



OVERVIEW OF JULY 2010 ROUND: FUNDING MODEL AND FUNDING PARTNERS

It costs Boston World Partnerships just \$5,000 per year in operational expenses to recruit, train, and activate each of the Connectors who make up the innovative “citizen salesforce” that is helping to grow Greater Boston’s economy. In the Connector Program’s first year, the quantifiable ROI for each \$5,000 investment amounted to 2.4 new jobs created in Greater Boston and \$253,000 in new spending generated in Massachusetts.

With the announcement of our July 2010 funding round, BWP is transitioning from its performance-based seed grants, provided by Procter & Gamble and the Boston Redevelopment Authority, to a broad coalition of funding partners, with each partner covering the costs of funding one or more Connector slot (similar to the way that universities invite donors to fund a professor’s chair). In building this coalition, BWP pursues both business investments and charitable grants from foundations, philanthropists, and civic leaders. Our July 2010 round includes both types of partners.

Business Funding Partners

These partners recognize that BWP’s Connectors are a uniquely community of business influencers, and that this network aggregates extraordinarily valuable intelligence and strategic relationships. Funding one or more Connector slots essentially allows Business Funding Partners to purchase these Connector network assets at a fractional cost. BWP staff then acts as their concierge, helping Business Funding Partners harness the Connector network in ways that directly advance their business goals and accelerate their growth. Staff and Connectors “police” behavior, ensuring compliance with the BWP culture.

The Business Funding Partners in our July 2010 round are:

<i>Partner</i>	<i># of Connectors funded</i>	<i>Total Investment</i>
Procter & Gamble	3	\$15,000
Brown Rudnick	2	\$10,000
Maloney Properties	2	\$10,000
Mullen Advertising	2	\$10,000
Boston Logic Technology Partners	1	\$5,000
EnCandle	1	\$5,000
Point of Care	1	\$5,000
SonicBids	1	\$5,000

Charitable Funding Partners

These partners are visionary civic and philanthropic leaders who make contributions in order to support the Connector Program’s success in promoting and growing the Greater Boston economy. As charitable donors, these partners forego the Funder Benefits that Business Partners receive. If they like, however, they may choose to ask BWP to extend these benefits to another organization, thus strengthening two Greater Boston organizations, rather than one, with a single financial contribution.

The Charitable Funding Partners in our July 2010 round are:

<i>Partner</i>	<i># of Connectors funded</i>	<i>Total Grant/Contribution</i>
The State Street Foundation, Inc.	20	\$100,000
Frank & Noreen Britt*	1	\$5,000

*The Britts have conferred their funder benefits to help strengthen The Big Sister Association of Greater Boston