



Junior Enterprises
Europe

FUNDRAISING:

PRACTICAL APPROACHES ON RAISING
FUNDS FOR SOCIAL ENTERPRISES

JE EUROPE

THE CHALLENGE
REVENUE
STRATEGIES
SELLING POINTS
TOOLS
TAKEAWAYS
CONTACTS



Junior Enterprises Europe is the European network of **university students-run**, non-profit enterprises.

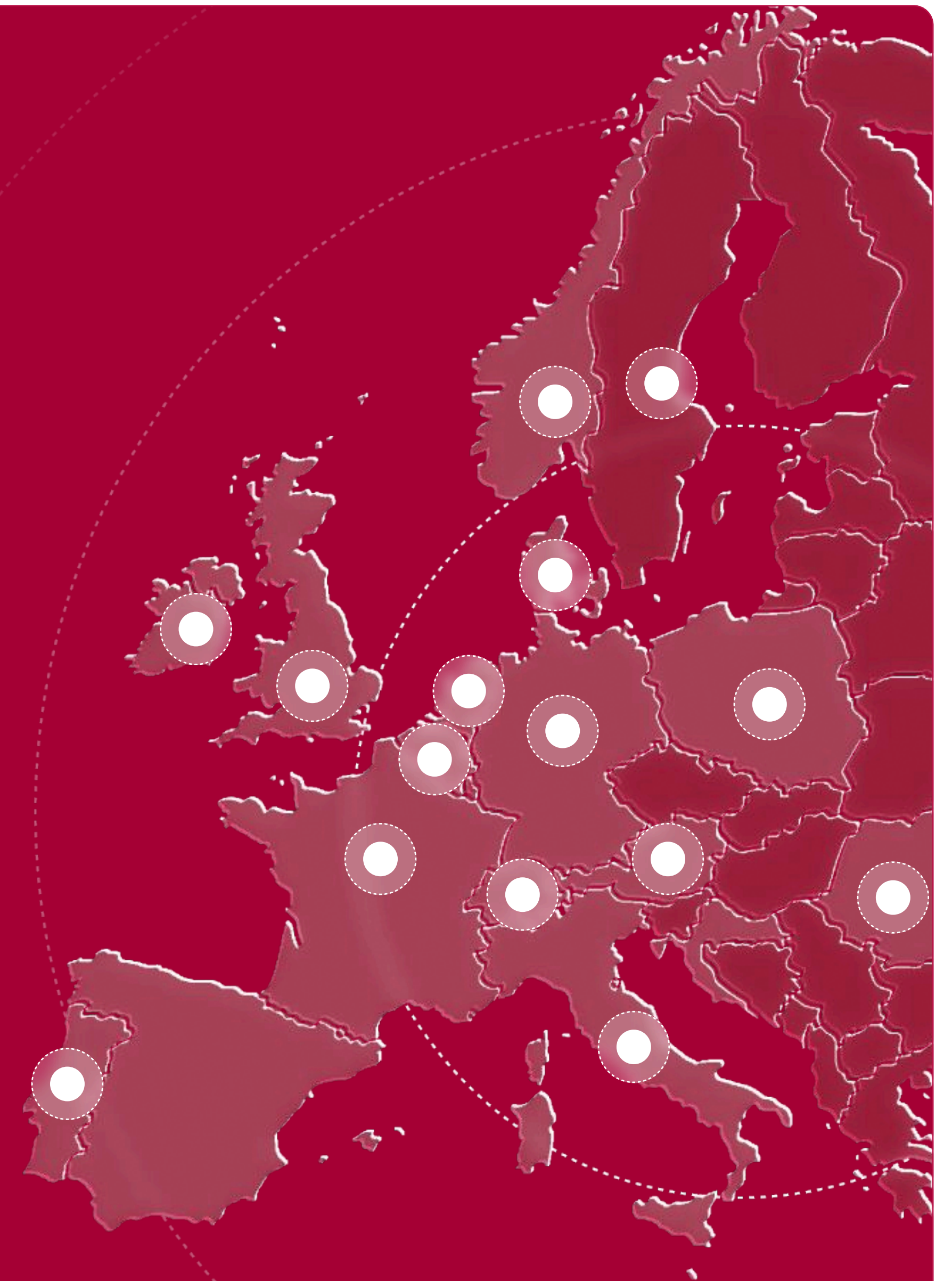
Each Junior Enterprise offers **real services** to companies, institutions, and individuals, with **all revenue reinvested** into training, upskilling, and networking opportunities.

Our mission is to **empower** students with **entrepreneurial skills** and foster innovation, collaboration, and international engagement **to drive positive change**.

290+
JUNIOR ENTERPRISES

16
COUNTRIES

34,000+
JUNIOR ENTREPRENEURS



THE UNIQUE CHALLENGE FOR SOCIAL ENTERPRISES

- Social enterprises aim for both **financial return and social impact**.
- Funders often ask:
"Can you be profitable while solving social issues?"
- This creates **unique fundraising challenges – and unique opportunities**.



FUNDRAISING REVENUE GENERATION

+ [Traditional] Enterprise

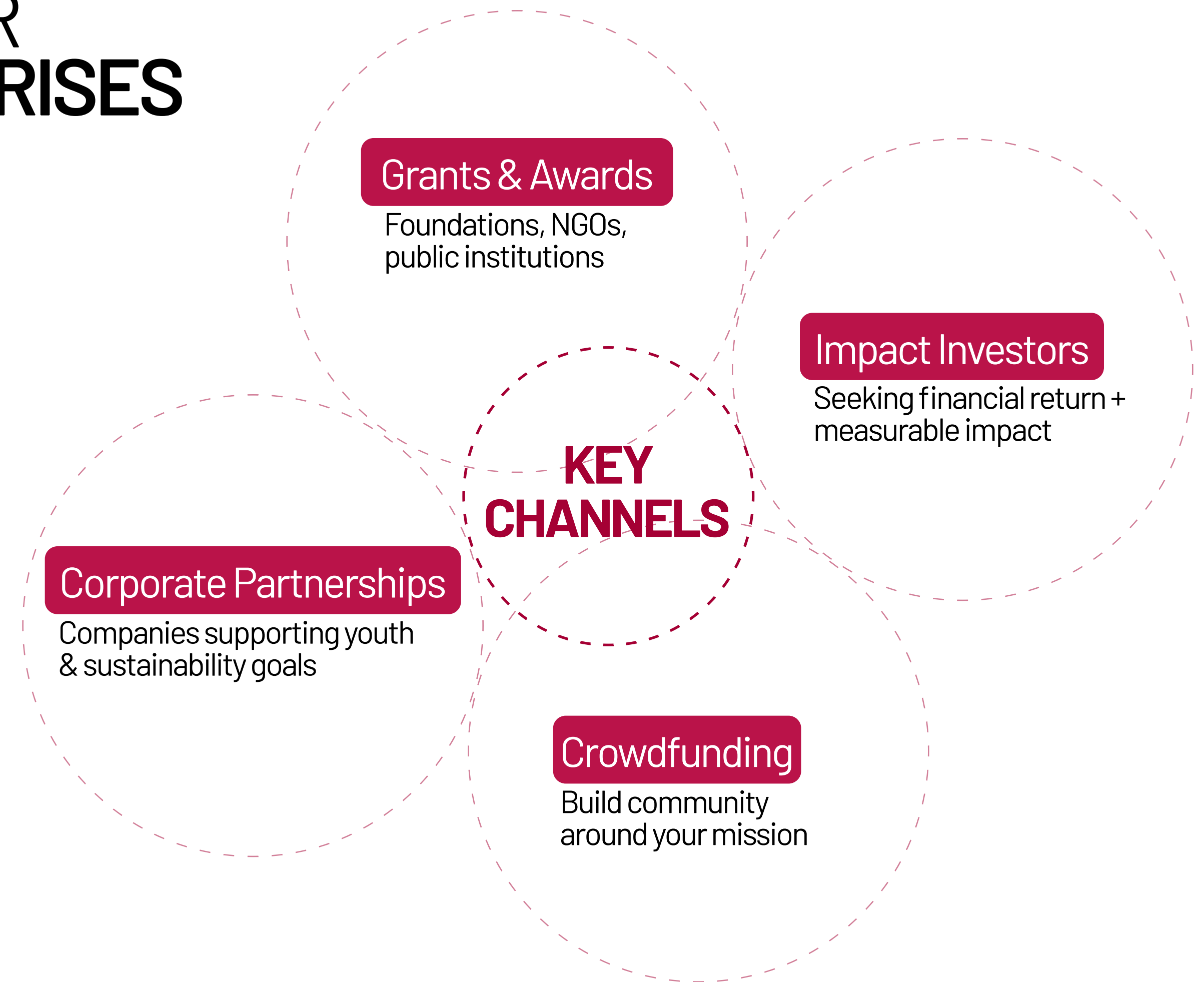
€	Focus on profit
👥	Private investors (Venture Capitalist...)
%	Pitch = ROI

+ [Social] Enterprise

€	Focus on impact + financial sustainability
👥	Impact investors, grants, hybrid
%	Pitch = SROI (Social Return on Investment)

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FUNDRAISING STRATEGIES FOR SOCIAL ENTERPRISES



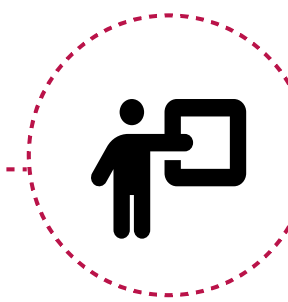
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WHAT TO FOCUS ON



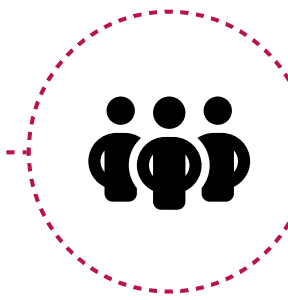
IMPACT MEASUREMENT

Quantify the social problem you're solving



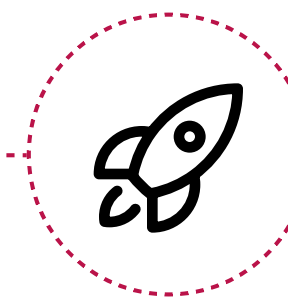
STORYTELLING

Connect emotionally through real stories



COMMUNITY ENGAGEMENT

Build a tribe of supporters



SCALABILITY

Show how impact grows with funding

USEFUL TOOLS & PLATFORMS



Grants & Awards

- BeChangeMaker
- YouthPower.org
- Global Innovation Fund
- Ashoka Changemakers
- Echoing Green
- The Pollination Project



Crowdfunding

- Seedrs(equity)
- GoFundMe(donations)
- Chuffed(non-profits & social good)
- StartSomeGood
- Ulule



Partnerships

- LinkedIn + newsletters
- Local chambers of commerce
- CSR platforms: Benevity, Goodera
- 1% for the Planet

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FINAL TAKEAWAYS



FOCUS ON
VALUE + VALUES



BUILD **RELATIONSHIPS**
NOT JUST REQUEST



LEAD WITH **IMPACT,**
NOT PERFECTION



MAKE YOUR ASK
CLEAR, ACTIONABLE AND ALIGNED

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THANK YOU & STAY CONNECTED!