

LET'S START SOME GOOD: WHAT'S NEXT IN 2012



INTRODUCTION

In March 2011 StartSomeGood.com launched in order to support changemakers to turn their ideas into impact by giving them tools to build a community of supporters and raise the funds they need in a fun dynamic way.

In our first nine months 34 successful campaigns raised over \$225,000 to start something good in their communities. At the start of 2012 we asked some of these entrepreneurs what they have planned for the year and what they see as the trends that matter in social entrepreneurship.

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What are your goals for 2012?

2012 is going to be awesome! We are taking our first team of healthcare workers to Indonesia in July to not only assist the people of North Sulawesi with health-care, but also support our 'Learn to Live team' to take what they have learned home to inspire their practice.

What are the trends that matter in 2012?

The trend of 'Things are not going to happen unless you do it yourself'. I feel people are beginning to stop sitting on the sidelines waiting for life and things to happen, and creating their own destiny.

If you're not going to do it, who is?

YANTI TURANG

LEARN TO LIVE

LEARNTOLIVEINDO.BLOGSPOT.COM

Raised \$6,925 to launch Learn to Live and improve healthcare in North Sulawesi.



What are your goals for 2012?

The Do Good Bus would like to hit the road again and help inspire people to do good across the country. We'd also like to find other creative ways to encourage people to be a part of their communities.

What are the trends that matter in 2012?

I think 2011 was a great year for social entrepreneurs and **there seems to be even more buzz for companies with a mission to inspire social change**. It's very exciting to be a part of something that has potential to change the world — even if one small step at a time.

REBECCA PONTIUS

DO GOOD BUS

DOGOODBUS.COM

Raised \$101,781 to take the Do Good Bus on tour with Foster the People.



Credit: Do Good Bus



What are your goals for 2012?

As per every year, my goal is definitely to be the best that I can be every day and to be better in every aspect of my life compared to last year.

What are the trends that matter in 2012?

“Action” is the new innovation - we’re going to see a whole lot more people doing epic things. And I think the saying,

“Good ideas are not good enough” will become more prominent.

The need for a deep sense of trust and belonging will become more evident as we become more connected and educated. People want to feel a part of something bigger than themselves.

EHON CHAN
SPUR PROJECTS
SOFTENTHEFCKUP.COM.AU

Raised \$3,175 to launch the Soften the Fck Up campaign to create a lasting impact on the mental health and well-being of young Australian men.



What are your goals for 2012?

I want to have between 5 and 10 teachers teach in our Himalayan schools. One primary goal for Trek to Teach is to partner with a couple other organizations that will improve our offerings abroad.

What are the trends that matter in 2012?

I believe convenience is always important. The fewer steps - figuratively, as trekking requires many steps :) - that a volunteer has to take the more inclined they are to participate.

BRAD HURVITZ

TREK TO TEACH

TREKTOTEACH.ORG

Raised \$2,910 to grow and expand the work of Trek to Teach in Nepal.



Credit: Brad Hurvitz



What are your goals for 2012?

One of our goals is to establish a core group of writers who can provide reliable coverage of politics in the state of Wisconsin. Our secondary goal is to work with other independent media organizations in the state to build a content and resource sharing network, so we can better provide information to the people.

What are the trends that matter in 2012?

This will be the first election year where social networks will truly drive the narrative. Information and even misinformation about the candidates will travel at increasingly fast speeds and we feel like it is the job of independent media organizations such as dane101.com to make sure we're separating the fact from fiction.

JESSE RUSSELL

DANE101.COM

DANE101.COM

Raised \$5,001 to pay three journalists during the 2012 elections.



What are your goals for 2012?

Creating the Future is on a vertical growth curve - start-up mode and then some. Our goals are all about making dramatic community improvement the norm, rather than the exception, in Community Benefit work around the world. By the end of 2012, we hope to see **more groups using approaches that align with creating visionary change.**

What are the trends that matter in 2012?

Words like “kindness” and “joyful” and “compassion” and “inclusive” are beginning to be seen NOT as “touchy feely mumbo jumbo” but as practical ways of being. I see that continuing and growing in the year ahead.

HILDY GOTTLIEB
CREATING THE FUTURE
CREATINGTHEFUTURE.ORG

Raised \$2,696 towards the Designing Social Change retreat and \$2,345 for the Creating the Future Scholarship Fund.



Credit: Creating the Future



What are your goals for 2012?

To connect with new audiences and potential supporters. Having more books in more languages available for free download, a library of our unique illustrations, and a tool that allows users to manipulate and localize content means that there's something for everyone.

What are the trends that matter in 2012?

The continued development of mHealth (mobile health) tools. The ubiquity of mobile phones means that **it is easier to put the right tools in the hands of those who need and can use them**, and that this will have a growing impact on people who are poor, marginalized, or otherwise excluded from traditional health systems.

LIZZIE LACROIX

HESPERIAN

HESPERIAN.ORG

Raised \$6,116 to create mobile apps to save lives where there is no doctor.



What are your goals for 2012?

To balance a passionate drive for social justice with family and health, see the people of Bangladesh improve their ability to benefit from the economic opportunities of tourism, and participate and seed the **worldwide trend towards a new breed of social entrepreneurs who are 'cut from a different cloth.'**

What are the trends that matter in 2012?

Declining faith in the current world economic model as sustainable is as an opportunity to redefine how we perceive ourselves in the world. Are we simply consumers and contributors to our nation's GDP or are we the creators of our world around us, social entrepreneurs and creative communicators?

MIKEY LEUNG

CROWDSOURCED TRAVEL BANGLADESH

PHOTOGRAPHY.CROWDSOURCED.TRAVEL

Raised \$15,025 to kick off his crowd-fueled project to change the perception of Bangladesh.



Credit: Mikey Leung



SUNKYO IM
KUSHIRI
KUSHIRI.ORG

What are your goals for 2012?

2012 is all about refining and growing our online space to make it easier for NGOs/SMEs in the developing world to find and work with skilled volunteers on targeted projects that make a difference. All part of our master plan to make volunteerism smarter in 2012.

What are the trends that matter in 2012?

One inspiring trend that will continue in 2012 is that **entrepreneurs, innovators, and social changemakers from the developing world will lead the charge on creating new solutions to real problems.** The world of social enterprise, aid, and development is going to look to these innovators for fresh ways to think about persistent challenges.

Raised \$2,655 to pilot Kushiri in Nairobi,
Kenya.



What are your goals for 2012?

To launch with a whisper and end with a bang. By building our slate of original programming show by show, we hope that Shouting Fire positions itself as a powerful aggregator and broadcaster of community-created content for anyone who is interested in alternative art and ideas ignored by the mainstream.

What are the trends that matter in 2012?

As traditional institutions and media platforms fall short, it's more important than ever for artists, activists, and content creators to band together. As like-minded people collectivize their voices—synthesizing and sending them out through collaborative portals such as Shouting Fire—**new stories will be told, stories that will shape the culture in vital and necessary ways.**

ERIC MYERS
SHOUTING FIRE
SHOUTINGFIRE.ORG

Raised \$9,227 to turn Burning Man
Information Radio into a year-round online
radio station



Credit: Tom Dawkins

What are your goals for 2012 and beyond?

Entrepreneurs are always looking down the road to what's possible, the work that needs doing, the future they are creating. Our goal at StartSomeGood is to make it a little easier for changemakers to get started and make a difference. We are founded by social entrepreneurs for social entrepreneurs and we'd love to hear from you.

So ask yourself: what good do you want to start?

Then join us: www.StartSomeGood.com

Connect: hello@StartSomeGood.com

[t](https://twitter.com/StartSomeGood) twitter.com/StartSomeGood

[f](https://facebook.com/StartSomeGood) facebook.com/StartSomeGood

To see the full versions of everyone's remarks see our [blog](#)

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