

Rumah Harapan is a Social Enterprise assisting children suffering from serious health conditions with the housing and support they require when receiving medical treatment in major cities of Indonesia.

The Cause

Founded in 2014 by Valencia Nieke Randa and Raline Shah, RH is an organization that assists dozens of children and their families with lodging when coming for treatment in major cities. As many rural and non-urban families find the costs prohibitive, which could run into tens of thousands, RH funds accommodation and aid for children and their families during the treatment period.

The organization is credited with many successes, in particular a young orphan who had been diagnosed with terminal bone cancer. Months later, with the care and support of RH, Tyas was diagnosed to be cancer free.

Meeting the demand with innovation

Realizing that only a small part of the problem was being addressed, plus a growing awareness of this form of assistance, the demand to expand facilities was increasing, with costs rising exponentially.

Faced with having to build more facilities and the high costs of funding this initiative, RH looked for a more conducive solution to the problem.

Learning from the growth of digital solutions for everything from ride sharing to hosted living, RH sought a digital solution that could help them to evolve. They discovered eSimon.

eSimon facilitates new concepts

eSimon is a social commerce mobile first application that delivers immersive social engagement combined with eCommerce. For RH, social engagement delivered an innovative opportunity to reach and engage large audiences, disseminate information and educate the public in the cause and requirements, but most importantly, to promote and facilitate a new approach to addressing the

increasing demand for support.

Adopting an Airbnb-like approach to the demand for housing, RH used eSimon to raise awareness, engage and inform the public of the requirements and gain support from homeowners willing to “host” a family for a period of time. Taking it a step further, eSimon was able to cultivate new ways of generating revenue, making RH more self-funding and less dependent on donations, which are often irregular.

This new model was a significant step forward for RH, making it possible to tackle the growing demand.

How it works

As services are already established in 5 cities across Indonesia, RH registered a Community in eSimon, and Hubs for each local Centre to manage their own volunteer base while allowing the Community to co-ordinate activities and establish a national view of events.

It also allowed each Hub to manage their communications and information independently and locally but permitting RH to contribute with information where necessary.

Achieving sustainability

The shift in business model required RH to engage public households in providing the much needed housing and support. The family setting of a public household also contributed to the well-being and care of the young patients with a naturally conducive environment of comfort and security not usually found in institutional homes.

The second part of the model was to employ eCommerce in sourcing revenue. As many organizations

willingly contributed products or even services as donations, it was possible for RH to open an eCommerce Shoppe in eSimon stocked with these products and services.

The real innovation came in the way in which RH enlisted the public to contribute their time and effort in supporting a humanitarian cause.

By acting as Marketers and selling products from the Shoppe, the public were now able to give back in their own way. RH even worked out a commission method where each Marketer would gain a remunerative reward for their sales contributions.

The Shoppe handled all steps of the eCommerce journey; from convenient presentation of products, to payment and delivery.

This was a revolutionary approach to Social Enterprise that not only informed and engaged the public garnering support for the cause, but made the organization self-sustaining in its financial requirements.

Operating eSimon as their own private social media service, RH is able to advertise sponsors to their followers and supporters, increasing justification for organizations donating products and completing the ROI cycle vital for maintaining contributions.

The intuitive interaction between social engagement and eCommerce in eSimon was instrumental in realizing this innovative model.

How a Social Enterprise builds sustainability on eSimon.

