



NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Hungary

Kek Madar

www.kek-madar.hu



Location: Szekszard, Hungary
Sector: Disability issues, mental health, social services
Stage: Second year, NESsT later-stage portfolio



Organizational Information

Date founded: 1997
Annual Budget: US\$ 857,000
Employees: 38 full-time

Mission: Kek Madar strives to create economic and educational opportunities for unemployed and marginalized people, provid-

ing them temporary employment, job training and child care to help them transition to full-time employment and independent lives.

Social Challenge: In Hungary, it is estimated that fewer than 10% of adults with intellectual disabilities are employed. Most restaurants do not have access for disabled people, nor are they child-friendly.

Social Enterprise Overview

Enterprise Description: Restaurant that provides training and employment for physically and mentally disabled people, while at the same time providing a nutritious dining alternative for families and disabled people. The social enterprise also demonstrates an example of successful integration of people with disabilities, who

can then go on to find employment in the open job market after working in the restaurant.

Social Impact Goals: Provide employment for physically and mentally disabled people to demonstrate that they can be productive members of society; finance other programs.

Financial Goal: Secure an independent source of income and generate 20% of total organizational revenues after 5 years.

NESsT Investment

Overall Financial Support to date
US\$ 10,000

Financial Support Needed (Year 2)
US \$10,000

Capacity-Building Support (Year 2)
Valued at US\$7,500

NESsT has evaluated Kek Madar's business plan and is providing the following capacity-building assistance as part of the later stage process:

1. Design and implement a marketing strategy, with a special focus on building a loyal customer base using targeted campaigns and a value for money proposition.

2. Improve operations, especially quality control and cost effectiveness.

3. Develop a fundraising plan, taking into account the subsidy needs of the enterprise.

4. Institute NESsT performance management tool, including impact on mission and values.

NESsT will meet one-on-one with Kek Madar management at least three times per year to review performance and determine how to strengthen the enterprise. NESsT will also facilitate consulting and financial support from members of the NESsT Business Advisory Network (BAN). Kek Madar leadership will attend portfolio workshops every trimester where they will also interact with NESsT BAN and other experts directly.

