**INVESTMENT IMPACT PROJECTION: JEFFREY MILLER CATERING**

**THE INVESTMENT**

**Goal:** Increase the financial sustainability of 4 Philadelphia-area nonprofits

**Investor:** Social Venture Circle (SVC)

**Recipient:** Jeffrey Miller Catering (JMC)

**Projected Financial Return:** Principle + $360,000 in interest

---

**IMPACT PROJECTION**

**$3.3M**

Total social impact projection over 10 year period

**3.3x LOAN MULTIPLE**

---

**PRIMARY IMPACT:** NEW EVENT REVENUE STREAM FOR LOCAL NONPROFITS

Jeffrey Miller Catering will utilize the $1M debt investment to renovate and convert four (4) Greater Philadelphia-area nonprofits into event venues, with $250,000 funding into each. Becoming event venues will generate a new revenue stream and increase exposure and engagement from patrons and donors.

- Generate a 3.1x increase from prior revenues for each new partner venue
- Create $3.35 in new non-profit revenue per dollar of the total $1M loan
- Unlock $4.4M in new revenue for 4 nonprofits over 10 years

---

**SECONDARY IMPACTS:** INCREASED EXPOSURE, ENGAGEMENT & IMPACT

While the investment’s primary impact is to increase the financial sustainability of local nonprofits via event revenue generation, secondary impacts are also created. For the sake of this report, these impacts are anecdotal and will vary depending on each nonprofit's operations and mission - ranging from cultivation of the arts to land preservation.

- Events at the nonprofit venues increase exposure to hundreds of new patron and donor leads each year
- Increased patron and donor leads generate new engagement via memberships, donations, etc.
- Increased revenue leads to more money for each nonprofit's mission & greater impact for Philadelphia area

---

**ABOUT**

Jeffrey Miller Catering (JAM) partners with non-profit venues that have rich cultural, environmental, or historic value to invest in restoring and enhancing their physical plants so that their properties are made suitable for hosting weddings and events.

Social Venture Circle (SVC) is a membership network that equips entrepreneurs, impact investors, and capacity-builders with connections, money, and expertise in order to build businesses that drive the NEXT economy, one that is regenerative, equitable and prosperous for all.