**STRATEGY DOCUMENT FOR ESTABLISHING A SOCIAL ENTERPRISE AND INNOVATION FUND (SEIF) IN GHANA**

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Prepared for: Social Enterprise (SE) Ghana

**Executive Summary**

This strategy document outlines the plan for establishing a social enterprise and innovation fund (SEIF) in Ghana. Following the feasibility study conducted for establishing the SEIF, the conclusion validates the need for such a fund within the ecosystem. This document provides a strategy and workplan for the next 11 months detailing activities, timelines, and responsibilities for both parties.

**Vision & Objectives**

*Vision*–To establish an impactful and sustainable fund for social enterprises in Ghana to promote positive gender, environmental, and economic causes.

*Objectives*

1. Raise between USD100,000 and USD500,000 in seed funding in the first 11 months.
2. Refine and establish a governance and operational structure for the fund.
3. Develop a pipeline of high-impact social enterprises to access funding.
4. Build solid partnerships with key stakeholders, including philanthropic and government organisations.
5. Launch the fund and disburse initial funding to pilot businesses.

**Key Strategic Framework**

1. Re-evaluating fund structure and design

* Re-align with partners and stakeholders on fund design
* Review & update relevant documents like pitch decks and concept notes on the fund

1. Resource mobilization:

* Identify and engage potential donors and investors.
* Craft a compelling fundraising strategy, business plan, and pitch deck.
* Organise fundraising events and campaigns.

1. Pipeline development:

* Identify and assess high-impact social enterprises as well as enterprise support organisations
* Develop criteria for selecting qualified enterprises.
* Build a database of potential beneficiary businesses.

Where successful with fundraising efforts:

1. Governance and legal:

* Establish a governance structure comprising an advisory board, investment committee, investment manager, business associate, finance and compliance, and business analysts.

1. Capacity Building programme:

* Establish a technical assistance (TA) framework for fund beneficiaries.
* Partner with selected enterprise support organisations to deliver TA.
* Build capacity of ESOs to deliver quality TA training to investee businesses.

1. Monitoring & Evaluation

* Develop a monitoring & evaluation framework to guide the fund’s operationalization.

**11-months Workplan**

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| Task | Timeline (2025) | Lead | Deliverables |
| Bi-weekly update meetings | February – December | SE Ghana & Challenges Ghana | Meeting minutes |
| Discuss and finalise strategy and work plan | February | SE Ghana & Challenges Ghana | Approved strategy document |
| Organize a 1-day strategy session (outside of Accra maybe) to re-align fund design, and brainstorm potential funders to engage as well as the engagement approach. | February | SE Ghana & Challenges Ghana | Updated fund design and structure  List of potential donors  Engagement approach  Define partners responsibilities  Agree on additional partners to include |
| Seek legal opinion on fund structure | February | Challenges Ghana | Feedback from legal expert |
| Update fundraising materials (pitch deck) | March | Challenges Ghana | Updated Fundraising materials |
| Host initial meetings with identified donors | March – May | Challenges Ghana  SE Ghana | Report on donor meetings held  Secure initial donor commitment  Agree next steps with each commitment received |
| Engagement with Enterprise Support Organisations (ESOs) | June | Challenges Ghana  SE Ghana | Initial shortlist of ESOs for fund implementation |
| Develop a pipeline of social enterprises | July | SE Ghana & ESOs | Shortlist of potential clients |
| Launch fundraising campaign | July – December | Challenges Ghana & SE Ghana | Donor engagement  50% of targeted funding raised  Fundraising event (where necessary) |
| Where fundraising efforts are successful – achieving traction with fundraising | | | |
| Establish governance structure and draft legal documents | October | Challenges Ghana, & Legal advisors | Draft legal documents |
| Finalise SEIF capacity building programme and technical assistance documents | October – November | Challenges Ghana | Capacity building and technical assistance documents. |
| Develop a monitoring and evaluation framework | October – November | Challenges Ghana, M&E expert | M&E framework |
| Launch of fund | December | SE Ghana and Challenges Ghana | Launch event |

**Monitoring and Evaluation**

* Conduct monthly reviews to assess progress and make the needed adjustments.
* Identify potential risks that are likely to occur and develop mitigation strategies.

**Conclusion**

This strategy document and workplan will serve as a guide for the establishment and operationalization of the Social Enterprise and Innovation Fund (SEIF). By leveraging the strength of SE Ghana and Challenges Ghana, we aim to create a fund unique that supports the growth of social enterprises. Efforts over the next 11 months will be largely led by both entities but relevant affiliates may be invited & involved where necessary along the journey.