



NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Croatia

RODA – Roditelji u Akciji

www.roda.hr

Location: Zagreb, Croatia

Sector: Parenting, children, health, maternity services

Stage: First year, NESsT later-stage portfolio



Organizational Information

Date founded: 2001

Annual budget: US \$180,800

Employees: 2 full-time, 5 part-time, 400 volunteers

Mission: Through education, political advocacy, and active awareness campaigns, RODA works to bring about widespread change in Croatian maternal care and engender increased parental involvement in children's lives. RODA promotes a society with more responsible attitudes towards children, future parents and families.

Social challenge: Maternal care practices in Croatia are still very medicalized and not fully adherent to WHO standards. The overuse of Caesarian sections and other intrusive medical procedures increases post-partum complications among women and the costs of healthcare overall. Also only about 30% of Croatian mothers breastfeed their babies, as the benefits of breastfeeding, such as improved immune system, reduced likelihood of child obesity, and faster post-partum recovery, are largely unknown.

Social Enterprise Overview

Social enterprise: RODA produces and markets eco-friendly and user-friendly cloth diapers and accessories, offering clients health-related, environmental and social value as part of a high quality childcare product.

Social impact goal: As part of its marketing strategy, RODA educates stakeholders and the public on the social, environmental, health, and financial benefits of using cloth diapers, as well as the advantages of natural childbirth and breastfeeding. Continued workshops

and an expanded presence at parenting fairs will allow RODA to further promote the values of active parenthood and natural childcare.

Financial goal: RODA's goals are to: (1) secure an untied, dependable source of income that will generate about 15-20% of total organizational revenues in four years, and (2) reinvest 5-10% of net income into the promotion of cloth diapers, increasing RODA's level of activity in parental education and political advocacy.

NESsT Investment

Overall Financial Support to Date
US\$ 8,000 (plus an additional € 500 leveraged)

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 RODA with capacity-building support to:

1. Fine-tune their current product mix and market positioning.

2. Develop a reliable supply chain and distribution strategy.
3. Redesign their inventory management system.

NESsT will meet one-on-one with RODA management at least 3 times per year 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, RODA leadership will attend portfolio workshops every trimester where they will interact with NESsT BAN and other experts directly.