



NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Hungary

Rákosmenti Waldorf School Foundation

www.waldorfsuli.hu

Location: Budapest, Hungary

Sector: Education

Stage: First year, later-stage portfolio



Rákosmenti Waldorf Általános Iskola



Organizational Information

Date Founded: 1997

Annual Budget: US\$ 450,000

Employees: 23 full-time

Mission: Rákosmenti Waldorf School is an independent private school dedicated to creating a more socially-conscious community and society by nurturing the creative, physical, social, and spiritual development of children.

Social Challenge: The Waldorf movement has a community approach, involving parents to a great extent, providing an attractive alternative to mainstream education. Decreasing government financing of alternative educational methods makes it difficult to fund and maintain Waldorf schools and other alternative educational institutions. An increasing burden of the financing falls on parents, who often come from middle or lower income families.

Social Enterprise Overview

Description: Welldorf - the school's social enterprise - is an online store that sells a wide array of stationery, arts and craft supplies, and special materials mainly used in Waldorf schools and preschools.

Social Impact Goal: Include more children in Waldorf education, promote its benefits

and methods through publication and advocacy, and demonstrating a successful social enterprise model to educational institutions with similar values.

Financial Goal: Reduce spending on stationery for all Hungarian Waldorf schools, thereby freeing resources for emergency funds; contribute to Waldorf revenues with the annual profit of the social enterprise.

NESsT Investment

Overall Support to Date:
Capacity-building: US\$ 4,250

Support Needed from NESsT:
Financial: US\$ 8,000
Capacity-Building: US\$ 7,500

In 2010, NESsT is providing the Rákosmenti Waldorf School Foundation with capacity-building support to:

1. Implement and refine its business plan, with special attention to marketing and strategy development.
2. Develop and implement marketing strategy, conduct market research and analysis for market development and build the Welldorf brand.
3. Develop and implement a quality man-

agement and monitoring system, also assessing suppliers.

4. Assess and finalize organizational structure, operations, strengthen organizational culture and stakeholder relations; with special attention to defining processes and strengthening cooperative structure.
5. Assess impact of social enterprise on mission and values.
6. Further assess organizational capacity needs, create human resource plan, clarify roles and responsibilities
7. Measure and monitor social impact and financial return on investment.

In addition to workshop participation, NESsT will meet periodically with Rákosmenti Waldorf School 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.