



Investment Brief

NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Czech Republic

POHODA Association

www.pohoda-help.cz

Location: Prague, Czech Republic

Sector: Disability issues, mental health, social services

Stage: First year, later-stage portfolio



Organizational Information

Date Founded: 1998

Annual Budget: US\$ 825,000

Employees: 35 full time, 20 contractors

Mission: Pohoda works to integrate people with disabilities into society by promoting independent living. It provides social services to improve their quality of life, help them integrate more into their community, and give them the tools to manage their adult life.

Social Challenge: The Czech Bureau of Statistics reports an estimate of over one million people living with disabilities in the Czech Republic. This group also represents 17.4 % of the official unemployment rate. People with disabilities in the Czech Republic also face social and physical integration issues, which prevent them from becoming full participants in their community.

Social Enterprise Overview

Description: Pohoda's social enterprise is an educational center offering gap-filling and high-quality trainings to social workers, government officials, private companies, and families of people with mental disabilities, in order to improve interaction, communication, and ultimately integration of people with disabilities into society.

Social Impact Goal: Pohoda aims to train around 1,000 people in 2010. Besides enhancing its mission through trainings, Pohoda also plans to employ one or two people with disabilities to work for the educational center.

Financial Goal: Pohoda aims to have its social enterprise revenues provide at least 6% of its total budget by the end of 2010.

NESsT Investment

Overall Support to Date:

Financial: US\$600 venture planning grant

Capacity-building: US\$ 7,750

Support Needed from NESsT:

Financial: US\$ 10,000

Capacity-Building: US\$ 7,500

In 2010, NESsT is providing the Pohoda Association with capacity-building support to:

1. Implement and refine its business plan.
2. Assess and improve its financial systems and performance.
3. Develop promotion, communication and sales strategy, particularly in designing and launching a media campaign.

4. Develop a strategic plan for the social enterprise and the organization.
5. Enhance Board involvement in the social enterprise.
6. Assist in improving human resource management.
7. Strengthen mission-related values connected to the social enterprise.
8. Measure and monitor social impact and financial return on investment.

In addition to workshop participation, NESsT will meet periodically with Pohoda management one-on-one to review performance and determine how to strengthen the enterprise and facilitate direct consulting and financial support from BAN members and other experts.