

Five local business ideas move on to the Live Social Enterprise Pitch

For Immediate Release

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LANCASTER, PA— Nearly 700 votes and \$14,500 helped to propel five local business concepts to the LIVE **Social Enterprise Pitch** slated for Friday August 8. Following three weeks of online community voting via the crowdfunding website, RocketHub, five ideas have been selected to move on to present their business pitch before a live audience. The LIVE Pitch (think Shark Tank) is free and open to the public on Friday, August 8 at 7 pm in Fulton Elementary School, 225 W. Orange Street in Lancaster. The Live Pitch is the final step in the Great Social Enterprise Pitch that launched in March.

Five business concepts will each make a five-minute pitch to a panel of judges as they compete for a package of cash and pro bono prizes from local businesses:

(complete list of ideas and team member names below)

- **Whimsy:** an Apparel Company that Empowers at-risk Women
- **Nomadic Animal Grazer:** a Portable Animal Grazing System
- **2F5L:** a Pay What You Can Food Truck
- **Record Eraser:** a Pardon and Expungement Service
- **Common Wheel:** a Community Bike Center

Judges for the LIVE Pitch:

Tom Baldrige – Lancaster Chamber of Commerce & Industry

Charlie Crystle – Lancaster Food Company

Dorothy Dulo –Rifiki Deli and Rafiki Africa Foundation

Joann Flett – Eastern University

Miriam Soto – Community First Fund

In addition to official judging, audience members will have the chance to vote for their favorite pitch with dollars in a “pass the hat” vote that will generate an additional cash contribution to the crowd favorite. Audience members will also have the opportunity to hear from a nationally-recognized social enterprise practitioner, Julius Walls.

Rev. Julius Walls will address the audience while the judges complete their final tallies. Reverend Walls is an A.M.E. Zion Church minister, President of the Greater Centennial Community Development Corporation, and the former CEO of Greyston Bakery, a \$7 million social enterprise that proclaims “we don’t hire people to bake brownies, we bake brownies to hire people.” Walls is the co-author of “Mission Inc; The Practitioners Guide to Social Enterprise.” He serves on many boards in Yonkers, NY including the Workforce Investment Board and the Community Action Program. Nationally, he’s served on the Corporate Leadership Advisory Council of the U.S. Chamber of Commerce and the Social Enterprise Alliance.

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PRIZES and SPONSORS:

Cash Prizes: 1st place \$5,000, 2nd place \$2,500, 3rd place \$1,000

Sponsors of pro bono services include: 360PA Media Solutions, Anchor Development, the Candy Factory, Gibbel, Kraybill & Hess, The H&H Group, Harbor Business Compliance, The Infantree, Moxie House, NxtBook Media, Simon Lever, and Summer Crow Photos.

COMPLETE LIST OF PITCH PROJECT IDEAS AND TEAM MEMBERS:

- **2F5L (2 Fish 5 Loaves).** A Pay What You Can Food Truck. Leads: Jonelle Renno and Jackie Gerlitzki
- **The Common Wheel.** A Community Bike Center. Leads: Chris Caldwell and Brad Copeland
- **Earthbound Artisan.** An affordable, environmentally-sustainable landscape company. Lead: Tim Seifarth
- **Lancaster Transplant.** Transplants turned locals connecting those new to Lancaster with the tools, experiences and resources to make this community their home. Leads: Jocelyn Park and Diane Richards.
- **Lemon Drop Inn Youth Hostel.** An affordable and accessible youth hostel in downtown Lancaster. Leads: Heidi Shirk and Tim Heller
- **Nomadic Animal Grazer.** A portable animal grazing system. Lead: Sam Fisher
- **Record Eraser.** Pardon and expungement services. Leads: Mark Forrest Walmer and Jennifer Powell
- **Whimsy.** Women's apparel company designed to empower at-risk women with respect and fair wages. Lead: Nancy Keeler

BACKGROUND:

WHAT IS SOCIAL ENTERPRISE? A social enterprise is a market-based entity that is developed for the purpose of achieving positive social or environmental impact, while also making profit.

The **Great Social Enterprise Pitch** is a friendly competition facilitated by the Lancaster County Community Foundation and ASSETS Lancaster. The Pitch, which launched in March, is a brand new competition designed to empower local social enterprise ideas. The process was open to individuals or organizations with a social enterprise idea or who wanted to learn more about the concept. Participants followed a free 4-step process on a learning quest including the final LIVE Pitch. All sessions and workshops for the Great Social Enterprise Pitch have been facilitated by ASSETS Lancaster. #LocalGood and the **Great Social Enterprise Pitch** are part of the Ah-Ha Conversation series hosted by the Lancaster County Community Foundation.

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WATCH a video about local Social Enterprises already in action here: <http://lancfound.org/localgood/>

The **Lancaster County Community Foundation** manages more than \$80 million in community assets that help support Lancaster County every year. Since 1924, we've supported the community benefit sector with grant dollars and capacity building and we act as a community catalyst bringing sectors together in innovative ways to address emerging needs in Lancaster County. www.LancFound.org

Assets Lancaster has focused on microenterprise support for entrepreneurs in Lancaster County for 20 years. We strongly believe that the health of our communities is dependent on the success of small businesses and the support of entrepreneurs. www.AssetsLancaster.org