



NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Czech Republic

Moznosti tu jsou (Diakonie)

www.kacaba.cz



Location: Plzen, Czech Republic
Sector: Disability issues; poverty; social services.
Stage: First year, later-stage portfolio

Organizational Information

Date founded: 2006
Annual Budget: US\$ 222,260
Employees: 24 full- and part-time

Mission: Create conditions for securing social services for mentally disabled people and people in difficult life situations, including day care programs and housing.

Social Challenges: In the Czech Republic, it is estimated that 40% of intellectually disabled adults are unemployed, compared to 10% of the overall population. Nearly 60% of the intellectually disabled unemployed are long-term unemployed, which results in loss of skills and difficulty with integration.

Social Enterprise Overview

Enterprise Description: Since 2005, Moznosti tu jsou (Diakonie) has operated the “Café and Tearoom Kacaba” in Plzen, which employs mentally disabled persons. The café plans to add a catering business and transform it into a self-sustaining social enterprise in which at least 60% of the workers are mentally disabled.

Social Impact Goals: Help intellectually disabled workers develop employment and social skills that will enable them to seek work, and permanently employ those who are unable to find jobs in the open job market. By developing a more flexible, untied funding source, Moznosti tu jsou (Diakonie) also aims to improve the quality of its social programs.

Financial Goal: Transform the social enterprise into one that is partially self-sustaining, i.e., decrease the percentage of public support from 100% to 60%.

NESsT Investment

Overall Financial Support to Date
US\$ 2,892

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

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

NESsT will provide the following support:

1. Develop a marketing strategy to increase Café sales, design customer satisfaction surveys, design and implement promotional materials, product mix and pricing strategy and building customer loyalty.

- 2. Increase financial sustainability through diversification of revenues.
- 3. Manage and measure performance, including mission impact.
- 4. Develop a business strategy for a new target group: companies and organizations.

In addition to workshop participation, NESsT will meet periodically with Moznosti tu jsou (Diakonie) management one-on-one to review performance and determine how to strengthen the enterprise and facilitate consulting and financial support from members of the NESsT Business Advisory Network (BAN).