

MAXIMIZING SOCIAL ENTERPRISE

Creating financial value to improve lives



Demand for many health services, including contraception, is growing. The role of social enterprise – business created to achieve a social goal – is increasingly recognized by donors and impact investors as an effective way to provide goods and services. IPPF will expand and replicate successful social enterprise models to **amplify impact, promote sustainability and foster economic growth**. Access to affordable, quality health care for millions of people around the world remains in jeopardy because of the scarcity and unpredictability of global health financing. IPPF Member Associations use innovative social enterprise models to meet the sexual and reproductive health needs of poor and vulnerable communities, particularly women and girls.

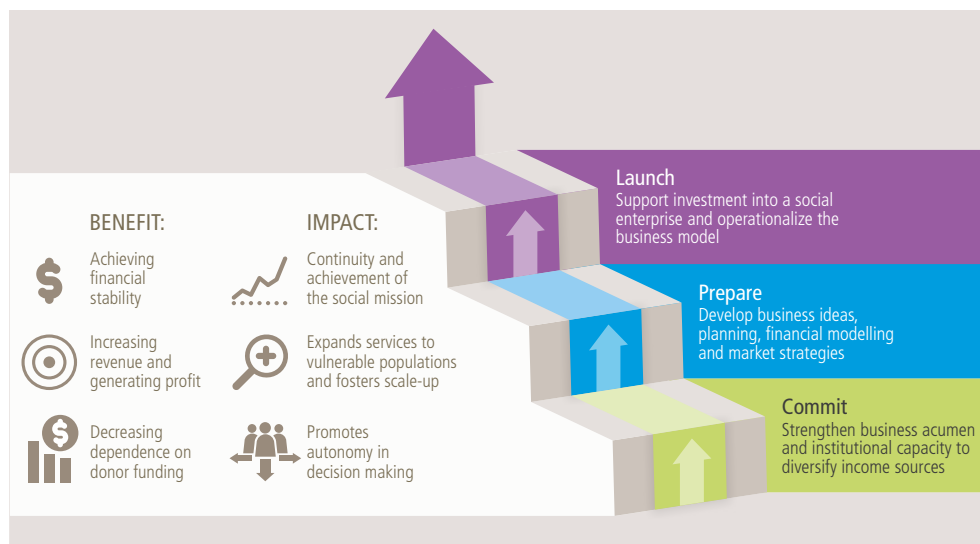
IPPF’s social enterprise programme model

Launched in 2015, IPPF’s **Social Enterprise Acceleration Programme** drives inclusive business in development. IPPF strengthens Member Associations’ capacity to apply entrepreneurial best practice within the health sector. This increases their financial resilience as they generate income and increase programmatic sustainability. **At the same time as creating financial value, the Social Enterprise Acceleration Programme delivers social value and improves lives, lifting women and girls out of poverty.**

The programme has three stages, as shown in the diagram. Member Associations join the

programme at the level that meets their needs, and graduate up.

Social enterprise is a new source of financing for many locally owned organizations. IPPF therefore supports Member Associations through workshops and South-to-South exchanges. Small grants for capacity building – which Member Associations match – are awarded competitively. At the launch stage, IPPF explores innovative ways for Associations to access new financial investments, for example through preferential loans. These loans enable Associations to finance and scale up their social enterprises.



COLOMBIA

A business-oriented social enterprise

In 2012, IPPF in Colombia – Profamilia – established business units to cover all current operations. From 2012 to 2014, couple years of protection¹ increased by 38% and sexual and reproductive health services by 27%, while local income rose by 48%. Just over half of Profamilia’s revenues come from its clinics and 42% from a unit selling contraceptives and other sexual and reproductive health products. Profamilia’s social enterprise model reinvests surpluses to expand its social mission, enhancing financial health and sustainability. Today, Profamilia is self-financed, operating 34 health centres in 28 cities, providing affordable treatment, counselling and products to more than 700,000 users a year.

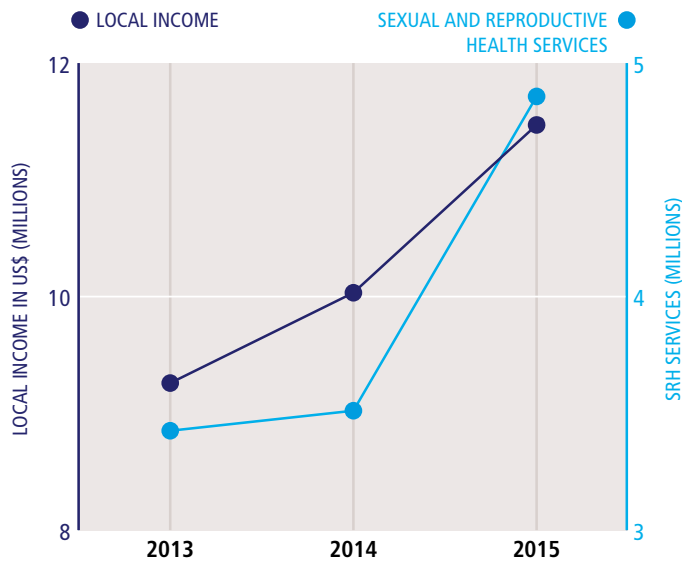
¹ This is a generalized measure of the contraception that one couple will need over the course of one year to prevent pregnancy.



Results

From 2013 to 2015, seven IPPF Member Associations that adopted social enterprise models in the Western Hemisphere region increased their local income by 24% and sexual and reproductive health service delivery by 42%.

TOTAL LOCAL INCOME AND TOTAL SEXUAL AND REPRODUCTIVE HEALTH SERVICES (2013-2015)



Why social enterprise?

- Achieving universal access to sexual and reproductive health services by 2030 is a smart investment and best buy in development.
- Despite the proven returns on investment, sexual and reproductive health is under-funded. Mobilizing increased finances is crucial to secure universal access to sexual and reproductive health, which is enshrined in the Sustainable Development Goals. Innovative social enterprise models can play a key role.
- Private consumers in developing countries pay more than anyone else for their own sexual and reproductive health. 82% of IPPF's clients are poor and vulnerable.

SRI LANKA

Innovating for financial sustainability through social marketing

IPPF in Sri Lanka – the Family Planning Association of Sri Lanka – has developed a robust and successful social enterprise model that generates income by procuring quality sexual and reproductive health products and distributing them through a range of vendors. The Association sells products at market rates through commercial outlets and to other health care providers, while delivering them to clients at no cost through its clinics and outreach services. By 2015, it had generated over US\$3.6 million through the venture. Income from social marketing covers over 80% of the Association's overheads and provides half of the country's couple years of protection, illustrating how the Member Association has achieved both its social and financial missions.



WHAT IS IPPF?

The International Planned Parenthood Federation (IPPF) delivers sexual and reproductive health services that let people make their own choices. We fight for everyone to exercise their right to make those choices. We are local, through our members and volunteers, and global, through our network. We meet need, wherever it is, whoever requires it, for as long as they want it.



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