



411 Social enterprises: Employment innovation that works

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History and Mandate

Incorporated in 1994 as Rideau Street Youth Enterprises

Re-named and registered as Rideau Social Enterprises in October 2011

Provide opportunities through a social enterprise model for multi-barriered clients to prepare for, find and keep meaningful work



Serving our community



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Starting a Social Enterprise

What is a Social Enterprise?



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Definitions – what is social enterprise?

“Social enterprises are businesses owned by non-profit organizations, that are directly involved in the production and/or selling of goods and services for the blended purpose of generating income and achieving social, cultural, and/or environmental aims. Social enterprises are one more tool for non-profits to use to meet their mission to contribute to healthy communities.”

-Social Enterprise Council of Canada

“Social enterprises are businesses whose primary purpose is the common good. They use the methods and disciplines of business and the power of the marketplace to advance their social, environmental and human justice agendas.”

-Social Enterprise Alliance, USA

“A social enterprise is a business that trades for a social and/or environmental purpose. It will have a clear sense of its ‘social mission’: which means it will know what difference it is trying to make, who it aims to help, and how it plans to do it. It will bring in most or all of its income through selling goods or services. And it will also have clear rules about what it does with its profits, reinvesting these to further the ‘social mission.’”

-Social Enterprise, UK



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A social enterprise is a non-profit organization that employs business methods and practices to create training opportunities and employment for low-income and marginalized individuals. These hybrid organizations function in the divide between traditional business and non-profit social agencies, harnessing the strengths of both.

– Social Enterprise Toronto, About Us page

We define a social enterprise as a non-profit organization that employs business methods and practices to find innovative solutions to social problems

– Social Enterprise Toronto, Members page

“A social enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well-being, rather than maximizing profits for external shareholders. Social enterprises can be structured as a for-profit or non-profit, and may take the form of a co-operative, mutual organization, a social business, or a charity organization.”

- Wikipedia



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Social Enterprise SWOT



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Bed Bug Busters



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Bed Bug Busters

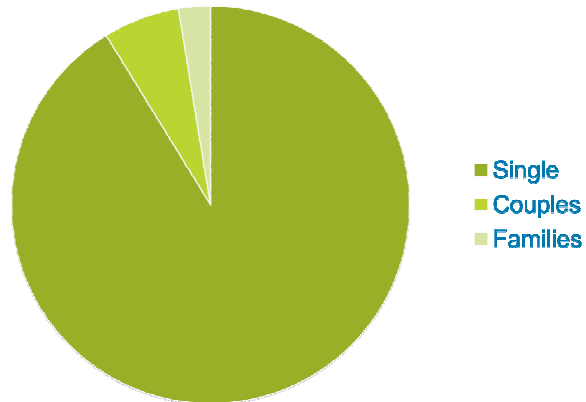
Provide home preparation and chemical treatment services to vulnerable people

- Maintain housing
- Increase comfort and health
- Decrease bed bugs in the community



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Client Profile



194 Households were provided bed bug services



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Challenges

- No funding beyond March 2015
- Program not sustainable as it is operating
- Provides a service to the community for which there are few replacements
- Not a perfect fit for corrections clients



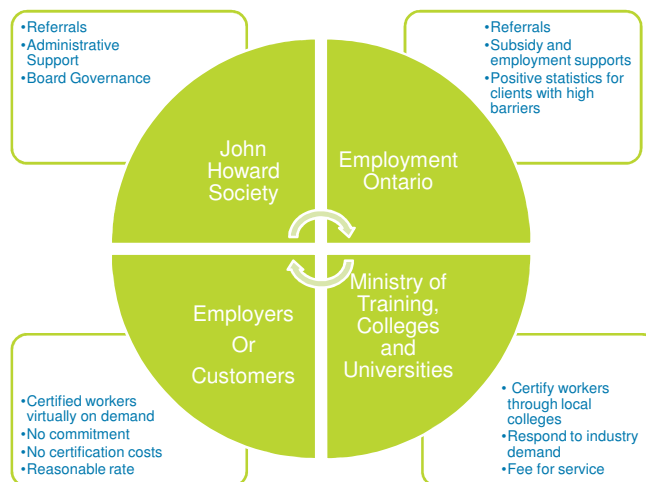
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Asbestos Abatement



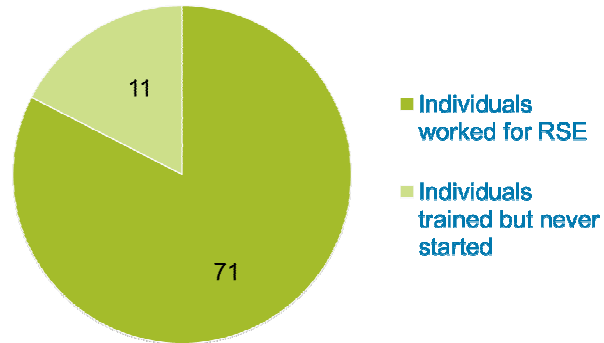
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How it works



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Employment Statistics

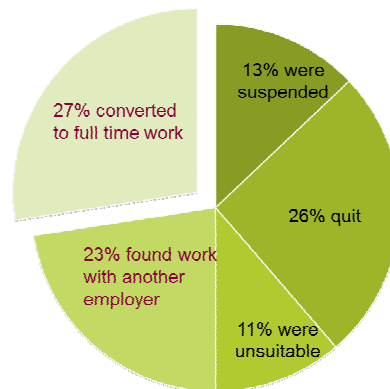


86 Workers wrote the Asbestos Abatement 253W exam



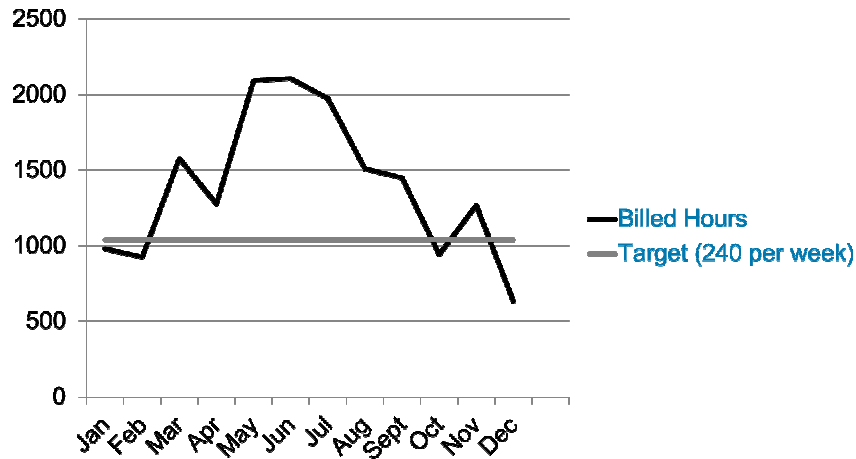
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Reasons for attrition



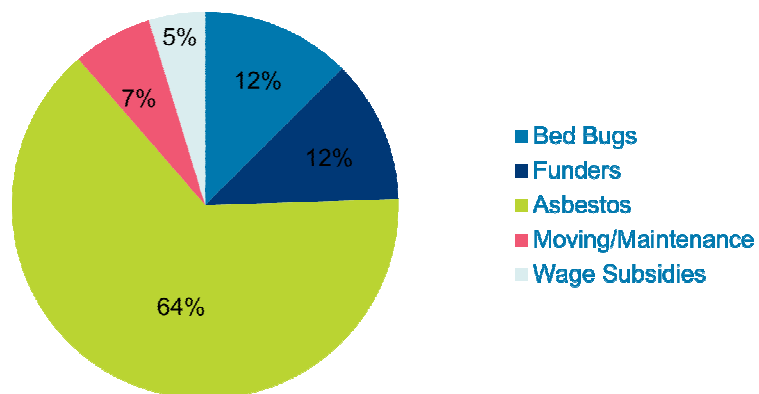
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Actual Hours Billed per Month 2013



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Revenue in 2013



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Future Direction - 2014



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Provincial Social Enterprise

- Funding from the Ministry of Economic Development, Trade and Employment
- Develop three partnerships with JHS in
 - Durham Region
 - Toronto with St. Leonard's
 - Hamilton



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Challenges ahead

- Maintaining positive employer relationships
- Obtaining longer term stats on employment retention
- Workplace safety and liability
- Asbestos will eventually end



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Why this program works

- Shortage of certified labour
 - High cost, high risk to employer
- Certification trumps criminal record
- External testing body
- High industry turnover
- Win, win, win partnerships
- Self sustainable
- Right fit for a correctional client group



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Questions?



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