

Presenter's name: Luciana Mota da Silva

Degree, affiliation: Business

Curriculum vitae:

Graduated in "Fashion Business" and postgraduate in "Business Management". Since 2008 in the fashion area, specialist in retail. Volunteer at Instituto Passo a Passo.

Category: short paper

Topic: Business- Fundraising

Authors:

Claudia da Costa Mota Master

Luciana Mota da Silva Specialist

Title: PILOT PROJECT: SOCKS AS FUNDRAISING TOOL FOR AN EQUINE – ASSISTED SERVICES CENTER

Keyword 1: Fundraising

Keyword 2: Sock

Keyword 3: Financial sustainability

Abstract:

The challenge of maintaining an equine-assisted services center for disadvantaged socio-economic level population is the reality of many social entrepreneurs. The high costs of equines, a highly qualified team, maintenance of space, adapted materials, and constant improvement require resources, so the non-profit and economical therapeutic centers maintain financial sustainability. Thus, the aim of this study was to diversify the sources of resources through the sale of products, which, in addition to being a means of promoting the cause, serves as a strategy for fundraising and facilitates establishing partnerships. The initial strategy was to create a product with an appeal for the cause, thus the socks with horse designs were created by a partner company with expertise in the given field, in addition to the partnership with the sock industry, a logistics center, display company, and commerce for sales. Six initial models were created, one with the theme of Down Syndrome ("being different is cool") and another with the autism spectrum disorder theme, with symbols associated with the image of horses. In the promotion, the quantity of socks is linked to equine-assisted therapies: acquiring 6 socks the client pays for a therapy session, with 60 socks the client pays for a month of therapy, and 600 socks an entire year of therapy. During the launch in a group of entrepreneurs, a company purchased 600 socks as gifts to employees and practice its social responsibility, it took only 3 months for the entire investment to return, and customers are encouraged to post photos of their socks in social media. The conclusion is that a creative product, related to the cause, can generate visibility and diversification of sources, which is essential for the financial sustainability of an equine-assisted therapies center.