



Investment Brief

NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Perú

Asociación Promotora de Educación Inicial Caritas Graciosas

www.caritasgraciosas.org.pe

Location: Lima, Peru

Sector: Education, early childhood

Stage: First year, later-stage portfolio



Organizational Information

Date founded: 1986

Annual Budget: US\$ 611,000

Employees: 20 full-time, 6 part-time

Mission: Caritas Graciosas champions the rights of children through recognition of their unique qualities in the family, school, and community. It promotes the integration of play and exploration as natural, basic childhood activities that provide building blocks for a happier, healthier person and a better citizen.

Social challenges: In Peru, children are not considered to be bearers of rights, such as the right to play and access to education. There are students who don't understand what they read, unmotivated teachers with little training, and an educational style that allows little room for critical thought and expression. Most early learning institutes lack space for playing and recreation. This proposal values children as bearers of rights and instigators of change in the family and the community, recognizing the multiple benefits of the right to education and the right to play.

Social Enterprise Overview

Description: Caritas Graciosas offers interactive game fairs for children between 2 and 10 years old in both public and private settings for institutional events, birthdays, anniversaries, or community events. The fair includes "Rum Rum, El Explorador", a bus that is an interactive museum that stimulates the children's senses.

Social impact goal: Through the services offered, communicate the importance of exploring and developing the imagina-

tion through more natural play in childhood, placing greater value on the child and promoting play and exploration as part of the educational process. Caritas Graciosas also aims to promote educational and social activities in the formal school environment and in the community, workplace, and local government.

Financial goal: Through birthday parties, generate approximately US\$ 10,000 in revenue the first year, with a continued annual growth rate of 6% (equal to the average anticipated GDP growth in Peru in the upcoming years), in order to contribute to the organization's operational costs.

NESsT Investment

Financial Support Needed (Year 1)
US\$ 10,000

Capacity-building Support (Year 1)
Valued at US\$ 7,500

NESsT is assisting the organization to:

1. Train and implement the practice of monitoring enterprise activity in four areas:

enterprise activity; social impact, institutional development; organizational financial sustainability.

2. Strengthen marketing strategies to achieve desired sales projections.

3. Monitor financial projections based on an ongoing assessment of the target market and sales outcome.

4. Revisit risks and strengthen strategies for mitigating those risks.

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