THE FOR-BENEFIT **ENTERPRISE**



MAXIMIZE FINANCIAL BENEFIT TO OWNERS **MAXIMIZE SOCIAL** BENEFIT

HSECTOR



PRIVATE SECTOR **For-Profits Social Purpose Earned Income Inclusive Ownership Stakeholder Governance Fair Compensation Reasonable Returns** Social & Environmental Responsibility Transparency **Protected Assets** PUBLIC SECTOR

For-Benefits Social Enterprises Sustainable Enterprises Blended Value Organizations **Common Good Corporations** Social Businesses Community Wear POrganizations Ethical Social Institutions NEW Broin Companies Faith-Based Enterprises Hypbrid Organizations Civic/Municipal/Emerprises Cross-Sectoral Partnerships Community Interest Corporations Chaordic Organizations **Tribal Corporations** Social Economy Enterprises Community Development Corps.

> SOCIAL SECTOR **Non-Profits**

> > Government

WWW.FOURTHSECTOR.NET

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What is Wanted

- There are believed to be 2M for-benefit orgs worldwide.
- Examples: Newman's Own (salad dressing), Goodwill Industries, urban-renewal corps., Stanford University.
- Believed to represent >10% of the US economy.
- Some US states certify "Benefit Corps," a type of revenue generating org that has some positive impact on society/community; however Benefit Corp statute does not require primacy of social mission.
- In some countries (including US) there is no clear way to identify for-benefits by legal org structure/only by their characteristics
- Can you auto-discover their Web pages?
- Or Monster.com posts for their jobs?

Data Available

- A group is working on the Fourth Sector Mapping Initiative (FSMI) and is mapping the for-benefit community.
- An organizing committee is working on a For-Benefit Accelerator/Fourth Sector Institute (FSI) – to nurture for-benefit Entrepreneurship.
- Creating multi-thousand examples of the Web pages of such orgs as learning set.
- Can also help locate state and possibly other listings of subsets of these orgs.
- Contact: www.fourthsector.net