

Meet the Hard-Nosed Do-Gooders

A NEW GENERATION OF GRADUATES IS FINDING MARKET-BASED SOLUTIONS FOR PROBLEMS IN THE NONPROFIT WORLD—AND GETTING PAID FOR IT

■ For six years straight, Aaron Mihaly spent his summer vacations toiling for nonprofits in Latin America. So when he told friends and family what he would be doing last summer—an intensive program at an Ivy League business school—they thought he had given up on changing the world. “The commo got was ‘Ye

and philanthropic world,” says Matt Dunne, the primary architect of Tuck’s program. “We have a new generation of nonprofit leaders who want to combine mission with aggressive strategy.”

The percentage of M.B.A.s going straight into the nonprofit sector remains in the single digits—after all, student loans are much easier to pay off with a for-profit salary. And, says

World of Good. A for-profit, socially responsible start-up that makes grants to a nonprofit sister organization, World of Good has impressed venture capitalists who usually put their money into the latest technological innovation. But the business plan put forward by the Berkeley M.B.A.s—which won this year’s Global Social Venture Competition—has VCs convinced that there’s also



Guendelman, Sanghvi and Haji founded World of Good after getting M.B.A.s

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hires were g social liberal a of dwind grants— increased of nonprofits’ business practices—many charitable organizations are looking for people committed not just to the cause but also to cost-benefit analyses and earned-income strategies.

Business schools are responding. According to the 2005 Beyond Grey Pinstripes survey of business schools, the number of core courses with nonprofit-related content has more than doubled, from 10 to 21, at the 49 schools that have participated since 2003. The

number of electives with a social or environmental focus—including courses that explore entrepreneurial solutions to social problems—has almost tripled among the 24 schools that have participated in every survey since 2001, from 137 to 468. Net Impact, a global network of M.B.A. students, graduates and professionals trying to find business-based solutions to change the world, has grown from 3,288 members in 2001 to 13,500 this year. “It really is a reflection of what’s been changing within the nonprofit

Greg Dees, faculty director of Duke University’s Center for the Advancement of Social Entrepreneurship, “many students, if they heard ‘nonprofit management,’ would be thinking about running a museum, a hospital. That’s not what excites them. What excites them is finding innovative entrepreneurial solutions to social problems.”

Enter a different breed of M.B.A.: social entrepreneurs like Priya Haji, 35, Siddharth Sanghvi, 30, and David Guendelman, 28, who last year founded the giftware company

money to be made from handmade silk scarves, woven bags, beaded jewelry and “nonviolent” leather products (the cow must die of natural causes). The business “can help thousands and thousands of communities,” says Haji. And within a year, it was in the black. Says Duke’s Dees: “Business doesn’t know better than the nonprofit world. It just provides another set of tools that we should look at using for social good. And we should use any tools we can.” —By Amanda Bower/San Francisco