

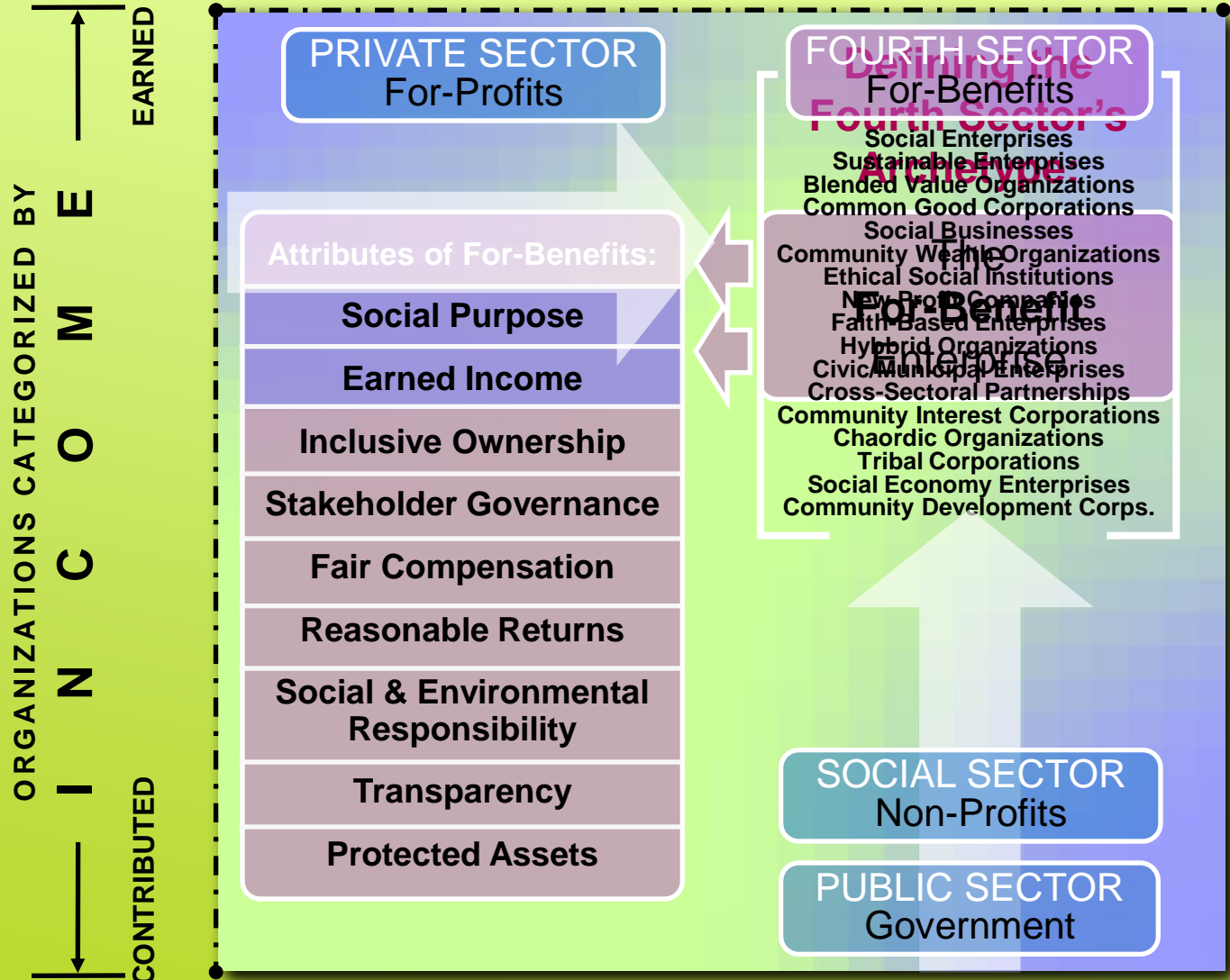
# THE FOR-BENEFIT ENTERPRISE

ORGANIZATIONS CATEGORIZED BY

P U R P O S E

← MAXIMIZE FINANCIAL  
BENEFIT TO OWNERS

→ MAXIMIZE SOCIAL  
BENEFIT



*Defining the Fourth Sector's Achievements*

*The For-Benefit Enterprise*

# What is Wanted

- There are believed to be 2M for-benefit orgs world-wide.
- **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](http://www.fourthsector.net)