Financing sources for social enterprises

Professor Monica Dudian, PhD



Percentage of firms reporting finance as a problem



Source: "Finance for All", A World Bank Policy Research Report, 2008, available at:

http://www-

wds.worldbank.org/external/default/WDSContentServer/WDSP/IB/2007/12/10/000020953 20071210133522/Rendered/PDF/417920PAPE R0Fi18082137291301PUBLIC1.pdf

Social enterprises: funding needs and financing sources

Needs	Sources
Working capital (the capital of a business that is	Friends and family members
used in its day-to-day trading operations): salaries,	Selling products or services (market
raw materials, marketing, distribution etc	revenues)
	Subscriptions
	Grants for current operations
	Credit from suppliers
	Advance payment from customers
	Financial instruments on medium term
Investment: equipment, buildings	Own resources
	Friends and family members
	Grants for investment
	Crowdfunding
	Reserves from previous years
	An industrial partner
	Business angels
	Venture capital
	Financial instruments on medium term
	(loans, bonds)
The enterprise doesn't produce enough cash flow (a	Reserves from previous years or personal
grant stop, the loss of an important customer etc)	resources
	Friends and family members
Unexpected time discrepancy between the revenues	Reserves
and the expenses (unexpected cash gap)	Friends and family members
	Financial instruments on short term
	(working capital loans - the interest rate is
	usually high and prohibitive)
Recurrent cash gap (expected), e.g. grants delayed	Reserves
	Financial instruments on medium term
Source: adapted from Barthélémy and Slitine, 2011	•

Types of finance



EQUITY	DEBT
Own equity	Overdraft
Accumulated profit/earning (retained earnings)	Loans
Family	Purchase order finance, receivable finance, factoring
Friends	Leasing
Shareholders	Central and local government loan programs
Donations	Quasi-Equity
Grants	Royalty financing

Sources of external finance for new investments



Source: "Finance for All", A World Bank Policy Research Report, 2008, available at <u>http://www-</u> wds.worldbank.org/external/default/WDSContentServer/WDSP/IB/2007/12/10/000020953_20071210133522/Rendered/PDF/417920PAPE <u>R0Fi18082137291301PUBLIC1.pdf</u>

Selling products: New Horizons Foundation



Selling products or services

New Horizons Foundation has two *innovative non-formal educational programs* for youth: the VIATA Program (an adventure education program consisting of an annual summer youth camps in Straja resort) and the IMPACT Program (a national network of Community Initiative Clubs for Youth). New Horizons Foundation has a cottage with a capacity of 24 places in Straja resort, offering both paid and free accommodation. It also use donation as source of financing.



Selling products: Local Development Foundation Hope" (Speranta)

Local Development Foundation "Hope" (Speranta) is a NGO which offers help to people with disabilities and to vulnerable ones (like the unemployed). This NGO has a social enterprise, **SC "IMPULS ART TN" SRL** producing crafts and similar products.



Membership fees: The World Association of Non-**Governmental Organizations (WANGO)**

WANGO is an international organization uniting NGOs worldwide in the cause of advancing peace and global well being.



WANGO Membership

The World Association of Non-Governmental Organizations is a worldwide membership organization. with members in over 120 nations.

NGOs belong to WANGO as Regular and Senior Organization Members, and constitute the main body of the WANGO membership. It was on behalf of NGOs (also known as nonprofit organizations, charities, private voluntary organizations, etc.) that the Association was formed and for whom the benefits, services, and privileges - including voting and holding office - are designed.

While non-governmental organizations constitute the main focus of the Association, WANGO also offers categories of membership for institutions and individuals whose interests, activities, and/or background

are consistent with the purposes of the Association. Institutions that are not NGOs may join as Affiliate Organization Members, and individuals may join as Associate Members.

Grants and allowances

ACSIS (Association for a Solidary Community and Social Intervention) is an association offering help to vulnerable children, young individuals, women and families.



Bun venit la ACSIS! Asociația pentru o Comunitate Solidară și Intervenție Socială

Cine suntem

Misiune, Viziune, Valori



Structural Funds: Romania

fonduri-structurale.ro

Un proiect al

Structural Consulting™ Group

PRIMA PAGINA

OBTINERE FINANTARI

PROGRAME OPERATIONALE

- → Regional 2007 2013
- → Regional 2014 2020
- > Competitivitate 2007 2013
- → Competitivitate 2014 2020
- → Resurse Umane 2007 2013
- → Resurse Umane 2014 2020
- → Mediu 2007 2013
- → Mediu 2014 2020
- → Transport 2007 2013
- → Transport 2014 2020
- → Administratie 2007 2013
- → Administratie 2014 2020
- → Asistenta tehnica 2007 2013
- → Asistenta tehnica 2014 2020
- → Dezvoltare rurala
- → Pescuit
- → Programe de cooperare

teritoriala

→ Transfrontaliera



PNDR: Au fost publicate Ghidurile in forma finala pentru

Programul Operational Competitivitate - POC

f Like 2 people like this.

Programul Operational Competitivitate (POC) 2014 - 2020 contribuie la creșterea competitivității și la dezvoltarea economică prin îmbunătățirea accesului, securității și utilizării TIC și prin consolidarea CDI.

Axe prioritare:

Axa prioritară 1: Cercetare, dezvoltare tehnologica si inovare (CDI) in sprijinul competitivitatii economice si dezvoltarii afacerilor

Descarca Ghidul unic Axa 1

PI 1.a Consolidarea cercetării și inovării (C&I), a infrastructurii și a capacităților de dezvoltare a excelenței în domeniul C&I, precum și promovarea centrelor de competență, în special a celor de interes european

Acțiunea 1.1.1: Mari infrastructuri de CD

Sectiunea A - Departamente de CD ale întreprinderilor	Apel 2015	Descarca Ghidul Solicitantului CS	
Sectiunea B – Clustere inovative	Apel 2015	Descarca Ghidul Solicitantului CS Descarca Ghidul Solicitantului CD	
Sectiunea F – Institutii publice CD	Apel 2015		

Actiunea 1.1.2 Dezvoltarea unor retele de centre CD, coordonate la nivel national si

Alocare financiară: 1,58 miliarde euro

Bine de stiut...

POC a fost aprobat de Comisia Europeană în 19 decembrie 2014 - Descarca POC

POC este finanțat prin FEDR.

Autoritatea de management este Ministerul Fondurilor Europene.

Axa 1 este gestionată de ANCSI - Autoritatea Națională pentru Cercetare Stiintifică și Inovare.

Axa 2 este gestionată de OIPSI - Organismul

Crowdfunding

- Crowdfunding is the way of funding a project or company by raising monetary contributions from a large number of people, today often performed via internet platforms.
- According to The Crowd Data Center (2016), crowdfunding "exists in four major forms: equity, lending, rewards and donations".



Equity crowdfunding: the investor receives shares of a company in exchange for the money he invests.



For Entrepreneurs

Equity crowdfunding: Indiegogo

How Does Equity Crowdfunding Work?



Creators and entrepreneurs offer ownership in their ventures in the form of shares





People buy the shares, and their investment is used to grow the venture

The value of the shares follows the venture's value – if it does well, so do investors

JOIN THE CONVERSATION

How soon can I start investing or raising funds?

We're still at the early stages of exploring the best way to bring equity crowdfunding to Indiegogo. If you're interested, you can stay in the loop to receive updates – we'd love for you to join the conversation and to get your insight.

Investing FAQs

Raising Funds FAQs

Lending crowdfunding: how does it work?



Lending crowdfunding: Funded By Me

Sector FundedByMe

Just launched!

Why loan-based crowdfunding?

Getting started F.A.Q.

Start lending

We have just launched our new financial product -Loan-based crowdfunding

This is the first loan-based crowdfunding tool connecting entreprepreneurs from Sweden with lenders from all over the world who are interested in lending to businesses in the small & medium business sector.

It is an easy and safe way for lenders to receive up to 13,33% in returns!



Why should I try loan-based crowdfunding?



It's **safe**

The businesses offering loans are carefully selected by FundedByMe experts, only accepting qualified companies

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It's strictly controlled

The risk profile of every company is based on financial information provided by the external credit bureaus UC and Bisnode.



It's regular income



It's secure

Reward-based crowdfunding

- It means that an investor gives money in exchange for a future non-monetary reward (products, services, gifts etc).
- The investors also named backers are motivated both by rewards and social goals.
- For reward based crowdfunding contributions can be in the form of a prepurchase of a product or a service.



Reward-based crowdfunding



Crowdfunding: equity, lending, reward based and donations

	MULTIFINANȚAR Dă un leu proiectului tă	t E u!	proiect	🛓 Inregistrare	e 🔓 Login
Acasa	Proiecte de investitii	Proiecte creative	Proiecte finalizate	Blo	g Contact
PLAT	FORMA MULTIF	INANTARE			
	tare alternativa, IULTIFINANTARE este prima platfo	C C	ania, creata cu scopul de-a pune in legatur	a, prin intermediul internetului, proiectele,	cu capitalul detinut
Platforma MULTIFINANTARE este prima platforma de crowdfunding din Romania, creata cu scopul de-a pune in legatura, prin intermediul internetului, proiectele, cu capitalul detinut de masele de oameni. Se doreste sa se ofere o cale alternativa de finantare, prin care cei ce cred in proiectele postate pe platforma, sa poata investi, sustine sau dona fonduri pentru proiectele alese, asigurand astfel surse pentru finalizarea cu succes a acestora. Cu o contributie financiara, care poate fi modesta, dar venind de la un numar mare de sustinatori se poate da viata oricarui proiect. Sumele colectate vor intra direct in economia reala sustinand dezvoltarea zonei si cresterea locurilor de munca.					
Tipuri c	le proiecte:				
PROIECT	E CAPITAL lansate de companii , i	n schimbul emiterii de actiuni s	au obligatiuni.		
PROIECT	E CREATIVE , lansate de persoane	e fizice sau juridice, care in sch	nimbul sustinerii financiare ofera recomper	se (nu de natura financiara).	
PROIECT	E CARITABILE .				
Proiectele s	unt supuse spre analiza unei mari i	mase de potentiali sustinatori fi	inanciari (crowd) ca :		
• Parinti, pri	eteni, fani, cunoscuti,				
• Furnizori s	au client				
Comunitat	i socio-profesionale				
 Investitori 	casnici				
 Investitori 	profesionisti				
Business	angels				
Postare	a proiectelor pe platfor	ma.			

Pentru a putea posta un proiect pe platform va trebui in primul rand sa va inregistrati. Inregistrarea dumneavoastra ca utilizator al platformeii nu va creeaza nici un cost sau vreo

Private equity

- A private equity is an asset class consisting of equity securities and debt in operating companies that are not publicly traded on a stock exchange.
- A **private equity** investment will generally be made by a **private equity** firm, a venture capital firm or an angel investor.
- **Venture capital** funds raise funds from rich individuals and institutions, and invest in companies in exchange for equity. These companies usually have something new and different from others (a new idea, a new technology, a new business model).
- **A business angel** is an rich individual who provides capital for a business start-up or entrepreneurs, usually in exchange for debt instruments or ownership equity.



Private Equity Shares NESsT invests in social enterprises philanthropic capital raised from private equity companies.

About Portfolio & Impact Consulting Sector-building Initiatives Get Involved 📩 Donate

Private Equity Shares was created by NESsT to make philanthropic giving easy and effective for the private equity industry and to promote excellence in venture philanthropy.

1. Invest

Private Equity Shares make it easy for private equity firms to 'invest' in the social sector in emerging markets in a way that is closely aligned with the private equity approach of building strong portfolio companies. NESsT provides a vehicle through which private equity firms can support a portfolio of high-impact social enterprises — ensuring money is well managed, well spent, and creates financially sustainable economic and social benefits for marginalized communities.

Nearly 50 private equity firms and their advisors, including accounting, banking, consulting, and law firms, are involved in Private Equity Shares and have collectively raised over US\$1million in support of social enterprises in emerging markets.

NESsT works much as private ecuity firms do. We 'invest' philunthropic capital in a portfolio of social enterprises, support the portfolio with time and advice, and ultimately seek to exit our investment by ensuring the social enterprise is able to stand on its own feet

2. Engage

Private Equity Shares also provides an easy and efficient way for private equity professionals to apply their skills to benefit the community. Whether in reviewing business plans, assisting NESST with investment decisions, or mentoring a portfolio social enterprise, over 250 professionals are providing pro bono advice or assistance through the NESsT **Business Advisory** Network (BAN).



philanthropy" for private equity

professionals. Many philanthropists are successful business professionals, investors or entrepreneurs. In addition to their financial resources, they bring expertise, skills, and collegial networks that can be of enormous benefit to the nonprofits they support, providing a combination of financial, intellectual and social

3. Promote

Through Private Equity Shares, NESST has established partnerships with leading, emerging market **private equity associations** across Central Europe and Latin America to increase awareness of the benefits of giving, to develop giving and volunteer opportunities for associations' members, and to promote private equity philanthropy.

4. Celebrate

An important objective of Private Equity Shares is to promote excellence in philanthropy in the private equity industry. In 2001, NESST established the

International Venture Philanthropy Award (also known

as the "NESST Golden Egg Award") to celebrate private equity role models in venture philanthropy. NESST has presented the award in Central Europe since 2001 and launched a similar award for Latin America in 2009.

5. Strategize

Through Private Equity Shares, **NESST Consulting** also provides consulting to private equity firms to help them design a philanthropic giving strategy that fits with their

★ Private Equity Shares Spotlight

Mid Europa Partners has been a supporter of NESsT through Private Equity Shares since 2008. Mid Europa is a leading independent private equity Investment firm focused on Central and Eastern Europe, with approximately \in 3.2 billion of funds raised and managed since inception.

"Given the history of Central Europe, it is most important for us, private equity practitioners, to reach out to social enterprises and share our "tool kit"; NESsT has been a great catalyst in this respect, and its dedication and track record have to be commended." - Thierry Baudon, Managing Partner, Mid Europa

Support Private Equity Shares

Support Private Equity Shares today! One simple transaction can make a world of difference.

★ Donate

The Purchase Order financing is a type of financing arrangement in which a financial company pays in advance the supplier for goods sold by company. The process is the following:



Receivable finance

Account Receivable Financing



- Op to 100 % protection against
- Collection outsourcing

Factoring



Source: http://southwestfactors.com/factoring-guide/how-factoring-works-607x424/

Financial instruments

• **Loans**: for example in Romania, Transilvania Bank, the second bank in our banking system provides loans with lower interest rates and commissions for companies investing in Romanian products.



• **Other financial instruments:** social impact bonds (SIB), loan guarantees, quasiequity debt, royalty financing etc.



Loans: Charity Bank, Great Britain

About us Loans Savings Impo

Impact

#Charityls

Our mission is to support your mission

We offer loans to small and large organisations from £50,000 to £2.5 million, up to £3.25 million to social housing providers and more in partnership with other lenders.

Who can apply for a loan?

Charity bank

If you're looking for a loan to help further your social mission, you're in the right place.



Loans: France Active

		: le soutien de
QUI SOMMES NOUS ?	CHEMINEMENT DE VOTRE PROJET NOS SOLUTIONS DE FINANCEMENT IMPACT SUR L'EMPLOI NOTR	E RÉSEAU
	Qui sommes nous ? > Présentation	Mot recherché
VOUS ETES : Créateur d'entreprise	Présentation Donnons du crédit à l'emploi	Votre contact Votre région ?
Entreprise solidaire & association Banque Collectivité Territoriale	"France Active est un réseau de proximité qui aide depuis plus de 25 ans les personnes en difficulté à créer leur entreprise individuelle. Il finance parallèlement les entreprises solidaires (insertion par l'activité économique, associations d'utilité sociale)." Christian SAUTTER, Président de France Active	Avis d'expert France Active 2020,
Organisme d'accompagnement & de conseil	Une vocation	plus qu'un réseau La preuve par 4
POUR L'EMPE	Mettre la finance au service des personnes de l'emploi, et des territoires Une mission	Tous les avis Publications
	Favoriser la création d'emploi, notamment pour les personnes éloignées du monde du travail Deux publics	Découvrez Walter # 08 le journal des partenaires de France Active
Télécharger notre rapport 2014	 Les entreprises sociales et solidaires Les créateurs d'entreprise qui créent leur propre emploi 	Lire la suite Toutes les publications
	Un métier	Sécurité
	Accompagner et financer leurs projets	ATTENTION : France Active est victime d'une utilisation frauduleuse de son nom.
	Nos moyens	En savoir plus
	🖕 Un réseau national impliqué en régions	
	 41 structures de proximité appelées Fonds territoriaux 550 salariés plus de 2 200 bénévoles 	

Loans: How does it work?

Caisse des Dépôts, the state, local governments, banks ,the European Social Fund, solidarity savings of employees, others investors and donors

France Active

Social enterprises Entrepreneurs who create their own jobs

Loans: microfinance institutions

Rural Finance Company - Societatea de Finantare Rurala (FAER)



Social Impact Bonds (SIB)

- Social Impact Bonds (SIB) are bonds that entail raising money from third parties and make repayments according to the social impacts achieved. The mechanism is the following:
- Bond-issuing organization issues SIB => Investors buy these bonds => fund the social project => Implementation of the project => Social outcomes and cost savings for authorities => a public sector agency pays a set price if the goal is achieved, according to a contract signed prior to the issuance of bonds.
- An example is the New York City in 2012

The first SIB: New York City, 2012



Loan guarantees

- Loan guarantees are promises by a guarantor to assume the debt obligation of a borrower in case of a default.
- European Investment Fund (EIF) guarantee loans and other debt finance granted by local institutions or partners known as 'intermediaries' to small and medium enterprises. It doesn't provide funding or guarantees to individuals or companies directly, but cooperates with financial intermediaries.
- For example in Romania EIF works with FAER and other financial institutions.



Quasi-Equity Debt and Royalty financing

- Quasi-Equity debt is a "debt where the financial returns are calculated as a percentage of the future revenue streams of the investee company" (Bauer, 2014). If the financial expected result isn't achieved, a lower or 0 return is paid to the investor.
- **Royalty financing =** investors lend money for a guaranteed percentage of ongoing gross revenues. Royalty companies provide capital to enterprises in various stages of development in return for a royalty on production.



Royalty financing: The case of Royalty Capital



ROYALTY CAPITAL NEW ENGLAND THE FUND MAN

MANAGEMENT METHODOLOGY

CONTACT US

Royalty Based Financing Explained

Royalty Based Financing is an exciting alternative to traditional equity venture capital investing. It provides superior risk-adjusted returns, has tremendous repayment flexibility and features a built-in exit strategy.

How does it work?

Royalty Based Financing creates a favorable trade-off between investors and business owners. Instead of giving investors a traditional equity ownership stake, business owners agree to return the original principal investment plus a multiple of that investment, over a specified period of time, based on regular periodic payments (royalties) equal to an agreed upon percentage of the gross receipts of the company. In some cases the royalty is based on a percentage of sales of an individual product or set of products.

Investors deploying Royalty Based Financing do not push business owners to be acquired or to launch an IPO. Rather, business owners are encouraged to maintain ownership and to grow and develop successful, long-lasting enterprises with solid, profitable revenue streams. For the investor, this prosperity translates into quick and regular royalty payments.

What are the benefits?

For the investor, Royalty Based Financing ends the conflict over valuation and the need for a single event "exit strategy" (IPO or sale);

Provides regular payment distributions to investors from royalty receipts;

Earns superior risk adjusted rates of return;

Offers access to diversified and profitable deals with industry leaders; and

Provides support & guidance throughout the life of the investment with the Royalty Capital New England, LLC ("PCNE") Advisory Board

Thank you!