite B01,  
Baltimore, MD 21202

[kelsey@iwbmore.org](mailto:kelsey@iwbmore.org)

ABOUT THE PROGRAM

Our accelerator delves into eight core social enterprise business modules over a period of about six months. The goal is to help social enterprise leaders in Baltimore home in on key aspects of their business and develop a solid growth strategy that demonstrates an increase in their enterprise's social impact and a plan for long-term financial sustainability.

SUBSIDIARY/ANCILLARY PROGRAMS

Ignite Capital:

This is a social impact fund with the mission to empower and resource Baltimore social enterprises in economically distressed communities, support the overall efforts of these social enterprises to attract future investments in support of their mission, and contribute to ongoing efforts in ensuring Baltimore neighborhoods are thriving sustainably.

Twitter: [@iwbmore](https://twitter.com/iwbmore)

[www.iwbmore.org/what-we-do/social-enterprise-support/](http://www.iwbmore.org/what-we-do/social-enterprise-support/)

TIME COMMITMENT FOR PROGRAM

Six months

TARGET AUDIENCE

Baltimore-based social entrepreneurs

APPLICATION PROCESS

Contact program

COST TO PARTICIPANTS

None

NUMBER OF PARTICIPANTS

10-20

NUMBER OF PARTICIPANTS -LIFE OF PROGRAM

67 enterprises

DESIRED OUTCOME FOR PARTICIPANT

Full business pitch deck, financial model, fundraising plan, and enterprise assessment and action plan



Innovation Works  
IW+MC Boost

ENTERPRISE DEVELOPMENT WORKSHOP

CONTACT

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ABOUT THE PROGRAM

The IW+MC Boost Program is a critical milestone in Stage 3: CREATE of Innovation Works' enterprise development pipeline. This four-day enterprise development workshop is a joint project between Innovation Works and the Miller Center (MC) for Social Entrepreneurship that links aspiring social entrepreneurs into a web of resources designed to ensure their long-term success.

SUBSIDIARY/ANCILLARY PROGRAMS

IW+MC Accelerator:

A six-month accelerator program in Innovation Works' Stage 4: GROW

Ignite Capital:

This is a social impact fund with the mission to empower and resource Baltimore social enterprises in economically distressed communities, support the overall efforts of these social enterprises to attract future investments in support of their mission, and contribute to ongoing efforts in ensuring Baltimore neighborhoods are thriving sustainably

Twitter: [@iwbmore](https://twitter.com/iwbmore)

TIME COMMITMENT FOR PROGRAM

Four days plus prep and follow-up

TARGET AUDIENCE

To participate, an organization must be:

- An already established organization with ongoing operations.
- Mission-driven and focused on serving Baltimore's most vulnerable populations.
- Seeking opportunities aimed at strengthening its social impact, strategic growth, and/or long-term financial sustainability.
- Able to allow its leader (CEO, executive director, etc.) to attend the entire workshop. An optional second representative from the organization should be a senior leader or board member of the organization.
- Willing to report impact and progress over time to the broader Innovation Works network.

APPLICATION PROCESS

Contact program

COST TO PARTICIPANTS

None

NUMBER OF PARTICIPANTS

24-30

NUMBER OF PARTICIPANTS -LIFE OF PROGRAM

107 enterprises

DESIRED OUTCOME FOR PARTICIPANT

By the end of the IW+MC Boost program, participants will:

- Complete actionable templates, including tables, worksheets, and a slide deck for internal organizational planning and external proposals and communications.
- Complete an executive summary or "elevator pitch" illustrating the organization's business and growth strategy to guide the organization after the workshop.
- Establish action plans that guide follow-up support for subsequent months.

[www.iwbmore.org/what-is-the-iwmc-boost-program/](https://www.iwbmore.org/what-is-the-iwmc-boost-program/)

Johns Hopkins University (JHU)  
Social Innovation Lab

ENTERPRISE ACCELERATOR

CONTACT

Anthony Watters

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Baltimore, MD 21211

[anthonywatters@jhu.edu](mailto:anthonywatters@jhu.edu)

ABOUT THE PROGRAM

The JHU Social Innovation Lab (SIL) accelerates leaders and ventures building innovative, sustainable, and scalable solutions in Baltimore that work toward a healthy and prosperous world. We aim to see mission-driven ventures from the Johns Hopkins and Baltimore communities develop into thriving ventures with measurable impacts.

We use a cohort learning model in which social entrepreneurs are inspired by and accountable to each other in an open and collaborative learning environment. With a growing base of 125 SIL alumni, participants can leverage those who came before and learn from their challenges and successes. The program emphasizes customer discovery and the human-centered design

process to develop social innovations with the potential for sustainable impacts. We leverage the flourishing Baltimore ecosystem that boasts innovative nonprofit and business leadership, diverse and inclusive communities, vibrant arts and culture, locally rooted foundations, and visionary public sector leaders. JHU provides a strong foundation of support for social entrepreneurship including Fast Forward, world-renowned faculty and advisors, cutting-edge research, and an innovative student base, blurring the lines between traditional university and city-based silos, sharing resources, and learning more together.

TIME COMMITMENT FOR PROGRAM

Six months

TARGET AUDIENCE

The venture should have already developed a minimum viable product (MVP) and should have some traction in terms of impact, sales/fundraising, or partnerships.

APPLICATION PROCESS

Apply online at <https://ventures.jhu.edu/programs-services/social-innovation-lab/sil-apply/>

COST TO PARTICIPANTS

None

NUMBER OF PARTICIPANTS

10 ventures per cohort

NUMBER OF PARTICIPANTS -LIFE OF PROGRAM

125

DESIRED OUTCOME FOR PARTICIPANT

Funding may vary. This year, all ventures will receive \$5,000 with a chance to win over \$25,000 at our Innovation Showcase at the end of the program.

Instagram: <https://www.instagram.com/thesocialinnovationlab/>  
Twitter: [https://twitter.com/SIL\\_Baltimore](https://twitter.com/SIL_Baltimore)

<https://ventures.jhu.edu/programs-services/social-innovation-lab/>







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[\*www.graduate.umaryland.edu/innovation\*](http://www.graduate.umaryland.edu/innovation)