



# NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Romania

## ACSIS - Asociatia pentru o Comunitate Solidara si Interventie Sociala

[www.acsis.ro](http://www.acsis.ro)

Location: Bucharest, Romania

Sector: Children's rights, support for at-risk families

Stage: Second year, later-stage portfolio

### Organizational Information

**Date Founded:** 2004

**Annual Budget:** US\$ 123,086

**Employees:** 7 full-time, 8 volunteer

**Mission:** ACSIS seeks to keep families together and prevent the abandonment of children by providing new parents with support and assistance, including counseling, training and employment.



**Social challenge:** According to UNICEF, at least 9,000 infants are abandoned by their parents every year in Romania as a result of poverty and social exclusion. Many more children grow up in at risk conditions because their families face economic and social difficulties and are unable to obtain the support they need to provide a nurturing and safe environment.

### Social Enterprise Overview

**Description:** ACSIS assists at-risk mothers in becoming financially independent by training and employing them in its textile toy production workshops. NESsT is providing support that enables ACSIS to expand its social enterprise and tap into a market with high-potential: large companies with CSR programs, who gear their purchases around socially responsible products such as those of ACSIS.

**Social impact goal:** The goal of the ACSIS textile toy production workshop is to provide skill training and employment to beneficiaries and generate untied revenues to improve the organization's financial sustainability and increase the social impact of its programs. These programs include support and counseling services for mothers and their children.

**Financial goal:** The goal of the social enterprise is to secure an independent source of income and generate 11% of total organizational revenues within 5 years.

### Goals for 2010

**Financial Support Needed**  
US\$ 8,000

NESsT will provide the following capacity-building assistance to ACSIS:

1. Organizational capacity building, in particular the development of a human resource strategy to assess individual performance.
2. Marketing and promotional strategy and its implementation. Sales strategy.
3. Implementation of a management infor-

mation system (MIS), with particular emphasis on tracking key financial data.

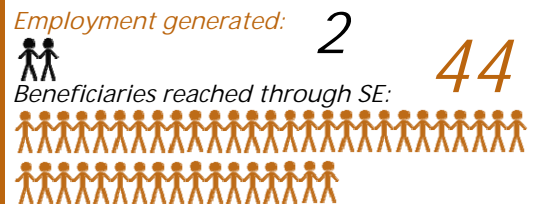
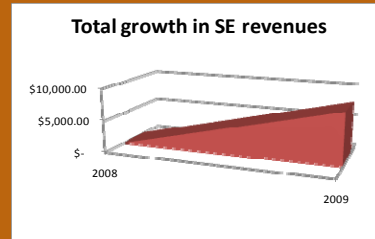
4. Client relationship management systems.

NESsT will hold one-on-one meetings with ACSIS management at least three times per year to review the social enterprise's performance and determine how to strengthen it. NESsT will also provide ACSIS with advisory services and financial support from members of the NESsT Business Advisory Network (BAN), and also arrange a mentoring relationship with a member of this BAN. ACSIS leadership will attend NESsT portfolio workshops every trimester where they have additional opportunities to interact with NESsT BAN members and other experts directly.

## ACSIS - Asociatia pentru o Comunitate Solidara si Interventie Sociala

### Flagship Indicators - Year 1: 2009

Total N° of beneficiaries	1262 (573 mothers and 689 children)
Total annual SE income	US\$ 8,018
Annual growth rate of social enterprise income	8018%
Projections	exceeding
Annual budget	US\$ 123,086
Percentage of SE income in budget	3.9%



### Key Impact to Date

**Enterprise Performance:** Surpassed financial projections in term of sales, with 1,500 USD; increased production capacity—300 toys/month.

**Social Impact:** 44 at-risk mothers were trained in the workshop; through ACSIS puppets shows and toys for children, parents became aware of ACSIS's social challenge.

**Organizational Development:** cost tracking systems; partnerships with new NGOs.

**Financial Sustainability:** 4% of the budget is self-generated; 3 other donors attracted to support the workshop.



Partnering with NESsT gave a clear direction to our efforts of developing the textile workshop. NESsT taught us how to grow, how to communicate the workshop to others and how to assess data from different perspectives. NESsT is our partner in every step of our evolution, evolution carefully planned through specific tools shared with us during meetings and workshops.

- Roxana David,  
ACSIS

### NESsT Investment to Date

#### Overall Support to Date

Financial: US\$ 13,300

Capacity-building: US\$ 18,825

NESsT evaluated ACSIS's business plan and provided the following capacity-building assistance as part of the later-stage process:

1. Organizational capacity building, in particular the development of a human resource strategy to improve production capacity, training, design innovation and quality assurance.
2. Supported development of a promotion strategy and its implementation.

3. Advised on financial management and cost centers.
4. Provided input on cost identification and allocation; price calculation.
5. Advised on legal issues.

NESsT held meetings with ACSIS management three times last year to review the social enterprise's performance and determine how to strengthen it. NESsT also provided ACSIS with advisory services and financial support from the NESsT Business Advisory Network (BAN), and also arranged a mentoring relationship with a member of the BAN. ACSIS leadership attended NESsT workshops every trimester where they had additional opportunities to interact with BAN members and other experts directly.