Governance approach of wellcome

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wellcome
Founder and Managing Director
wellcome in a nutshell

• Founded in 2002
• Support services for families
  – Practical Help after birth
  – ElternLeben.de
  – Families in Need
• Social franchise model (non-profit company)
• Active in over 250 locations in Germany, Austria and Switzerland
• Connecting over 4,000 families and 4,000 volunteers through the Practical help program
Solutions in the German context

- The rules in the German social sector are made for old, big welfare institutions like Diakonie or Caritas
- Difficult access for modern social entrepreneurs to financial resources
- Strong separation for-profit/non-profit legal possibilities

- There is no ideal legal form.
  - Social entrepreneurs have to be creative and use all legal possibilities
- Mixed models for hybrid finance: social entrepreneurs use the possibility to develop a limited for-profit part of the organization
  - wellcome develops ElternLeben.de
Governance arrangements of wellcome

3-person management

Informal board

Role of entrepreneur essential

formal contract, distribution of responsibilities:
• founder, sole shareholder and general manager; manager ElternLeben.de, digital innovation;
• manager responsible for fundraising, brand quality management, public relations
• manager responsible for the main operations (Practical Help/Families in Need)

meeting with the management team on a needs basis
• consultants, marketing and communication experts, fundraising-coach, professionals in family services, media expert, etc.
• long term companions
• representatives of the main sponsor

in achieving control and accountability
• need for freedom and responsibility towards target group/clients
• boards can be easily manipulated and are energy consuming
## Reporting practices of Wellcome

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<tr>
<th>Financial control</th>
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<td>• performed by the state: disclosing finances, external accounting, certified public accountant</td>
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<td>• financial control performed by particular funders but not for the entire organization</td>
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<th>Social reporting</th>
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<tr>
<td>• Social Reporting Standard – impact focused</td>
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<td>• based on continuously collected data</td>
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**Open for improvement**: transfer reporting benchmarks and standards from social entrepreneurship scene to the traditional welfare system to even the playing field for similar organizations.
Thank you!

www.wellcome-online.de
www.elternleben.de