



How to build a community that works towards your goals: Credit Suisse is leading a movement to help social enterprises thrive

THE CHALLENGE

The greatest challenge yet is not the lack of resources or investible opportunities; the greatest challenge is identifying a common language for everyone to articulate their needs and resources on an equal playing field.

WHO IS INVOLVED

- Credit Suisse
- Good Financial
- Swiss Contact
- Larger social investment community

THE SOLUTION

A Social Enterprise (SE) Development Toolkit to map SEs' capital needs and help funders provide more relevant and timely resources.

PASSION WASTES

"We have raised money through friends and families, but we need millions more to scale our impact."

– Jared King, Good Financial

"We realised that funders have been working in silos, resulting in a lot of funding wastes."

– Liza Green, Credit Suisse

Jared and Liza shared a common desire for an **internal evolution**:

- **Good Financial** sees the importance of taking a step back to ensure that business fundamentals are sound.
- **Credit Suisse** has refocused their giving strategy from education to capacity building so that SEs are ready for long-term investments

How can social enterprises and investors more effectively **articulate their needs and assets** to grow their impact?

KEY TO SUSTAINABLE GROWTH

"Even if our own impact funds do not invest in them, it is our hope that others will. And, it is our responsibility that these SEs are ready." – Liza Green

SEEING THE BIGGER PICTURE

The greatest capacity building challenge is **identifying a common language** so that everyone is on an equal playing field.

AVPN became Liza's go-to platform to launch the SE Development Toolkit:

- The online wizard will profile SEs to their stage of development.
- Based on the needs identified, SEs will be matched to a set of available resources.
- Capital providers can provide more relevant support.

"There's no one-size-fits-all solution, so the trick is securing the right support at the right time." – Kevin Robbins, Swisscontact

MORE THAN JUST A TOOLKIT

"AVPN and Credit Suisse have embraced us by bringing us into a community that strives to build trust." – Jared King

Indeed, the community is the key reason the Toolkit is sparking interest across AVPN members:

- **Village Capital** is sharing their VIRAL matrix so that it can be adapted to a more localized, Asian context for social investment.
- **Swisscontact's** RISE project matches SEs with vetted experts and delivers demand-driven services.

The Toolkit is just the start of our journey in helping SEs thrive.

What makes the Toolkit unique, though, is its ability to foster unique partnerships that are otherwise unimaginable.