



NESST Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Croatia

PRONI Centre for Social Education

www.proni.hr

Location: Osijek, Croatia

Sector: Youth, education, citizenship

Stage: First year, NESST later-stage portfolio



Organizational Information

Date founded: 1998

Annual budget: US\$ 303,257

Employees: : 9 full-time, 25 volunteers

Mission: PRONI works to effect post-war social reconstruction and decrease youth involvement with drugs and alcohol in Croatia by engaging young people in informal education and employment opportunities. PRONI forges transnational

partnerships to improve and expand its youth and information center networks to further promote reconciliation.

Social challenge: Post-war regions in Croatia continue to wrestle with issues of unemployment, social exclusion, and at-risk behavior among youth. The unemployment rate in Croatia is about 10% higher than the EU average (excluding Romania and Bulgaria) and the majority of unemployed are under the age of 30.

Social Enterprise Overview

Social enterprise: At Pirovac, on the Adriatic Coast, PRONI offers commercial rental of their Residential Centre for seminars, retreats and private recreational use. PRONI also offers additional services such as training and event facilitation.

Social impact goal: PRONI's Residential Centre will provide an important meeting location for civil society organizations and public institutions to hold retreats, conduct team-building activities and host

educational workshops. With this social enterprise, PRONI will develop key partnerships that will not only expand its outreach network, but will contribute to the missions of a variety of CSOs; effecting a greater "collective" social impact on the local community and its youth.

Financial goal: PRONI's goal is to secure an independent source of income that will: (1) generate 10-15% of the organizations total revenue within 10 years, and (2) ensure coverage of overhead expenses in the continued operation of four regional offices.

NESST Investment

Overall Financial Support to Date
US\$ 8,000

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

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

As a new member of its later-stage portfolio NESST is providing PRONI with capacity-building support to:

1. Design and implement a marketing and sales strategy.

2. Analyze and refine current financial systems; fine-tune pricing and projections.
3. Develop a risk mitigation strategy.
4. Implement NESST's performance management tool; monitor impact on mission and values.

NESST will meet one-on-one with PRONI management as needed to review performance and identify areas to strengthen and improve. Consulting and financial support will be provided by members of the NESST Business Advisory Network (BAN). In addition, PRONI leadership will attend portfolio workshops every trimester where they will interact with NESST BAN and other experts directly.