



Investment Brief

NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Slovakia

WellGiving Association

www.charityshop.sk

CharityShop.sk

Location: Lozorno, Slovakia

Sector: Philanthropy and charity donation

Stage: First year, later-stage portfolio

Organizational Information

Date Founded: 2005

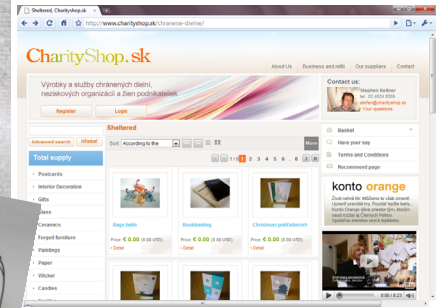
Annual Budget: US\$ 65,000

Employees of the organization:

2 full-time, 3 volunteers

Employees of the social enterprise: 3 full time

Mission: Inspire people to do good things through unconventional philanthropic projects, which contribute to a reduction of suffering and poverty, and help create new opportunities and greater equality for disadvantaged groups. Develop philanthropy and social entrepreneurship through technology.



Social Challenge: Levels of unemployment and poverty are higher among certain disadvantaged groups in Slovakia including the disabled and low income women. Further exacerbating this situation is that these groups also often lack access to the skills, technology and opportunities needed to promote their products and services or make them more employable.

Social Enterprise Overview

Description: WellGiving's social enterprise is CharityShop, an online store which sells products and services offered by nonprofits, women entrepreneurs, and sheltered workshops employing people with disabilities.

Social Impact Goal: Create employment for marginalized individuals by offering their

products and services to a wider market; raise awareness about products and services offered by the third sector to enhance its sustainable development. Employ one or two disabled people in the online shop.

Financial Goal: Generate at least 20% of WellGiving's total revenues from the social enterprise in 2 years time.

NESsT Investment

Overall Support to Date:
Capacity-building: US\$ 6,500

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

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

1. Implement and refine its business plan.
2. Assist in the development of a 4-year strategic plan.
3. Assess and improve its financial systems and performance.

4. Develop promotion, communication and sales strategy, design and launch a media campaign.
5. Assist in developing a customer relationship strategy based on quality standards, a certifying system for suppliers, inventory monitoring.
6. Strengthen mission-related values connected to the social enterprise.
7. Measure and monitor social impact and financial return on investment.

In addition to workshop participation, NESsT will meet periodically with WellGiving 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.