



Chicago Chapter
social enterprise alliance

Where mission meets the marketplace.

***A Special Invitation: Investing for a Better World
Good Capital and Better World Books***

**Tuesday, July 20, 2010
5:30 – 7:00 p.m.**

ShoreBank
134 North LaSalle Street, 19th Floor Conference Room
\$10 for Members
\$15.00 for Non-Members

**Investing for a Better World:
Good Capital and Better World Books**

As competition for funding grows, mission driven organizations are seeking innovative financing opportunities. Come join in a discussion about the equity investment [Good Capital](#), an investment firm that increases the flow of capital to innovative ventures creating market-based solutions to inequality and poverty, made in [Better World Books](#), a social enterprise that believe that education and access to books are basic human rights. We will explore the structure of the deal and the implications it has for Better World Books' [nonprofit partners](#).

The case will be presented by Jamie N. Jones, the Associate Director of the [Social Enterprise at Kellogg \(SEEK\) Program](#) within the [Kellogg School of Management](#) at [Northwestern University](#). As part of the SEEK team, Jamie works with students, alumni and members of the community to apply business principles to their social enterprises. Jamie firmly believes that the greatest social challenges can be mitigated with innovation and the application of sound business practices. She is in constant search for new opportunities that will create learning opportunities for Kellogg students while simultaneous helping the partner organization advance their mission.

Jamie earned an MBA from the Kellogg School of Management at Northwestern University. Prior to Kellogg, Jamie was a product development chemist working on medical devices. She earned a PhD in Chemistry from the University of Texas at Austin and a BS in Chemistry from the University of Tennessee. Any free time Jamie has is spent running or biking the trail by Lake Michigan.

**Space is limited, please RSVP to
Sheri Gibson - sgibson@jfyChicago.org**

This networking opportunity is generously sponsored by ShoreBank