

# VP/SI IN CENTRAL EASTERN EUROPE

## CASE STUDY

## DELTA FOUNDATION – CARITAS ŠABAC

### SOCIAL PROBLEM

People with mental illnesses and women who are victim of domestic violence face social and economic problems when they leave institutional support. They are still treated as “patients” and cannot rely on themselves entirely. They struggle to find a job and very often they are not considered full members of the society, since they cannot fully contribute to it.

### SOLUTION

Caritas Šabac launched the project “**From Mačva with Love**”, in which they use “social agriculture” to help vulnerable people find a job, making them more independent, and increasing their level of

social inclusion. Caritas proposes a range of activities within the field of agriculture, such as cleaning the fields, growing plants and fruits (e.g. strawberries, vegetables, etc.), or working in secondary production to make brandy, dry fruits, and jams.

Caritas works in close collaboration with consultants (psychologists and social workers). These professionals make sure that each beneficiary is placed in a job position adapted to his/her abilities and competences.

Growing plants and fruits in Šabac



Serbia

## ABOUT THE VPO & THE SPO

Delta Foundation	Plantation for the Future	Caritas Šabac	From Mačva with Love
<b>VPO</b>	<b>Project</b>	<b>SPO</b>	<b>Social agriculture project</b>
<ul style="list-style-type: none"> <li>Corporate foundation (all projects are funded by Delta Holding Group member companies)</li> <li>Founded in 2007</li> <li>Sectors: culture, education, agriculture and social protection</li> <li>Final beneficiaries: children and youth, people with disabilities, people in need, local initiatives etc.</li> </ul>	<ul style="list-style-type: none"> <li>Launched by Delta Foundation in 2015</li> <li>Aim: to increase employment and reduce poverty of vulnerable people through employment, with a focus on primary and secondary agricultural production</li> </ul>	<ul style="list-style-type: none"> <li>Founded in 2000</li> <li>Sectors: social agriculture, dry cleaning</li> <li>Beneficiaries: socially vulnerable people and marginalised groups (the elderly, children and youth, disabled people, Roma, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Launched by Caritas Šabac in 2015</li> <li>Aim: to increase employment and social inclusion of people with mental illnesses and disabilities and women victim of domestic violence</li> </ul>

## SPO AND VPO'S OBJECTIVES FOR THIS PROJECT



1. Encourage socially vulnerable people in Šabac to work in agriculture in order to become financially independent.
2. Increase employment rates of people with mental illnesses and disability and women who are victim of domestic violence.
3. Reduce poverty in the target group of the SPO's beneficiaries.

## APPROACH TO IMPACT MEASUREMENT



Outputs	Outcomes
<ul style="list-style-type: none"> <li># of beneficiaries employed</li> <li># of beneficiaries engaged*</li> <li># of indirect project beneficiaries</li> <li># of beneficiaries in occupational therapy</li> </ul>	<ul style="list-style-type: none"> <li>Increased employment rate</li> <li>Improved agricultural production in a number of locations in Serbia</li> <li>Increased revenues of the people/families engaged</li> <li>Increased business revenue</li> </ul>

\* Engaged people are paid for their work with a daily wage but don't sign an employment agreement – e.g. seasonal workers

### REPORTING



Quarterly	Final – end of project
<ul style="list-style-type: none"> <li>Periodical financial reports</li> <li>Periodical narrative reports</li> </ul>	<ul style="list-style-type: none"> <li>Financial report</li> <li>Narrative report</li> </ul>

## DELTA FOUNDATION'S INVESTMENT

### FINANCIAL SUPPORT



- Grant on annual basis: €15,000 in 2015 + €15,000 in 2016
- As of 2017, Delta Foundation will keep supporting Caritas Šabac with a strong focus on **capacity building**.

### NON-FINANCIAL SUPPORT (NFS)



Delta Foundation engages professionals from Delta Agrar (a company from Delta Holding Group) to provide professional **advice** on primary and secondary agriculture production. The VPO also engaged other organisations to give support in finance management, marketing and communication. Delta Agrar's employees provide their

support and knowledge during and outside of their working hours, without any limitations to the duration of their engagement.

The NFS is provided **on demand** and **tailored** to the needs of the SPO.

### FINANCIAL AND SOCIAL RETURN TO DATE

Thanks to the Plantation for the Future project support, Caritas Šabac has employed and engaged following number of beneficiaries:

	Employed	Engaged	Total
2015	10	17	27
2016	8	30	38
		<b>Total</b>	<b>65</b>

By October 2016, Caritas Šabac had gained an income of €6,600 in 2016 and €7,500 in 2015.

All employed beneficiaries will continue to work after Delta Foundation's exit.

Due to the success of the current work in 2016, Caritas Šabac purchased a **new farm** with the financial support from Delta Foundation and other funders. The development of the farm will enable the SPO to increase significantly employment of vulnerable people. It is estimated that approximately 20 more people will be engaged in the next two years, benefitting their families and community.

## THE SPO'S DEVELOPMENT PLAN

Through various sustainable projects – such as “From Mačva with love” – addressing the needs of its clients and local community, Caritas Šabac has become a true example of social enterprise, led by an entrepreneurial manager. The SPO began with a small agricultural production which has been a success.

Caritas Šabac plans to develop further by launching a new farm for secondary agricultural production of jams, ajvar, juices, dry fruits etc. The plan is to get a certification for food safety (also known as licence for Hazard Analysis and Critical Control Points - HACCP) and to acquire the necessary equipment to significantly increase the volume of production. The SPO's long term plan involves opening its own shops to engage directly with customers, and to provide new training activities for its clients.

## INVESTMENT OPPORTUNITY

The investment of €20,000 would enable the SPO to finalise the standardisation of food production. Social return will be permanent employment of women from vulnerable groups, provision of modern occupational therapy for 30 beneficiaries

of day care centre for people with mental health problems and disabilities, and training in food production for at least 100 women living in a rural area. In addition, approximately 20 families will be engaged as family producers-suppliers of healthy home-grown raw products (fresh fruits) for further manufacturing.

## WHAT THEY THINK



The project “Plantation for the Future” has provided us, grantees, with the possibility to start agricultural production thanks to Delta Foundation's financial support, but also with valuable professional help. This support helped us unlock the potential and possibilities of socially and economically vulnerable people. We did it through economic activities in agriculture. In addition we've become aware that this is a serious business.”

**Miroljub Nikolić, Director, Caritas Šabac**



This project is one of our best and most successful social investments. We're very proud of the results and we see great potential for it to become a true example of sustainable social enterprise. The work of Caritas Šabac serves also as motivation and inspiration for other social enterprises in agriculture: if they see a business opportunity, they should go for it.”

**Nadica Milanović, Project Manager, Delta Foundation**

### For more information:

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### Disclaimer

The case study presented in this leaflet features organisations that are continuously working on their business model. As a result, all cases are evolving organisations and thus their model is continuously improving.

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