

GP 22: How to become a Social Entrepreneur – Gail McCutcheon

Owner: Association “Mein Herz lacht” by the female entrepreneur Gail McCutcheon

Start date: 01.2019

End date: on-going

Scope: ✓ training needs policy measures other

Geographical focus: ✓ local and regional national International

The association “Mein Herz Lacht” (MHL) helps especially mothers to combine being a mother with ill children and the working life (e.g. finding way back into job or becoming self-employed). It can help especially women with ill children to find back into a job or to use the support when becoming self-employed.

Aim:

To build up a local (offline) and national (online) network for parents (especially mothers) with an ill or disabled child (irrelevant or illness) to support their challenging situation (from wellbeing up to new orientation in the workspace or entrepreneurship as a new employment possibility).

Target group:

Women with disabled or ill children.

About the good practice:

MHL provides offline (local parents group, seminars to exchange experience) and online (social network, forum, podcasts, expert advice) self-help groups where the parents and their ongoing life stays in focus. It helps women with disabled or ill children to find a better way to go back to work or even to get self-employed also with the additional load of an ill child. It helps to exchange with other women and how to deal with the situation and combine it with a job or leading an own company with this destiny

A lot of flexibility (e.g. Home Office) is required as a mother in the founding process, combining start-up and family life, receiving funding at the very beginning (especially as a social entrepreneur it is much more difficult).

Support: Getting a grant (social impact lab) as well as the support of institutions and health insurance companies and also using the existing network.

The key factors of success:

Visibility in the network, being open-minded, Family support, own experience in business area.

Resources needed:

n.a.

Evidence for success:

✓ 10 local groups and approx. 6 members overall about 60 members

Potential for learning or transfer

- Coaching/ mentoring for mothers how to handle life with an ill or disabled children (e.g. how to combine a job or self-employment with ill or disabled children)
- risk management strategy involved
- other (please specify): network: building a network of mothers



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