



NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Hungary

Kék Madár

www.kek-madar.hu

Location: Szekszárd, Hungary
Sector: Disability issues, mental health, social services
Stage: Third year, later-stage portfolio



Organizational Information

Date Founded: 1997

Annual Budget: US\$ 812,000

Employees: 38 full-time

Mission: Create economic and educational opportunities for people with intellectual and physical disabilities providing them temporary employment, job training, and childcare to help them transition to full-time employment and independent lives.

Social Challenge: In Hungary, it is estimated that fewer than 10% of adults with intellectual disabilities are employed. Most restaurants do not have access for disabled people, nor are they child-friendly.

Social Enterprise Overview

Description: A restaurant that provides training and employment for people with intellectual and physical disabilities, while at the same time providing a nutritious dining alternative for them and their families. Beneficiaries can then go on to find employment in the open job market after working in the restaurant.

Social Impact Goal: Provide employment for people with intellectual and physical disabilities to demonstrate that they can be productive members of society; finance other programs.

Financial Goal: Secure an independent source of income and generate 20% of total organizational revenue after 5 years.

NESsT Investment

Overall Support to Date:

Financial: US\$ 30,000

Capacity-Building: US\$ 22,500

Support Needed from NESsT:

Financial: US\$ 85,000 (restaurant expansion)

Capacity-Building: US\$ 7,500

NESsT is providing the following capacity-building assistance:

1. Support the implementation of the business plan for the expansion of the enterprise.
2. Development and implementation of a marketing strategy with special focus on potential corporate customers for the catering services; creation of a communications strategy and the service/product offer.

3. Development of a fundraising plan, taking into account the subsidy needs of the enterprise.
4. Improvement of enterprise operations, focusing on quality and cost effectiveness; revamp the administration systems of the foundation.
5. Draw up a fair and predictable remuneration and bonus system.
6. Documentation of procedures within the organization with the aim of obtaining accreditation.

NESsT will meet one-on-one with Kék Madár management at least three times per year to review performance and determine how to strengthen the enterprise. NESsT will also facilitate consulting and financial support from members of the NESsT Business Advisory Network (BAN). Kék Madár leadership will attend portfolio workshops every trimester where they will also interact with NESsT BAN and other experts directly.