



NESST Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Chile

La Morada

www.lamorada.cl

Location: Santiago, Chile

Sector: Women's rights, domestic violence, mental health

Stage: Fifth year, later-stage portfolio



Organizational Information

Date founded: 1990

Annual budget: US\$ 297,000

Employees: 10

Mission: La Morada is dedicated to improving the lives of low-income Chilean women, reducing domestic violence and workplace discrimination, and advocating public policies that benefit under-served women.

Social challenge: In Santiago, 59% of low-income women are physically or psychologically abused by their partners. La Morada's community radio station, counseling center, and outreach services help women overcome abusive relationships, gain access to affordable health care, fight housing discrimination, participate in democratic processes, find employment, and face multiple other challenges associated with female poverty.

Leadership: La Morada's Treatment Center is led by a team of renowned Chilean psychologists, experts in treatment of violence, and by a director who has been honored by Ashoka and Avina Foundation.

Social Enterprise Overview

Enterprise description: La Morada's Treatment Center makes therapy services accessible to low- and middle-income women by cross-subsidizing these services with therapy offered to higher-income clients.

Social impact goal: Offer concrete support to women seeking treatment for depression, violence, and emotional abuse. Who would otherwise have no access to affordable counseling were it not for the Center.

Financial goal: By the end of the enterprise's fourth year, the percentage of total Center costs covered by self-financing rose from 64% to 90%. In the short-run, La Morada plans on a break-even revenue level for the Center. Eventually its revenues will also contribute to other programs of the organization.

Organizational goal: The enterprise staff have moved from part-time contractors hired on a per-patient basis, to a salaried team. La Morada has continued to stabilize this team, allowing them to devote hours not only to direct treatment, but also to research and policy development.

NESST Investment

Overall Financial Support to Date
US\$ 21,772

Financial Support Needed (Year 5)
US\$ 5,000

Capacity-building Support (Year 5)
valued at US\$ 7,500

This year, NESST is assisting the organization with capacity-building in the following areas:

1. Implement a professionally guided marketing strategy to attract clients during less popular hours due to space limitations.
2. Implement and monitor a system for financial analysis and cost control.
3. Support development of a salary-based human resources system with performance incentives.
4. Expand and stabilize a core staff team, increase sales, and create a reserve fund.