



THE FUNDING NETWORK

AUSTRALIA

TFN Impact Report

Organisation name:

The Manjeri School Project

Presenter name and position:

Nick Harrington, Founding Director

Date of the TFN event at which you presented

5 November 2014

Please describe how your organisation has changed in the last 12 months:

The Manjeri School Project has experienced great growth since pitching at the TFN event in November 2014. We would like to thank the TFN community for providing the platform to take our organisation to the next level. Over the period, our organisation has grown its turnover from \$70K to \$250K.

After the TFN event, we were also able to attract high caliber, non executives directors to our board. We have been fortunate to have David Bennett, Celia Hodson, Kylie Charlton and Keith Drewery join our team and provide their significant experience as we go through a period of tremendous growth. We first met Keith at a TFN event in January 2014, he then went on to become our advocate in November and we are thrilled that he has joined our board in 2015. The TFN experience provided great credibility and exposure to our organisation.

We have also grown our community of supporters and increased awareness about our sustainable education model. As a small organisation run on a completely voluntary basis, we are deeply focused on project implementation in Uganda and have limited time and resources to run significant marketing campaigns. TFN gave our organisation a credible voice and medium to tell our story to an engaged and open community.

Please provide a quantitative breakdown of how TFN funds have been used

The funds raised at TFN were used to purchase a Toyota Hiace to launch a matatu taxi bus social enterprise in Uganda. The enterprise is designed to generate an income for the primary school that we are supporting to become 100% sustainable and independent by 2018. When it is not operating as a local taxi, the matatu also serves as a school bus.



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The matatu business has proved to be a successful start-up that generates reliable weekly revenues and only requires light touch management. After a year of successful operations, we are confident in the business model and management and are currently seeking support to expand the fleet from 1 to 3 vehicles over the next 6 months. We expect that we will be able to replicate this business when we scale our sustainable education model and support other schools to become independent.

If TFN funds were not used as described in your pitch, please state why not:

The funds raised at TFN have been used as per the business plan pitched at the event.

Could you provide an estimate of how many people have been reached by programs or activities that were supported with TFN funding?

The matatu social enterprise has had a significant impact on the school's community of 250 students and staff. The business is helping to create a culture of sustainability and is improving the bottom line of the school by contributing \$7,500 (11%) of its annual operating budget. This additional income allows the school to deliver a high quality education at a very affordable price and ensures that education is accessible to all.

Can you describe and/or measure the impact that the specific TFN funding has had?:

The funding facilitated the investment in an asset backed business that generates \$7,000 - 8,000 pa. With a useful life of 7 years, we expect the \$18,500 investment to return \$49,000 – 56,000 in net profit to the school across the coming years. What makes this business particularly compelling is that it generates weekly cash flows, allowing the school to meet its regular outgoings.

The matatu is also used to transport students and staff to and from the school.

What measures did you use to assess the impact?:

A financial metric is used to calculate the impact of the profit generating social enterprise and anecdotal and qualitative feedback was used to understand intangible impact that the transport has had on the school and its community.

Over the last 12 months, did you receive any additional financial support from anyone you met through TFN?:

Since pitching at the TFN in November 2014, The Manjeri School Project has received over \$100,000 worth of donations from those who contributed at TFN to the matatu business. Earlier in 2015, after launching the matatu business successfully, we re-approached the TFN community and proposed our next business



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opportunity, the acquisition of 15 acres of prime land near the school to develop a mixed-farm social enterprise.

Over the last 12 months, did you receive any goods in-kind and/or pro-bono services from anyone you met through TFN?:

The Manjeri School Project was fortunate to connect with Google Australia after pitching. Google Australia dedicated a team of marketing specialists who spent a large amount of time on our project, including workshops with The Manjeri School Project team to work on our marketing and external messaging. We were incredibly excited to be given the opportunity to visit the Google Headquarters and work with some of Google's brightest sparks to improve our story.

Estimated value \$10,000

How important was TFN funding in helping you achieve your objectives this year?:

We would have found it difficult to achieve our objectives without TFN funding

What were some of the other benefits of participating in TFN?:

In participating in TFN, we have joined the organisation's alumni of small, up and coming not for profits and social enterprises that are passionate about the work they do. We have maintained a very strong relationship with the team at TFN and have engaged with the community on a number of occasions. This continuing relationship with TFN, the TFN community and alumnus organisations, has created a great sense of community and we look forward to continuing our involvement in the years to come!

Has the TFN pitch coaching and mentoring helped you secure further funding from non-TFN sources?:

10x10 (\$7,000), Minter Ellison Young Lawyers Pitch (\$1,500), a small number of private foundations.