



Investment Brief

NESsT Venture Fund

A philanthropic investment fund for social enterprise development

Investment Brief: Romania

ADV - Alaturi de Voi (Close to You Foundation) www.alaturidevoi.ro

Location: Iași, Romania
Sector: HIV/AIDS, healthcare, education, policy advocacy
Stage: First year, later-stage portfolio



Organizational Information

Year founded: 2002
Annual Budget: US\$ 411,800
Employees: 24 full-time, 5 part-time, 70 volunteer

Mission: Ensure that people living with HIV/AIDS in Romania have access to key services and support they

need to improve their quality of life.

Social challenge: Today, more than 7,200 of the roughly 11,200 people living with HIV/AIDS in Romania are youth ages 17 to 21, according to Human Rights Watch. They are often denied access to public education and employment, deprived of health services, and even exiled from their own communities, due to the stigma of the disease.

Social Enterprise Overview

Description: ADV employs youth infected with HIV/AIDS in Util Deco, a sheltered workshop that provides business support services, such as photocopying and binding, and creates and sells quality hand-made products, such as textiles, paintings, glassworks, post-cards, agendas, and calendars to meet local market demand.

Social impact goal: ADV's social enterprise has a "triple bottom line" – first, the enterprise provides employment to young Romanians infected with HIV/AIDS, empowering them to lead independent lives and be economically self-sufficient. Secondly, the enterprise generates income that can be used to financially sustain

ADV's programs providing health and economic support to over eight hundred other people living with HIV/AIDS in the community. Finally, the enterprise helps to overcome the stereotypes and stigma that exists against people with HIV/AIDS by demonstrating that, given the opportunity, they can lead healthy, independent lives as active, productive members of the community.

Financial goal: Secure an independent source of income and generate 8-10% of total organizational revenues. This unrestricted income will allow ADV to expand and adapt its psychological and social services for youth with HIV/AIDS, expand its prevention and advocacy program in Romania and serve as a model for less developed organizations in Moldova and Ukraine.

NESsT Investment

Overall Financial Support to date: US\$ 8,300

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

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

NESsT has evaluated the business plan for ADV's social enterprise and is providing the following capacity-building assistance as part of the later-stage process:

1. Defining the target market and identifying competitors serving this market.
2. Determining the appropriate product/service mix and pricing for each market segment.

3. Exploring the corporate market and developing a promotional strategy, including an online retail store.

4. Modernizing financial and accounting management systems, with special attention to cash flow management.

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