PROJECT PROPOSAL: A ROOM FOR GOOD

Establishing an Operational Endowment through
Social Enterprise Real Estate in Dushanbe

1. Executive Summary

This proposal outlines a strategic transition toward long-term institutional permanence and financial sustainability for our Non-Governmental Organization (NGO). By raising upfront capital of $70,000, we intend to acquire and equip a prime one-room, two-bed studio apartment in Dushanbe, Tajikistan, to run as a high-yield boutique commercial micro-rental. Unlike standard charity frameworks prone to shifting donor priorities, 100% of the ongoing hospitality yields from this wholly owned property asset will be legally bound to cover our core operational overhead, structural administrative salaries, and digital platform maintenance. This permanent micro-endowment guarantees our organizational survival, shields our localized health and education programs from funding cliffs, and ensures that all future project-specific donor contributions can be funneled 100% directly to public needs.

2. Problem Statement & Context

Non-governmental institutions globally face severe operational volatility arising from a deep, systemic structural issue: donor reluctance to fund basic administrative overhead. Currently, our organization lacks consistent funding to support crucial administrative expenditures. Most notably, we lack the capital to reliably retain full-time staff, an SMM specialist, or a dedicated website manager. This restriction makes it extremely difficult to maintain an active social media presence, post timely field updates, or manage our digital tracking channels smoothly—administrative tools that are essential to retaining donor trust and proving our impact.

To eliminate this systemic fragility, our leadership team looked into standard financial options to buy a local commercial real estate asset. However, within the banking ecosystem of Tajikistan, commercial institutions do not practice granting real estate mortgages or long-term loans to non-profit entities due to a perceived lack of traditional commercial corporate revenue. This barrier blocks our NGO from securing standard credit lines, leaving us entirely dependent on seasonal, unpredictable public grants to stay afloat. Without a reliable, self-directed operational cushion, our team's capacity to design and execute long-range humanitarian work remains heavily limited.

3. The Social Enterprise Solution

This project solves our funding issues by establishing a permanent, independent revenue engine. By utilizing $70,000 in upfront crowdfunding capital, our organization will bypass local mortgage constraints to purchase, furnish, and legally register a centrally located studio apartment in Dushanbe. The property will be fitted with a premium one-room, two-bed configuration optimized for solo business travelers, tourists, or visiting professionals.

By integrating a commercial real estate property directly under the control of our non-profit charter, we create an immediate social enterprise endowment loop. The property will generate regular income through two distinct avenues: a retail short-term traveler strategy and an institutional organizational leasing plan. Because the property will be owned completely outright without bank interest rates or debt servicing fees, all recurring revenue is pure operational margin that directly covers our internal administrative expenditures.

4. Financial Projections & Budget Realization

The table below details our conservative monthly revenue projections based on prevailing Dushanbe rental indexes (approximate exchange baseline: 1 USD ~ 9.22 TJS):

Operational Model	Target Nightly Rate	Est. Occupancy Rate	Projected Monthly Yield
Retail / Short-Term Guest	$10.00 USD / Night	70% (21 Days / Month)	4,000 TJS (~$434.00 USD)
Corporate / Institutional Lease	$30.00 - $40.00 USD / Night	50% (15 Days / Month)	$450.00 - $600.00 USD
Upfront Capital Target	Property Acquisition & Complete Furnishing Budget Ceiling:	---	$70,000.00 USD Total

When the asset reaches operational stabilization, these monthly yields will be channeled to cover the specific administrative deficits that currently limit our team's expansion:
• Retaining a professional, part-time SMM and content creator to expand our online visibility and update our pages.
• Funding a digital system administrator to maintain our tracking platforms and ensure timely field documentation.
• Paying foundational organizational compliance fees, utility overhead, and basic office rent.

5. Long-Term Impact & UN SDG Alignment

By funding this capital deployment, donors are not supporting a temporary relief campaign; they are creating a permanent foundation for our organization. Covering our operational costs through an independent hospitality asset allows us to make a bold guarantee to the international public: every dollar donated to our future campaigns can go 100% directly to public needs on the ground, with zero leakage or administrative deductions.
This self-funding configuration advances key Global Goals on the United Nations Sustainable Development agenda:
• UN SDG 8 (Decent Work and Economic Growth): Promotes sustainable economic structures and local asset creation within developing communities.
• UN SDG 1 (No Poverty): Builds structural, multi-generational institutional safety nets to preserve long-term anti-poverty work across Tajikistan.