



The Beginning of Peace

A Monthly Newsletter by Sarah Granby

Welcome!

Dear Friends,

Have you ever heard of social entrepreneurship? Would you like to learn more about it? One of my favorite social enterprise organizations is [Ashoka: Innovators for the Public](#), an amazing organization founded by social entrepreneur Bill Drayton. It picks the best social entrepreneurs from around the world and gives them seed funding a crucial stage in their development.

My book recommendation of the month continues with the theme of social entrepreneurship.

It's called [How to Change the World: Social Entrepreneurs and the Power of New Ideas](#), by David Bornstein. It features many Ashoka fellows and many inspiring stories of people who are changing the world. My hope is that this book will give you a glimpse of the power we all have inside of us to change the world!

I hope you are all having a wonderful summer!

In peace,

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The Business of Peace

Social enterprise is one of the most exciting and potentially world-changing new ideas in the world today. You may have heard the term before, but what exactly is social enterprise or a social entrepreneur? There are many different definitions, but I like the Wikipedia definition which says, "*A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principals to organize, create, and manage a venture to make social change. Whereas business entrepreneurs typically measure performance in profit and return, social entrepreneurs assess their success in terms of the impact they have on society. While social entrepreneurs often work through nonprofits and citizen groups, many work in the private and governmental sectors.*" In short, it is the idea of mixing business and social mission to create positive social change in the world.

What is most exciting about this is how it relates to peace. For many people, business and world peace have nothing to do with each other, but social entrepreneur Mohammad Yunus, founder of the Grameen Bank and winner of the Nobel Peace Prize, has shown us how microenterprise can lift the poor out of poverty. Social entrepreneur Steve Mariotti, founder of the National Foundation on Teaching Entrepreneurship (NFTE), has shown how entrepreneurship can uplift at-risk youth. Bill Gates and William Buffet have shown how profits from big business can change the world. Social enterprise, microenterprise, youth entrepreneurship, socially responsible business, micro credit and microfinance are changing the way we define business. It is clear that to understand the possibilities of peace, one must understand business!

Americans by nature are entrepreneurial, independent free spirits. We like challenges and we don't like to be told what to do. In order to create peace, we must channel this entrepreneurial spirit that is America and use it to truly serve the world. Trying to tell Americans not to be entrepreneurial, not to take risks, not to explore new territories is like telling a fish not to swim. Instead of fighting against our nature, let's channel this magnificent energy that is embodied in our country and use it to serve humanity.

Social enterprise and socially responsible business are part of the solution to this. Business is what drives our country. But so does generosity. In 2004, Americans gave \$184 billion dollars to charity, *\$184 billion*. If you include corporations and foundations that number grows to \$244 billion.¹ In 2006, we gave a record breaking \$300 billion!² We are one of the most generous and most entrepreneurial countries on the planet. This is no coincidence. We were made to marry these two ideas of business and mission. When all of our businesses become socially responsible and all of our non-profit organizations become social enterprises, we will not be able to avoid peace!

1Vanguard Charitable Foundation, Spring 2004, Newsletter

2Vinee Tong, AP Business Writer