



NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Croatia

PRONI Centre for Social Education www.proni.hr

Location: Osijek, Croatia
Sector: Youth, education, citizenship
Stage: Second year, later-stage portfolio



Organizational Information

Date Founded: 1998
Annual Budget: US\$ 300,000
Employees: 11 full-time

Mission: PRONI works to effect post-war social reconstruction and decrease the use of drugs and alcohol among Croatian youth by engaging young people in informal education and employment opportunities.

Social challenge: Post-war regions in Croatia continue to wrestle with issues of unemployment, social exclusion, and at-risk behavior among youth. The unemployment rate in Croatia is about 10% higher than the EU average (excluding Romania and Bulgaria) and the majority of the unemployed population is under the age of 30.

Social Enterprise Overview

Description: At Pirovac, on the Adriatic Coast, PRONI offers commercial rental of its Residential Centre for seminars, retreats and private recreational use. PRONI also offers additional services such as training and event facilitation.

duct team-building activities and host educational workshops. Support and strengthen PRONIs programs aimed at educating and employing at-risk youth.

Social impact goal: Provide an important meeting location for civil society organizations and public institutions to hold retreats, con-

Financial goal: Secure an independent source of income that will: generate 10-15 % of the organization's total revenue within 10 years, and ensure coverage of overhead expenses in the continued operation of four regional offices.

NESsT Investment

Overall Support to Date:
Financial: US\$ 8,000
Capacity-Building: US\$ 15,000

Support Needed:
Financial: US\$ 10,000
Capacity-Building: US\$ 7,500

NESsT is providing PRONI with capacity-building support to:

1. Design and implement a marketing and sales strategy.

2. Analyze and refine current financial systems; fine-tune pricing and projections.

3. Develop a risk mitigation strategy.

4. Implement NESsT's performance management tool; monitor impact on mission and values.

NESsT will meet one-on-one with PRONI management at least 3 times per year to review performance and identify areas to strengthen and improve. Consulting and financial support will be provided by members of the NESsT Business Advisory Network (BAN). In addition, PRONI leadership will attend portfolio workshops every trimester where they will interact with NESsT BAN and other experts directly.