



НАЗВАНИЕ  
КОМУ ПОМОГАЕМ  
КАКУЮ ПРОБЛЕМУ РЕШИТЬ  
КАК, ЗА СЧЕТ ЧЕГО  
ИЗЮМИНКА СОУС

мне не все равно, что ...

хочу, чтобы ...

# 12 Revenue Models

## моделі доходу / монетизації

1. гроші за продукт/послугу
2. плати скільки хочеш
3. реклама
4. % з результату
5. з світу по нитці
6. гроші за час

# 12 Impact Models

## МОДЕЛИ СОЦИАЛЬНЫХ ИЗМЕНЕНИЙ

Product for Service/ Access

One for One

Percentage Inventory Donated

Jobs for low income/transitional communities

Employee engagement program

Recycle/Upcycle

Percentage of profit/Revenue

Social Awareness

Micro-funding

Sharing Economy

Marathons (pro-bono)

Access to Education

1. дать работу
2. микро-бизнес
3. отдать лишнее
4. доступ к возможностям
5. 1 за 1
6. прибыль на благо

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# СОССО-BELLO

## Россия

Представляем Вам  
продукты от Cocco bello.

Травы и ягодки для них собирали  
своими заботливыми руками  
бабушки из деревни Малый Турыш  
на Урале. Это особенная деревня.  
Пенсионеры здесь не сидят на лавочке,  
а создают вкусные пахучие сладости  
и получают удовольствие от своей  
работы.





[HomeBoyIndustries.org](http://HomeBoyIndustries.org)

США





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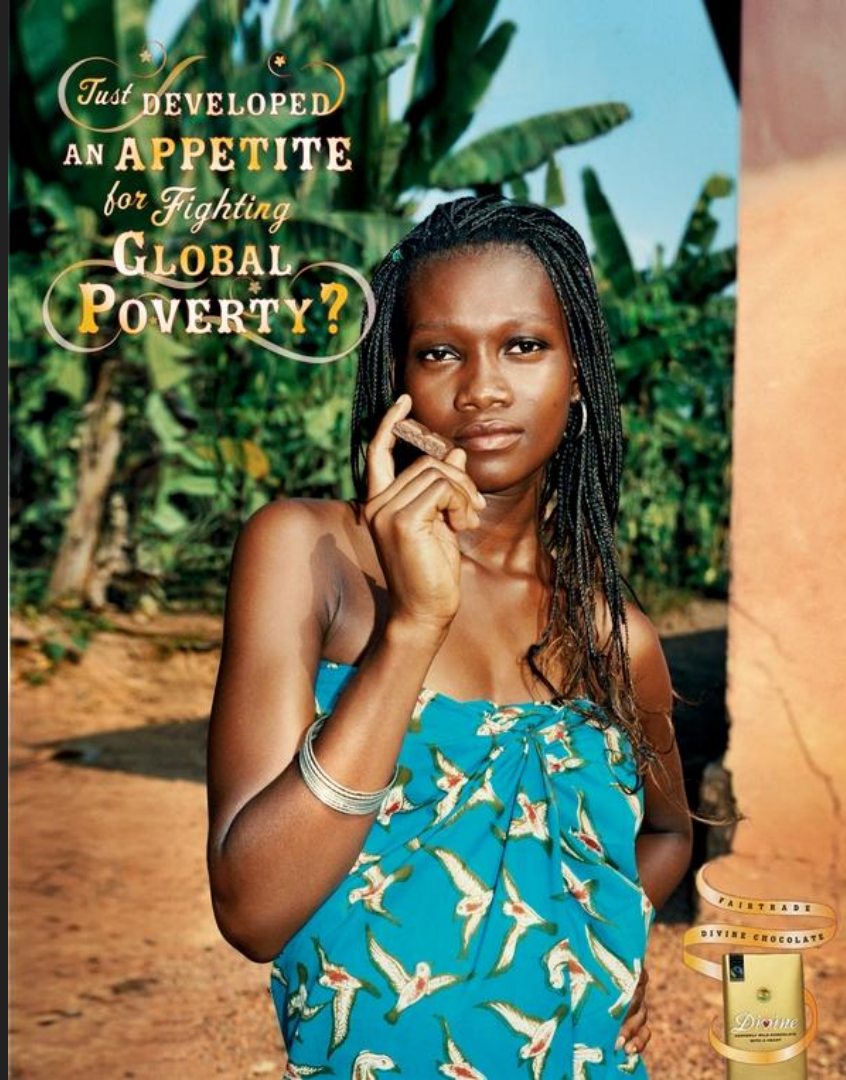
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# БАНГЛАДЕШ GRAMEEN-DANON





# Divine chocolate

## Англия, Гана



# Sanergy КЕНИЯ



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# Recidar

*comparte lo que no usas*

## BRAZIL





# RETALHAR

## COSTURANDO IDEIAS



### Бразилия



#### 1) Reciclagem

Após a manufatura reversa, realizada por mão de obra inclusiva, destinamos o tecido resultante à reciclagem, que envolve as seguintes etapas: trituração, desfibrimento e reinserção no setor industrial para diversas finalidades, tais como construção civil, mantas acústicas e indústria automobilística.



#### 2) Descaracterização para reúso

Após o descarte de peças em plenas condições de uso, ainda novas, retiramos cada logo presente no tecido e transformamos por um retalho. As peças são então encaminhadas para reutilização.



#### 3) Cobertores populares

Descaracterizamos os uniformes e realizamos o posterior aproveitamento do tecido para a produção de cobertores populares e do agasalho da empresa com o logo.



#### 4) Transformação e

Tendo os uniformes em boas condições de desenvolvimento, transformamos os uniformes em produtos de moda.





# Charity Shop

## Россия



Англия

FoodCycle



Julian



**FoodCycle**  
@foodcycle

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## Products

# Англия



### London Piccalilli

specially commissioned by  
Jamie Oliver!



### Hot Banana Chutney

hot and fruity with a touch of  
ginger - a fun play on chutney  
and delicious with a curry!



### Spicy Tomato Chutney

with cheddar, meats, in your  
burger, bacon butty or  
scrambled eggs!



### Apple & Ginger Chutney

my ham and cheese samie!



### Red Onion and Chilli Chutney

the classic all rounder with a  
sausage, crumbly cheese or  
Sunday roast.





Англия

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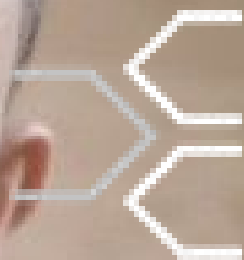
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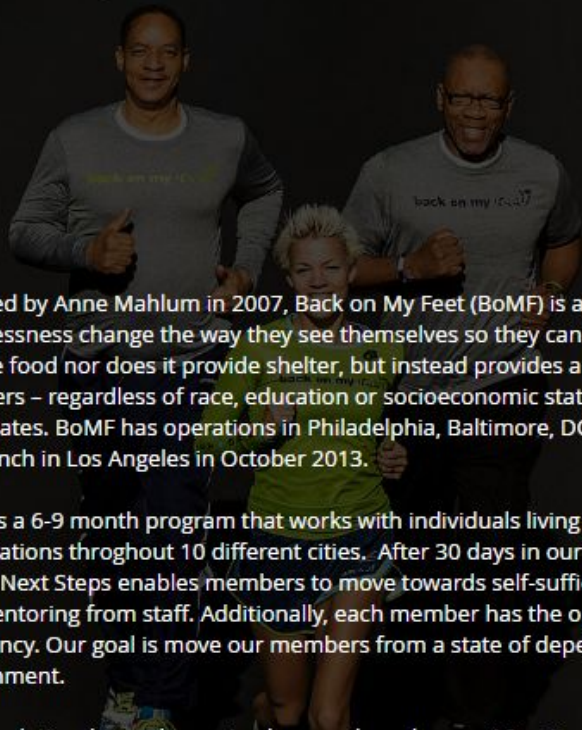
**SoukTel**

ГОНКОНГ





## Back on My Feet



2012-10-18-Ma

Founded by Anne Mahlum in 2007, Back on My Feet (BoMF) is a national for-purpose 501c3 organization that uses running to help those experiencing homelessness change the way they see themselves so they can make real change that results in employment and independent living. BoMF does not provide food nor does it provide shelter, but instead provides a community that embraces equality, respect, discipline, teamwork and leadership. All members – regardless of race, education or socioeconomic status – join together to move their own lives forward as well as the lives of their teammates. BoMF has operations in Philadelphia, Baltimore, DC, Baltimore, DC, Boston, Chicago, Dallas, Indianapolis, Atlanta, New York, Austin and will launch in Los Angeles in October 2013.

BoMF is a 6-9 month program that works with individuals living in homeless facilities. Members run three days a week at 5:30 in the morning from 50+ locations throughout 10 different cities. After 30 days in our program, each member who maintains 90% attendance moves to the Next Steps phase. Next Steps enables members to move towards self-sufficiency through educational and job training opportunities and one-on-one coaching and mentoring from staff. Additionally, each member has the opportunity to earn \$2,500 in financial aid to assist in their efforts toward self-sufficiency. Our goal is move our members from a state of dependency into a state of independence, which includes a job and a stable living environment.

Anne's relationship with running began when she was 16 as it was her way of dealing with the unexpected situation of her dad's struggle with a gambling addiction, which tore apart her family. While Anne could never find a way to help her dad, she found her own answers in the life lessons that surround running, such as taking things one step at a time and learning the value of being on difficult roads. 10 years later, Anne's running had led her past a homeless shelter on 12th and Vine in Philadelphia where she began to develop a friendly, sarcastic rapport with some of the individuals staying there, who reminded her of her dad. During one morning run she realized that running could benefit them in the same way that it helped her and she felt in some way she could vicariously help her father by helping them. The organization had its first official run on July 3rd, 2007 and in six years has grown to a \$6.5 million nonprofit with 48 full-time staff that has helped thousands of people and has a 46 percent success rate.

Anne is not only the founder of BoMF, but she is also the former CEO. She is responsible for the vision, strategy and national fundraising efforts for Back on My Feet as it continues to expand across the country. In spring of 2013, Anne announced PIVOT, BoMF's first social enterprise initiative that is



**Альтуризм**

**Россия**





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# США - Аргентина

## Tom's



# РОССИЯ

## ТиБож



### Быстрота!

Фабрика "ТиБож" обладает  
возможностью выпускать до 650  
пар обуви ежедневно!



### Качество!

Обувная фабрика "ТиБож"  
предлагает качественную обувь,  
изготовленную по технологии  
прямого литья!



### Рабочие места!

На фабрике работают люди с  
ограничениями  
жизнедеятельности, которые  
получили равные возможности



### Благотворительность!

Каждая вторая пара обуви  
бесплатно передается  
нуждающимся людям!

## О Фабрике

Фабрика «ТиБож» - это современная обувная фабрика с большим потенциалом и возможностями!

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