

Social Entrepreneurship

A Successful Social Procurement Case Study

Agenda

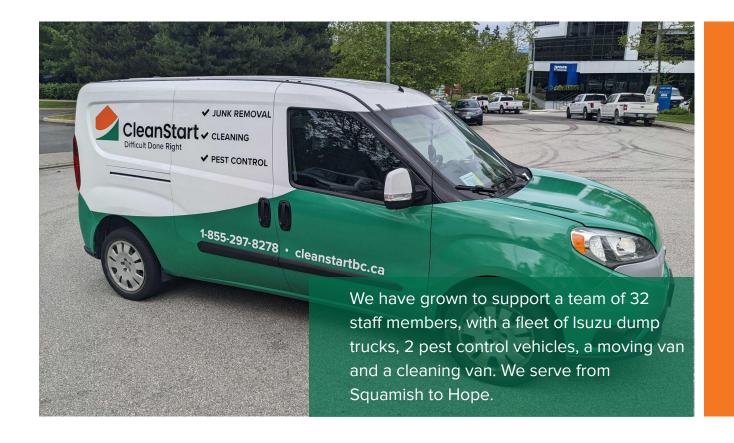
- 1. Introduction
- 2. Where CleanStart began
- 3. Community Contribution Company
- 4. Mission, Vision, and Values
- 5. Service Provision
- 6. Social Impact & Reporting
- 7. The Realities of Supportive Employment
- 8. 'Why use a social enterprise' by Patrick West
- 9. Lessons Learned
- 10. Discussion & Questions



Where We Started









What is a community contribution company (C3)?

- Taxable business that acts like a charity
- 40%+ of profits must be donated or reinvested in the company
- Cannot issue official donation receipts

What is a for-profit social enterprise?

- Does not receive charitable donations or government funding
- Operates on the open market like a traditional for-profit business
- Motivated by the impact that profits may fund



Our Mission, Vision & Values

Our Mission

To provide professional services for the most difficult jobs while staffing a team facing barriers to traditional employment.



Our Vision

To create an inclusive economy in which businesses with social mandates can prosper and provide career opportunities for all.



Our Values

We believe that everyone in our community deserves the right to meaningful work in an environment that is compassionate, respectful and equitable.



Our Services



1-855-297-82

TOP

CleanStart

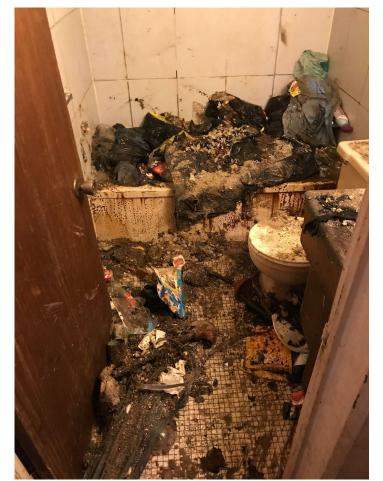
Non-Profit, Commercial, & Residential

This Includes:

- → Outdoor bin maintenance
- → Illegal dumping monitoring
- → Junk room/storage room clear-outs
- → Pest-infested item removal
- → Suite clear-outs
- Construction debris removal & 'live loads'



HOARDING







HOARDING







HOARDING















Extreme, Sanitization & Janitorial Cleaning Services

This Includes:

- → Cleaning of extreme situations, i.e. biohazard & infestations
- → Electrostatic fogging & high-touch sanitization
- → Wall-steaming
- → Pest control preparation
- → Covid-19 response cleaning





Non-Profit and Refuge Moving Services

We have been involved in:

- → Oppenheimer Park Encampment/Refuge
- → Strathcona Park Encampment/Refuge
- → Hastings Encampment/Refuge





LIVING WAGE EMPLOYER

We are certified living wage employer by the Living Wages for Families BC Campaign.



COMMUNITY CONTRIBUTION COMPANY

40% of our profits are mandated for social good.





HEALTH BENEFITS & SUPPORT

All staff are offered extended health benefits, flexible schedules & other employment supports.



SUPPORT WITH HOUSING

55% of staff have self-reported that CleanStart has greatly improved their housing situation.



Social Impact Reporting



SOCIAL IMPACT REPORT

SEPTEMBER 2022

Self Identified Staff Demographics*



Women

Metis

Inuit

First Nations



Persons of Colour



Less than a high school diploma



Chronic or diagnosed mental illness



41% Experienced houselessness



Significant barrier to attending work

Employee Updates**



OF EMPLOYEES REPORTED THAT CLEANSTART HAS SIGNIFICANTLY IMPROVED THEIR HOUSING SITUATION → Daniel

The journey to recovery can sometimes mean multiple stays at rehab or a detax clinic. We ensured that Daniel always had a job to return to following treatment.

→ Kevin

Due to unexpected expenses, Kevin was unable to afford back to school supplies for his son. Management arranged a donation from KidSafe and issued Kevin an interest-free loan.

→ Sarah

Sarah was not going to be able to make rent this month and faced eviction. We issued her a pay advance so she can remain housed.

2,310

Total Supportive Employment Hours Provided***



\$102,751

Estimated Social Return on Employment****



*All participation in company surveys are voluntary and conflidential

**All names have been attered to protect the employees identities

***Based on 50% of staff being considered moderately to servel by barriered to traditional employment

****Based on the Social Return multiplier of \$3.27 developed by Ernst & Young (2017)



The Realities of Supportive Employment

- Managing a staff that has been unable to be managed elsewhere
- Chronic attendance issues
- Substance use
- Increased personal and family emergencies
- Very difficult to build trusting relationships
- Very easy to unknowingly exploit staff
- Difficult to, if ever, reach a point of stability







WhatIhave ledrned



