



NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Croatia

Organizacija za Gradanske Inicijative (OGI)

www.ogi.hu

Location: Osijek, Croatia

Sector: civic initiatives and local community development

Stage: Second year, later-stage portfolio



Organizational Information

Date founded: 1994

Annual budget: US\$ 280,000

Employees: 7 full-time staff

Mission: OGI initiates and supports social development processes in local communities through three programs: promotion of human rights, community development and support for nonprofit organizations.

Social Change: OGI directly strengthens the capacities of NGOs, civic initiatives and local governments through technical and financial assistance, legal help, lobbying and campaigns; it also assists in building networks of the public and nonprofit sectors.

Leadership: OGI is a nationally recognized leader in community development and partnership programs in the eastern regions of Croatia.

Social Enterprise Overview

Enterprise Description: OGI will provide specialized accounting and financial services to small and medium-size nonprofit organizations in the Slavonija and Baranja regions, helping them to improve the quality of their financial planning and management capacities.

Social Impact Goal: OGI will continue to promote and enhance the sustainability of dozens of NGOs through the improvement of their financial planning and management capacities.

Financial Goal: OGI aims to raise 15% of its annual budget from the revenues of the social enterprise, also covering the salaries of OGI's financial management team.

NESsT Investment

Overall Financial Support to date
US\$ 6,500

Financial Support Needed (Year 2)
US\$ 8,000

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

In 2008, NESsT is assisting OGI in the following areas:

1. Implement a performance management system to assure the high quality of its services.
2. Develop and implement marketing strategy,

with focus on further product development and pricing strategy, competition monitoring, in order to attract new clients.

3. Raise and share high quality financial management standards through the social enterprise.
4. Develop sales strategy, including staff incentives system.
5. Develop financial systems, taking into account data protection and performance.
6. Improve organizational capacity, including technology, human resources and decision-making procedures.

In addition to NESsT workshops, NESsT meets regularly with OGI and facilitates consulting and financial support for OGI from the NESsT Business Advisory Network.