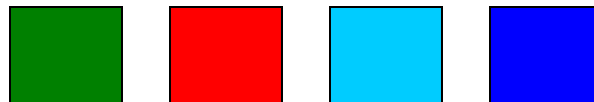


Triple Bottom Line Opportunities



The Tutor/Mentor Connection:
A Program Supported by Tutor/Mentor Institute, LLC.

Doing good, while doing well



Tutor/Mentor Institute, LLC

The www.tutormentorexchange.net will become the web site of a new consulting group while www.tutormentorconnection.org will be the web site of the Chicago non profit supporting tutor/mentor programs in Chicago.

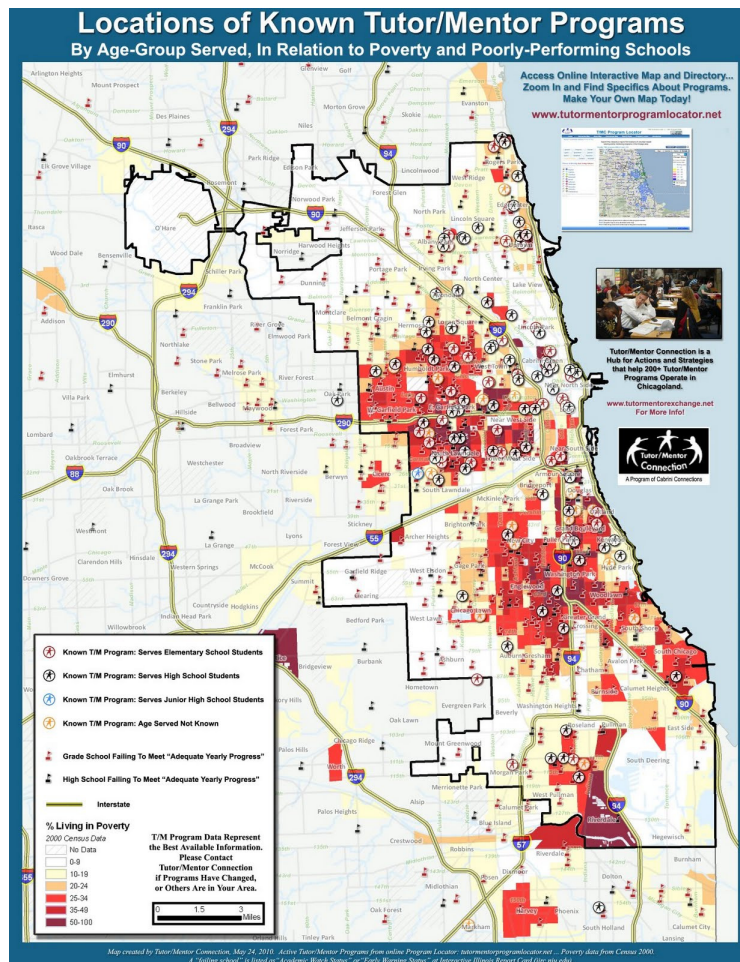
Beginning in 1993 we have built a strategy and suite of web resources intended to help volunteer-based tutor/mentor programs grow in high poverty neighborhoods of Chicago. This strategy was called Tutor/Mentor Connection and was created by the staff and volunteers who also were creating the Cabrini Connections tutor/mentor program in Chicago.

The ideas that I have created to share the vision and strategy of Cabrini Connections and the Tutor/Mentor Connection are illustrated using maps, visualizations, videos and PDF essays on the www.tutormentorexchange.net site and in articles on the T/MC blog.

After much thought on how to re-structure the T/MC (and working with a short amount of time) I have decided to create the Tutor/Mentor Institute LLC (using the ideas at <http://www.tutormentorexchange.net>) as a for profit entity that will generate ideas and tools to support the Tutor/Mentor Connection in Chicago and similar groups like it in other urban areas of the US and the world.

Read more.

Social Return on Investment



As a result of the work we do more youth in high poverty areas will be able to participate in mentor-rich non-school programs.

Investors will enjoy the rewards of seeing their money do good; while also earning a reasonable rate of return from their investment.

Your annual investment of \$50, \$100 or more will support the continued hosting of our web sites and strategies. Send to Tutor/Mentor Institute, LLC, c/o Dan Bassill, 833 Florence, Park Ridge, IL 60068

TWO ORGANIZATIONS. ONE GOAL



Tutor/Mentor Institute, LLC

www.tutormentorexchange.net

<http://tutormentor.blogspot.com>

Knowledge Library

Program Locator/Maps*

Documentation System*

Consulting role.

Member group.

Bus. Incubation

Organize Conferences*

Manage email news service

Awards, Contests, PR focus

Support collective actions, such as mentoring partnerships

Tutor/Mentor Connection - NPO

www.tutormentorconnection.org

Support Tutor/Mentor Program Growth in the Chicago Region

Market Research focused on t/m programs in region.

Conferences, Networking of programs

Social Network Analysis

Support Mentoring Partnerships in Illinois and other states

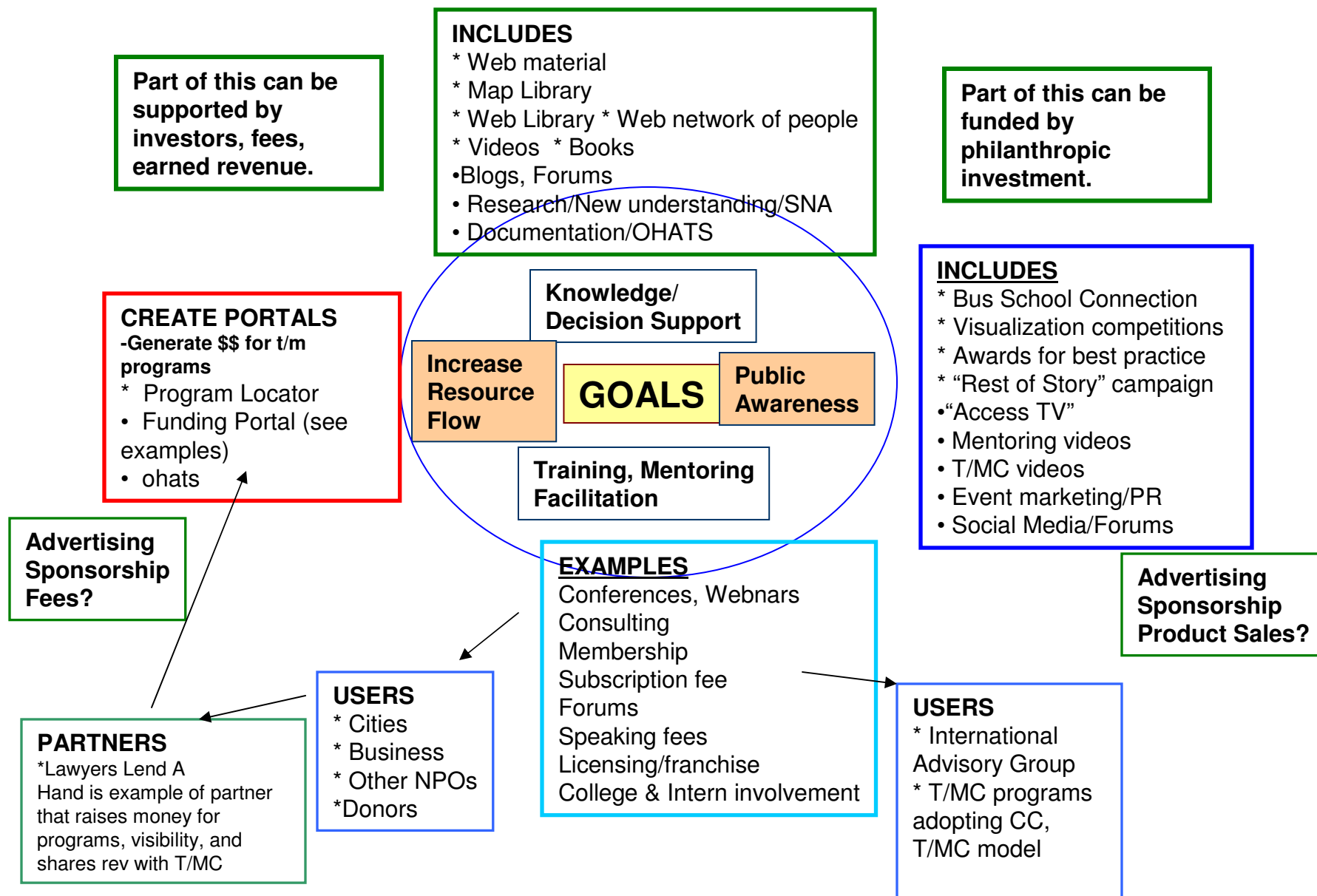
Tutor/Mentor Exchange paid to manage T/MC.

Sign up for email news: <http://tinyurl.com/TMCemail-signup>

The World. Not Just Chicago.

- T/MC model is unique
<http://www.tutormentorexchange.net/images/PDF/tmc-functions-components.pdf> (this is just one of many documents that planners will need to understand in the process of deciding what structure a future T/MC will take.
- **This wiki provides** much information about T/MC. Use the section titled “web sites” to browse the various web sites and understand the purpose of each. <http://my.cabriniconnections.net/mod/wiki/view.php?id=54>
- T/MC model can duplicate in any urban area
- T/MC model can apply to any geographically based service, not just tutoring/mentoring
- T/MC model has 18 years of history; there is much to build on in launching a new structure.
- **Tutor/Mentor Institute, LLC** is a business that can create tools and provide training and coaching to support the growth of T/MC structures in many cities, including Chicago where it will support the growth of a non profit called Tutor/Mentor Connection.

Tutor/Mentor Institute, LLC goal: Help others Understand and Apply
T/MC 4 part strategy - <http://tinyurl.com/TMC-4-Part-Strategy>



FEATURES OF TUTOR/MENTOR INSTITUTE

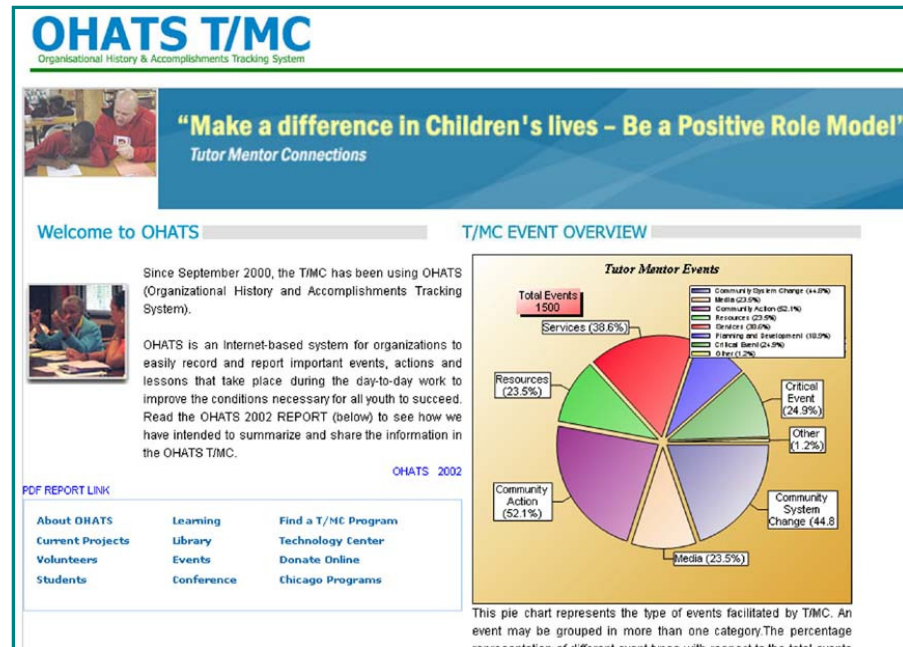
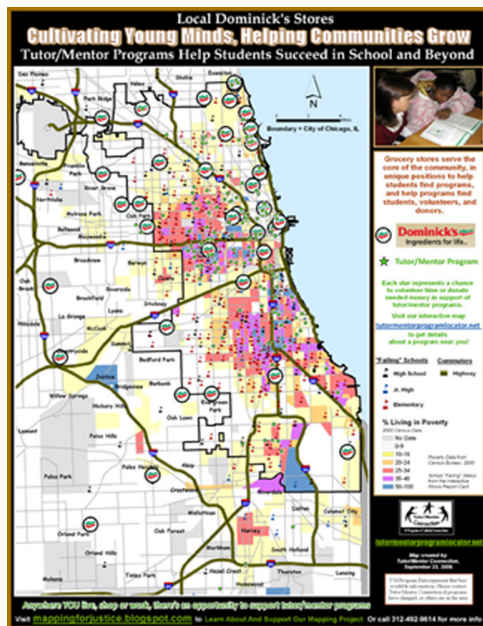
- Set up a training institute, to train T/MC city-wide leaders, and provide one, two-year internships, to learners who pay a fee? **Atlas Service Corps** is model for this.
- The **Broad Academy** is an example of what T/MC might create, and how it might be funded. <http://www.broadacademy.org/> The goal is to train executives to lead school systems. Our goal is to train people to lead non-school systems, both from the paid leadership roles to the volunteer and philanthropic roles which generate operating resources to fund non-school programs in all the ways they need to be funded. The **Broad Residency** is another version of this. <http://broadresidency.org/> (See this article. <http://dissentmagazine.org/article/?article=3781>)
- Find donor/partner to create a “masters of tutor/mentor program innovation”
- The conferences, web sites, and knowledge sharing that we already do fit within this model
- This model would support research showing how mentoring programs expand the social capital surrounding inner city youth. It would also show how participation expands the informal networks of business volunteers – which is a reason for business to invest in these program
- This would support the asking and answering of many other questions, such as who is being connected by T/MC and what is the impact
- Think Tanks abound – look at examples

TUTOR/MENTOR INSTITUTE LLC WILL FOCUS ON OUR ROLE AS INTERMEDIARY

- Sharing Tutor/Mentor Knowledge library and Chicago program database
- Mentoring and coaching of other programs, businesses, government, etc.
- Maps, map support services; support T/MC growth in other cities
- Documentation of actions toward goals

CONTINUE TO DEVELOP TOOLS THAT CONNECT VOLUNTEERS AND DONORS W/PROGRAMS

T/MC already has piloted the uses of GIS maps and created an interactive program locator that could be duplicated in any city. T/MC has created a library of information that can be drawn from by anyone in the world. T/MC has piloted an on-line documentation system to help groups hold members accountable.



CREATE NEW TOOLS THAT CONNECT PHILANTHROPY AND SPONSORS W/PROGRAMS

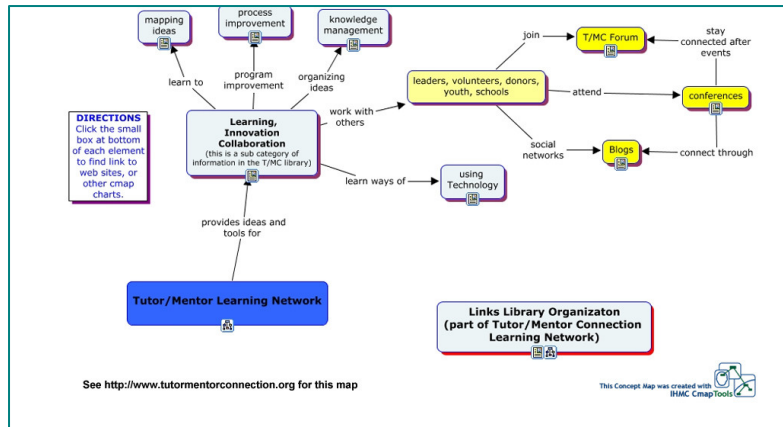
T/MC focus on single category of NPO and role in trying to bring \$\$ and vol. to all t/m programs in geo area, enables us to organize events, pr, social media, etc. that increases flow of resources to the portal and to all sections of the city. This is not happening in other portals that have a broader range of funders. If T/MC does this from a for-profit role it can obtain “prizes” that encourage donors to give in ways that many non profits are not willing to do because those prizes would raise the costs of fund raising for them as a % to total revenue.

- **Social Innovator** - <http://socialinnovator.info/about/about>
- **Common Grants** – create a portal that connects donors with tutor/mentor programs
<http://www.commongrants.com/>
- **Donors Choose** does this to connect donors with teachers. <http://www.donorschoose.org/>
- **Give Smart** seeks to educate philanthropist. Could we focus a segment of this on tutor/mentor programs/specific sectors - <http://www.givesmart.org/Home.aspx>
- **One Percent Foundation** – seeks to connect donors with npos and causes -
http://www.onepercentfoundation.org/CmsPages/view/page:where_should_i_give
- **Give Forward** – www.giveforward.org – focuses on health issues and uses blogs/social media, etc. to build traffic to its site. Good example of what T/MC might do.

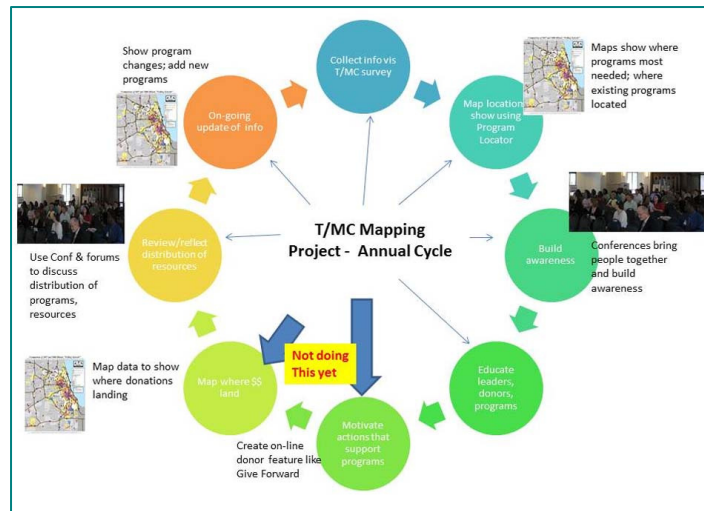
MORE EXAMPLES: PORTALS THAT LINK VOLUNTEER AND DONOR WITH NON PROFIT

- **Help Attack** - <http://helpattack.com/signup/benefits/> HelpAttack! allows people to give a small amount to you, their favorite nonprofit or cause, every time they Tweet or update Facebook and other online content. These small amounts add up!
- **IndeGoGo** - <http://www.indiegogo.com/about/howitworks> IndieGoGo helps you raise more money, from more people, faster. You can create a funding campaign to raise money quickly and securely by tapping into your network of supporters and beyond. Platform has helped to raise millions of dollars for over 20,000 campaigns, across 171 countries.

ENHANCE EXISTING TOOLS

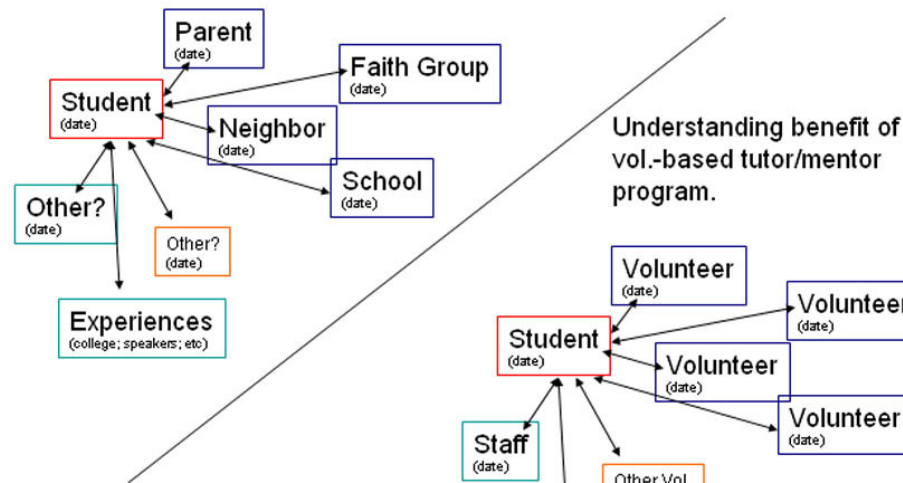


- **C-MAP TOOLS** – t/mc uses maps to visualize ideas and to show knowledge that is available. This is like creating a set of directions for putting together a puzzle. In each node we point to a library of ideas. We could be pointing to a Google search engine, discussion forums on Facebook, even lists of donors who support this idea.
- **Add volunteer/donate feature to maps** – If we can add the ability for people to raise money and/or recruit volunteers for programs listed in the Program Locator, we help each program generate money and motivate them to keep info current. If we can capture data about where money and volunteers are going we can provide new level of understanding about distribution of resources.

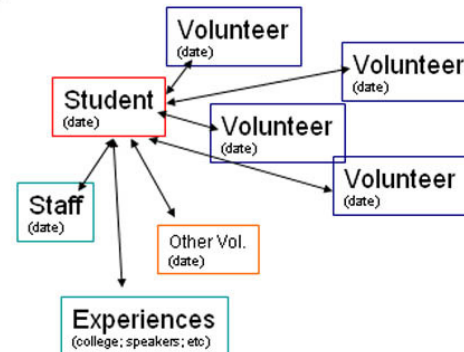


EXPAND Funding FOR Learning, research

What does network look like when student joins.



What does network look like after one, three, 10 years?

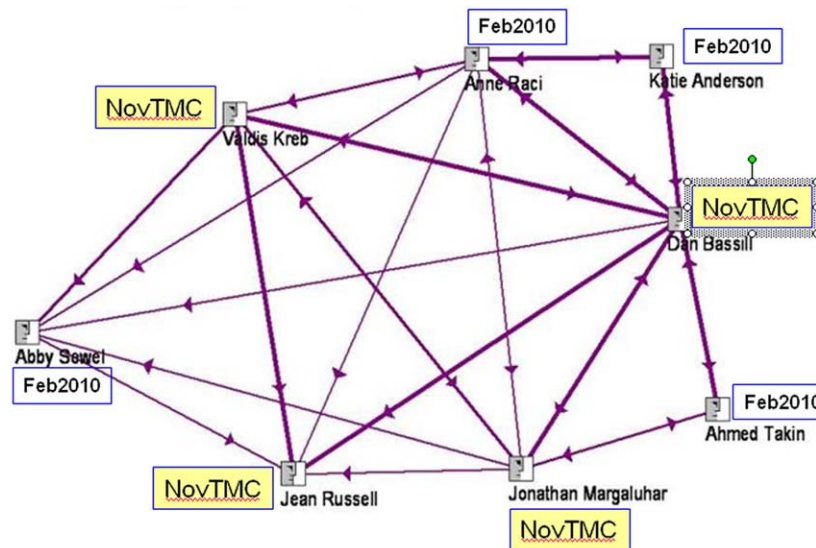


Understanding benefit of vol.-based tutor/mentor program.

As an **Institute** or **Think Tank** can we attract funding to do research showing mentoring as a way to build social capital. If we can demonstrate a different way to understand and value the connection between people of different backgrounds perhaps we can open new funding streams and provide less costly ways for tutor/mentor programs to demonstrate their value.

The I-Open network in Ohio does great visualization work and has many examples of Social Network Analysis. Can we find ways to partner where they are helping make the case to donors based on their own network and past history?

CONTINUE TO HOST TUTOR/MENTOR LEADERSHIP AND NETWORKING CONFERENCES



- **Conferences bring network together while building public awareness –**
We can offer the conferences from the Tutor/Mentor Institute keeping costs low until we can obtain sponsors to expand the conferences
-
- **Workshops/Webinars/Social Media**
We can also continue to use Facebook, Twitter, Linked in, Social Edge and a variety of other platforms to connect, share ideas, expand the network and generate support for the Tutor/Mentor Institute and a new leadership group for the Tutor/Mentor Connection*
- * a new Board of Directors must be recruited before the T/MC re-starts as a non profit.

BUILD FORMAL MEMBERSHIP/SUBSCRIPTION

CAN THIS GENERATE REVENUE?

- We have considered creating a formal network for more than a decade. This PDF shows the invitation to a “tutor/mentor learning network”
http://www.tutormentorexchange.net/images/PDF/tmln_%20invite%2004.pdf
- This is a different version of this invitation/agreement
http://www.tutormentorexchange.net/images/PDF/tmln_invitationd_agreement04.pdf
- Below are examples of membership organizations.
- **Chicago Non Profit .org** - <http://www.chicagononprofit.org/memberships> this is just one of many possible examples
- **Donors Forum of Chicago** - http://www.donorsforum.org/s_donorsforum/sec.asp?CID=6208&DID=13687 another example
- **This is an on-line petition hosting site.** <http://www.petitiononline.com/> Could something like this be used with the T/MC invitation above to gain members and signatures?
- Look at PEER Mentoring membership page - <http://www.peer.ca/PRN.html>

Show of Support for T/MC

Build international network modeled after Constellation form of Collaboration

Manifesto: The gravity that holds these Signers together is a common purpose and a shared commitment to the T/MC strategy and resource networking. Yet each signer is it's own star and solar system in this constellation, working in different places, in different ways to reach a common goal. *(this needs to be written)*

Video Profiles: a web page/site could be devoted to short video clips where each signer states why he/she supports T/MC strategy and commits to being part of this constellation of organizations.



Other shared resources showing how group works together: (supported by actions described in other parts of this PPT)

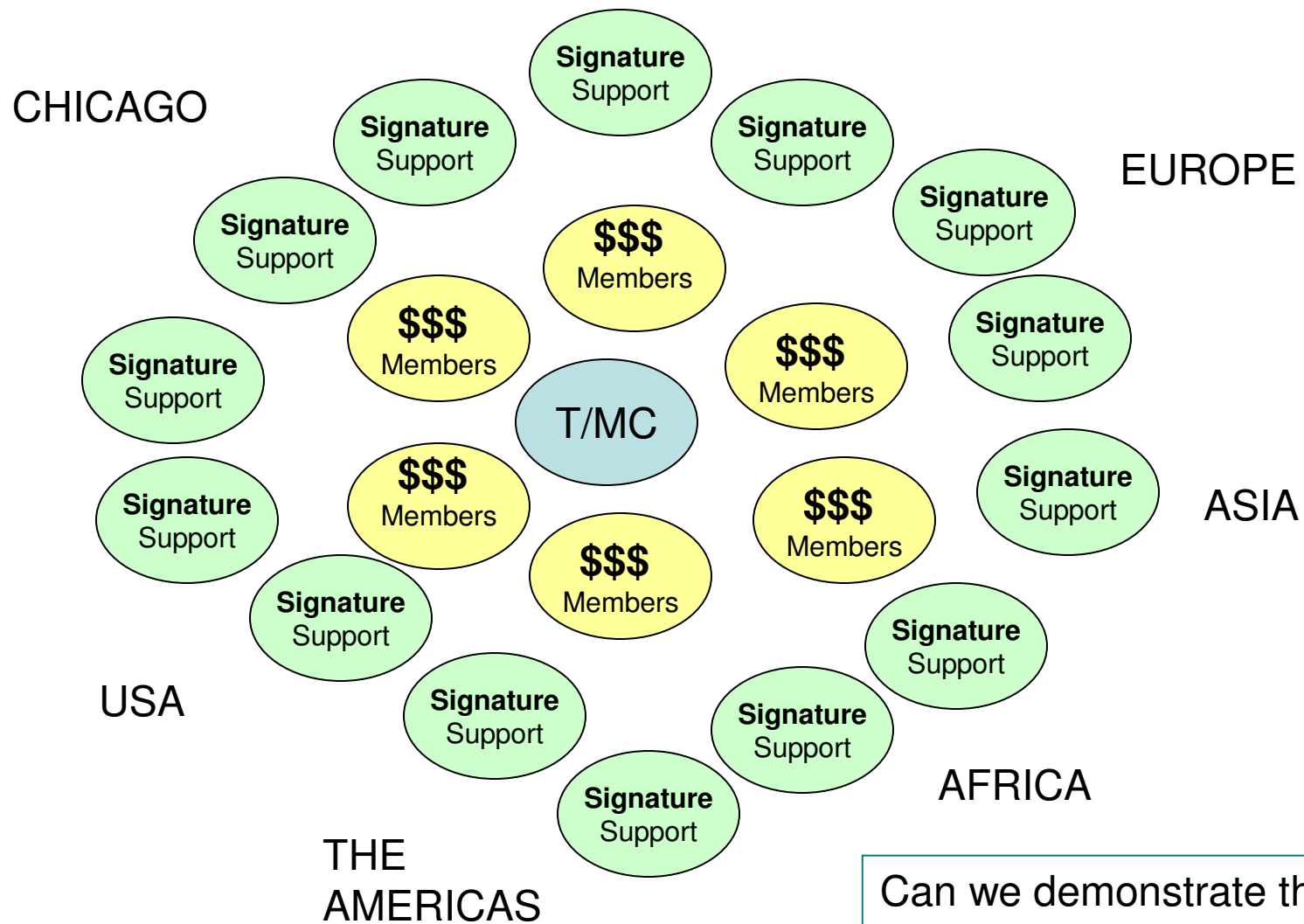
OHATS – documentation system

T/MC program locator – adopted for different cities/countries

Donation portal – to attract donations to specific countries/cities and the programs in those areas

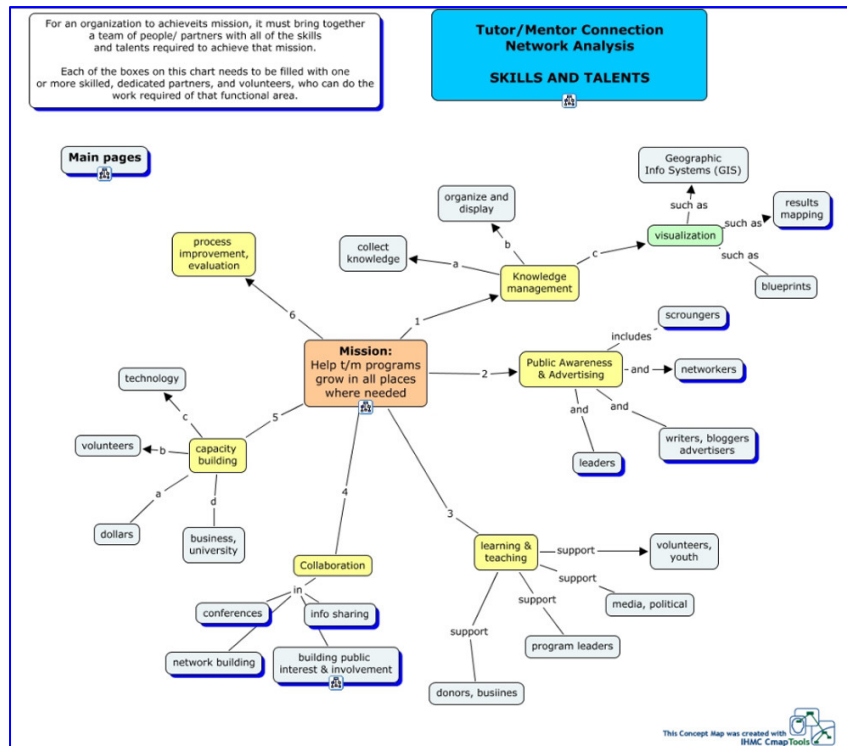
Blog Exchanges, event collaboration, etc

Demonstration of Commitment for Tutor/Mentor Connection - Constellation



Can we demonstrate this
on a web page?

TUTOR/MENTOR INSTITUTE, LLC is modeled after the way law and accounting firms are structured.



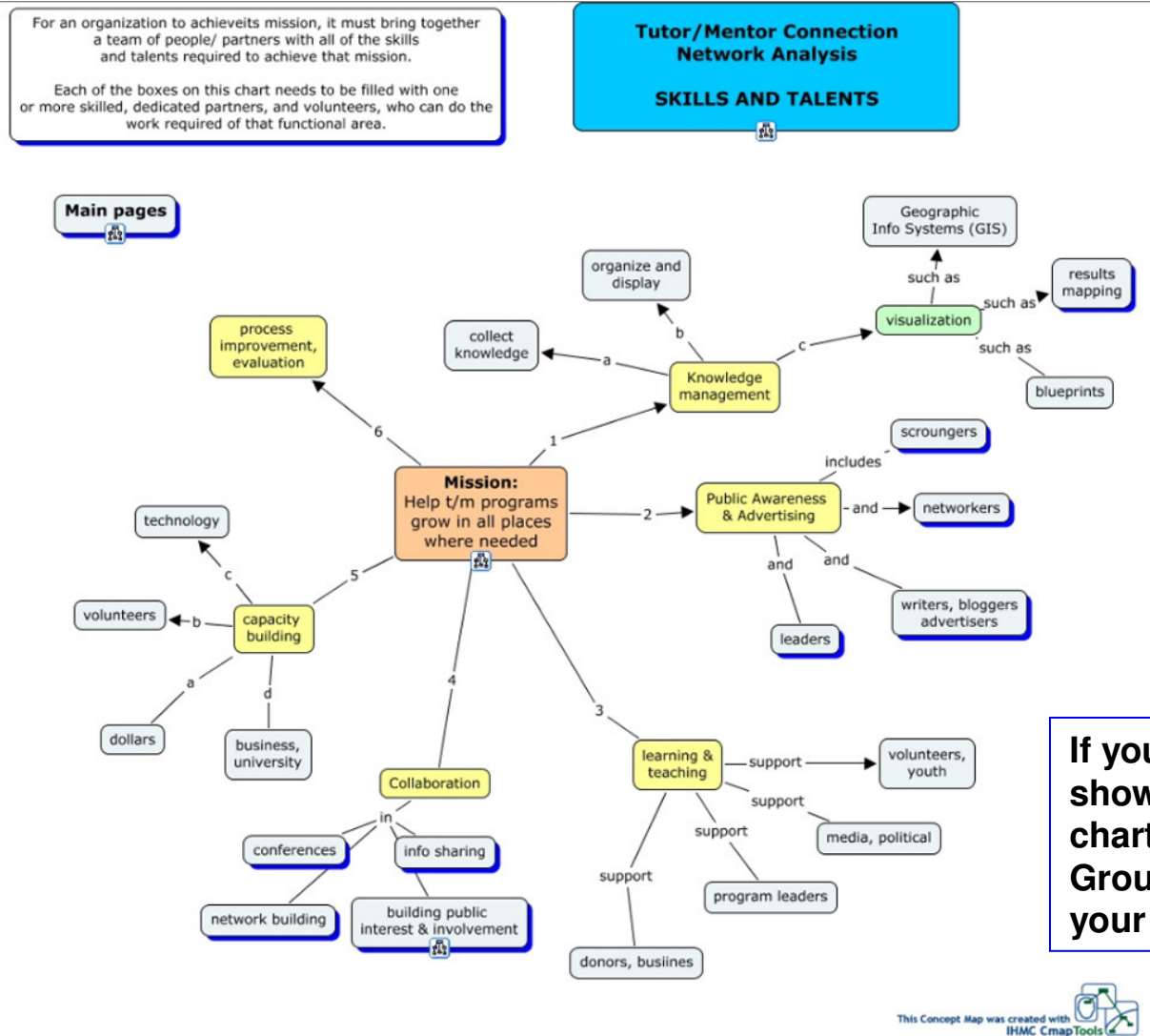
When I started the T/MC in 1993 I had the idea that we could add “talent” the same way law firms added new partners who bring different skills, and clients, to the firm.

In the virtual Tutor/Mentor Institute and Tutor/Mentor Connection that I envision, I seek to create an “organized partnership” with equity partners, junior partners, etc.

What would we need to do this?

Someone with sales experience and some experience in running a law firm might help. What else?

Talent needed to support T/MC transition and growth-- we need to be able to put names of responsible people in each of these boxes.



Visit <http://tinyurl.com/TMCSupportNet> and click on nodes to see who is involved.

TUTOR/MENTOR INSTITUTE

WILL CREATE EVENTS AND ACTIVITIES THAT BUILD PUBLIC ATTENTION FOR TUTOR/MENTOR PROGRAMS AND GENERATE REVENUE AT THE SAME

What makes T/MC unique is that we not only collect information, but we attempt to create greater advertising frequency so more people use the information and become volunteers, donors and supporters of tutor/mentor programs throughout a region.

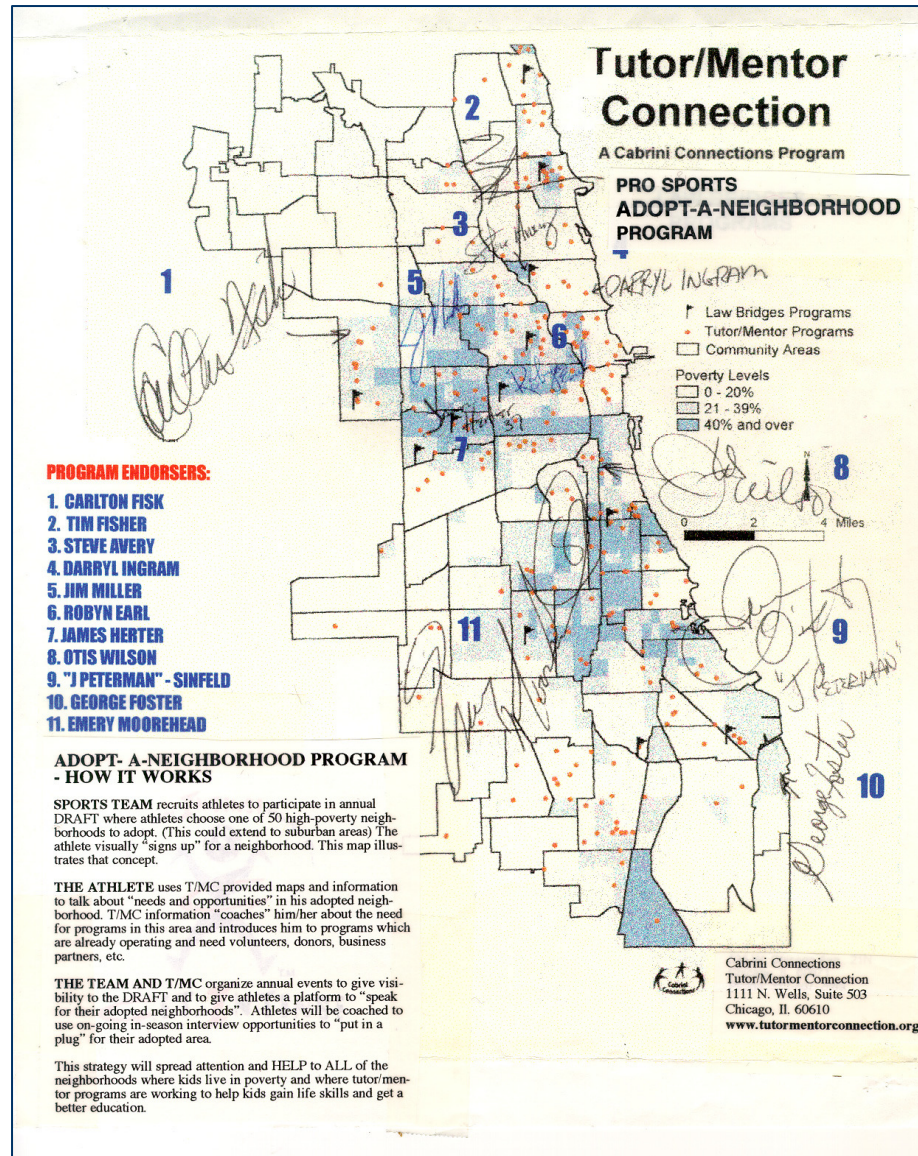
What also makes us unique is we focus on single cause and use maps to focus on a distribution of programs. I think on any site with multiple causes, it's hard to attract attention to a single cause, and to the orgs in that cause. This strategy can duplicate in other cause areas.

Few others do this in as many ways. See ideas for ways to increase awareness and generate revenue at same time.

Building public awareness/ Generate Revenue:

Host competitions; create edu-tainment focused on T/MC goals.

- Business School Connection - <http://boardfellow.wikispaces.com/>
- Visualization competition - <http://tutormentorconnection.ning.com/group/cktmc/forum/topics/winter-2011-project-for>
- Youth Video/Journalism/Marketing Awards – While others host competitions in these categories, few focus the competition on single causes, as part of on-going campaign
- **Touched by a Mentor** – create our own entertainment/education videos and publish on YouTube and Cable – build a following and an emotional appeal/call to action
- Develop a "leadership calendar" or a series of calendars Each with a daily activity that someone can take to be a T/MC leader or with a link to someone who is being such a leader. Who could help?
- **Best Practices Awards** –
 - Conference awards for recruiting, training, blogging, videos, etc
 - Outstanding business practices in supporting tutor/mentor programs – by industry
 - Leadership Calendar – recognition of outstanding leaders in each industry, in each city



Adopt A Neighborhood Sports-Coaching-Leadership

We can create events that enlist athletes as spokes people for tutor/mentor programs in different neighborhoods and cities.

The events can build visibility, raise sponsor dollars, and be part of the efforts of T/MC

Building Public Awareness/Generate Revenue:

Create competition web site where people can upload their submissions and others can vote on them – examples...

- * **This blog has many relevant ideas** showing how prizes motivate actions that change the world.
<http://www.innovationinthecrowd.com/charles-lindbergh-and-the-orteig-prize/>

- * **Pando Projects** - <http://pandoprojects.org/category/projects>

- * **Social Innovation Competition** - <http://www.dellsocialinnovationcompetition.com/> The University of Texas at Austin and Dell are looking for university students around the world with innovative ideas to solve a social or environmental problem. We're giving away more than \$100,000 in cash prizes to at least five winning teams who will be flown to Austin, Texas for an expense-paid Finalist Week-End that culminates in a final pitch and awards ceremony.

- * **Ashoka Changemakers Competitions** - <http://www.changemakers.com/en-us/competitions/browse/all>
This site has a lot to learn from, and to participate in. Here's a page with 139 submissions related to tutoring.
http://www.changemakers.com/search/apachesolr_search/tutor%20mentor .

- * **Global Challenge Award** has found a way to engage students from many places to work in teams on projects. <http://www.globalchallengeaward.org/display/public/Student+Challenges>

- * **Urban Environment Challenge** - <http://www.earthforce.org/uec> Earth Force and Staples sponsor THE URBAN ENVIRONMENT CHALLENGE. Entries to the UEC from each region have a chance to win a \$1,000 custom technology & supplies package or one of two \$500 packages..

LEARN FROM OTHERS

Tutor/Mentor Institute, LLC will continue to learn from what works in other places so that it is constantly enhancing its own products and services

- **The Churchill Club** - <http://www.churchillclub.org.au/> Victoria's largest community of technologists, entrepreneurs & innovators, whom share ideas, wisdom and experiences.
- **Start Some Good** - <http://startsomegood.com/Help/About> StartSomeGood empowers people from around the world to become social innovators. See this matrix comparing services they offer and that others offer. <http://startsomegood.com/Help/Difference>
- **ICouldBe** - <http://icouldbe.winwinapps.com/info> Supports on-line mentoring and in this page is raising money for schools that support the Icouldbe program. See their donation form. <https://icouldbe.winwinapps.com/states/IL/donations/new>
- **Storytellers for good** - <http://tinyurl.com/TMCEventStrategy> Storytellers for Good is a team of passionate journalists and photographers who seek to use their skills to inspire optimism and change. We aim to tell and promote stories of people and organizations making a positive difference.

MORE MODELS TO LEARN FROM

- Institute for Social Entrepreneurs - http://www.socialent.org/About_Us.htm
- Root Cause - <http://www.rootcause.org/about-us> Root Cause is a nonprofit research and consulting firm that partners with nonprofits, philanthropy, government, and business to advance solutions to today's toughest social issues. Supports Public Innovators - <http://www.publicinnovators.com/about>
- 21st Century Learning - <http://www.21stcenturycollaborative.com/work-with-me/packages-pricing/> - This shows how one consultant advertises and prices her services.
- 33Needs.com <http://33needs.com/>.
- Movement.org - <http://www.movements.org/pages/sponsors> Movements.org has leveraged its relationships with exciting movements in civil society to bring together some of the globe's top technology and communications companies to share their knowledge and expertise with online activists from across the world.
- **Social Change Collaboratory** - <http://www.meetup.com/social-change-collaboratory-melbourne/members/> Looks like they seek funding, too.

HELP WANTED

I have had the help of many different people and organizations since 1993. However, we have not had the funding to build an organizational structure to do this work. We need to do that now so that it is able to continue in future years, even if I'm no longer able to be involved. Please help me with your time, talent, dollars and prayers.

Until further notice I can be reached at tutormentor2@earthlink.net and on Skype at "dbassill". Join a Ning group at <http://tutormentorconnection.ning.com> to show your support and connect with others who are helping with this new journey.

I can be reached on my cell phone at 847-220-2151. Thank you,



Daniel F Bassillo