



popdot

signs & graphics

Our Mission

Through our sign business, our mission is to empower disadvantaged youth by providing the skills they need to start a meaningful career. Our focus is on providing superior quality, customer service, and dependability.

Teaching these transferable business skills to youth adds a core social conscience to our for-profit company, while providing the service and quality our customers expect.

Our Vision

We are committed to developing connections between the business world and the non-profit community, both through our business and the partners that we serve. Our focus is on the double bottom line, where mission is just as important as margin. Ultimately, we aim to create a self-sustaining business model that can be replicated in other communities within the next five years.

Our Core Values

Reliable

We create top quality products on our customers' time lines, every time.

Trustworthy

We operate with integrity and we are straightforward, honest, and fair.

Service Excellence Driven

We deliver impeccable service and exceed our customers' expectations.

Quality Focused

We provide best-in-class quality products with a satisfaction guarantee.

Socially Responsible

We hire and train disadvantaged youth to become contributing and self sufficient adults.

Committed to Professional Development

We enable a collaborative learning environment to ensure the personal and professional growth of our disadvantaged youth.

Replicable

We position our business model so it can be replicated elsewhere to benefit more disadvantaged youth.

February 1, 2014

CURRENT SITUATION:

Sir Speedy Printing Wilmington Delaware and West End Neighborhood House (WENH) have entered into a social venture partnership called popdot signs and graphics.

Our goal is to create a profitable self-sustaining business model to employ disadvantaged young adults, who have aged out of the foster care system, in a business where the mission is as important as the margin. It is our intent to help these young adults earn livable wages while learning market-able skills in business.

West End Neighborhood House has been improving the lives of an ethnically, economically and culturally diverse community since 1883. WENH is a registered 501c3 organization, whose mission is to help individuals achieve self-sufficiency, reach and maintain their maximum potential, and live responsibly and harmoniously in a healthy community and complex world.

West End Neighborhood House has been nationally recognized and featured on the Today Show and NPR for their efficiencies and successes. Last year Fast Company magazine named this not for profit as one of the 50 most entrepreneurial organizations in the country.

Karen Nestor and Dan Nestor have successfully owned and operated businesses in Wilmington Delaware for over 28 years. With a long history of community involvement, their Sir Speedy business is an anchor business in the West End community.

Traditionally, non-profits have not been successful at running profitable businesses because of their culture and mission. Our goal is actually to include business profitability with the social mission to achieve sustainability and create a model that may be replicated elsewhere.

popdot will leverage WENH's partners and social programs with Karen and Dan's ability to run a business profitably. Paul Calistro, Executive Director of WENH, employs a continuum of care approach to meet clients' comprehensive needs and encourage ultimate self-sufficiency. Paul provides assistance through outcomes-driven programming, utilizing innovative solutions to resolve complex social challenges throughout Delaware.

We have been awarded a Federal Community Services Block Grant (CSBG) for \$160,000 to start a sign business that creates 8 new jobs over a 3 year period. This federal grant has been awarded yearly since 1981. In 2013 the grant was awarded to 20 recipients out of 1000 applicants throughout the US. This is the first time it has been awarded to anyone in the state of Delaware.

popdot signs and graphics had soft opening February 1, 2014. Grand Opening is April 17th, 2014.