What is a social enterprise?

**Purpose** - A Social Enterprise can clearly articulate their social or environmental purpose. This should be recorded in the organisations founding documentation.

**Trade** - A Social Enterprise earns the majority of its income from the sale of goods or services.

**Profit** - A Social Enterprise makes a profit and invests the majority of that profit in achieving their stated purpose.

**Impact** - A Social Enterprise can measure the difference they are making and use this information to ‘prove and improve’ their impact.
What is a social enterprise?

**Traditional Charity**
- Purely charitable funding from grants, donations or endowment

**Social Enterprise**
- Achieve measurable **social impact** alongside financial return
- Potentially self-sustaining >75% market revenues
- Social Enterprise: Profits are reinvested

**Traditional Business**
- Primary driver is to achieve financial value
- CSR & corporate philanthropy
- Pure profit orientation

**Not-for-profit** | **For profit**
---|---
Primary driver is to achieve social value | Mission-driven for-profit enterprise
Additional market based revenue stream | 
Purely charitable funding from grants, donations or endowment | 
Social Enterprise: Profits are reinvested | 
"Traditional Charity" | 
"Traditional Business" | 
"Social Enterprise"
Why SEG Programme?

**Sustainability** – Using market-based solutions to address a social or environmental need / no reliance on donations or grants

**Empowerment** – Run by and for local people

**Innovation** – social entrepreneurship spurs innovation and increases competition to traditional businesses

**Impact** – social enterprise can have sustained long-term positive impact on society

= impactful tool for community development
Terms and conditions of SEG

Eligibility – Alumni of Child’s Dream and selected partner organizations

Deadline – No deadlines. Applications can be submitted anytime.

Grant amount – min. USD 2,000 and max. USD 15,000

Duration – max. two years of support afterwards financial break-even must be achieved

For more criteria please refer to our application form under ‘Personal criteria required to apply’.
Before you apply, you must...

**have done a needs assessment** – you must be able to clearly describe what social or environmental problem you want to address

**have a clear plan** – including business plan, market analysis, impact measurement, beneficiaries, etc.

**be the expert** – you must have the knowledge and the expertise to implement your plan

**have a recommendation letter** – from a SEG partner organization

**be totally committed / motivated** – starting your own business is hard work with lots ups and downs
How to access the SEG application?
How to access the SEG application?

Apply for Grants

Proposals can be submitted to Child’s Dream throughout the year. Our Proposal Evaluation Committee (PEC) meets about six times a year.

If you plan to submit a proposal for a Charitable Grant, please review our Proposal Guidelines. Since we do not require a specific format, please feel free to submit your own format.

If you plan to submit a proposal for a Social Entrepreneurship Grant, please read and fill out our Social Entrepreneurship Grant application form. The full application must be submitted by email to seg@childsdream.org.

We are looking forward to receiving your proposals.
Thank you!