

### Social Enterprise

This edition of *Causeway Connection* is devoted to social enterprise (SE) and the important role this business model plays at Causeway. In order to cover the subject properly, this issue and the next will focus on the subject.

The idea that non-profit organizations can earn revenue is certainly not new. Universities, colleges, health care facilities, arts institutions and museums all create income through tuition, fees or ticket sales. However, the "social business" format takes revenue production even further and this innovative business model, which helps organizations achieve their mission and generate funds has become a world-wide phenomenon. Defining social enterprise can be difficult as the term embraces such a broad variety of businesses. The Enterprising Non-Profits Program in Canada uses the term "social enterprise" to refer to business ventures operated by non-profits, whether they are societies, charities, or co-operatives. These businesses sell goods or provide services in the market for the purpose of creating a blended return on investment, both financial and social. Their profits are returned to the business or to a social purpose, rather than maximizing profits to shareholders.

For Causeway, whose mission is to find jobs for those who face barriers to employment; social enterprise provides a means to fulfill that mandate. Causeway's first social business, Krackers Katering, began in 1999 and has experienced gradual growth until today it employs 44 full-time and part-time employees – all Causeway clients. Krackers is a typical SE as there is a significant maturation period before the benefits and full revenue-generating potential are realized. More recently Causeway has opened two more social businesses: Good Nature Groundskeeping, which undertakes property management contracts using Causeway clients; and Cycle Salvation that refurbishes donated and discarded bicycles and then resells them.

### Cycle Salvation

Causeway's newest social enterprise, Cycle Salvation opened in May of 2008 and is located at 473 Bronson Avenue in downtown Ottawa. Cycle Salvation takes donated and discarded bicycles and rebuilds them to make them safe and road-worthy and then sells them to the public. Bikes that were headed for the land fill, now take on a useful second life while providing employment and training.

#### What happens to that bike you donate?

Every bike that comes to Cycle Salvation receives an initial assessment. If it can be refurbished, it is stored for future rebuilding. If the bike is unsuitable, it is broken down, the usable parts stockpiled and the discarded metal sent to the recycler. Bikes that go through the rebuilding process are carefully dismantled; every part is inspected with worn or broken items replaced from the parts stockpile. Wheels are checked for alignment and good tubes and tires are installed. The bike is then painstakingly reassembled, thoroughly inspected and only then is it offered for sale.

#### What are you really buying?

A refurbished bike from Cycle Salvation offers a natural, healthy, exercise-driven means of transportation that is environmentally friendly and means one less item in the landfill. As well, your purchase has provided training and paid employment for individuals in our community with mental health issues, the disabled and the economically disadvantaged. Cycle Salvation is a social enterprise that operates as a business but is managed in the belief that financial profits should never come at the expense of people's growth, independence and well being.



## Cycle Salvation

*Where bikes are reborn*

*Our Bottom Line Includes  
Improving People's Lives*

### Cycle Salvation's Graham Gibson

Seventeen-year-old Graham Gibson likes fixing problems, and he fixes a lot of them in his work at Cycle Salvation. During his early teen years bouts of anxiety and depression led to treatment at the Royal Ottawa Hospital, after which Graham was referred to Causeway by his doctor. At Causeway, Graham enrolled in the Solutions for Youth Program, a life-and-work-skills program for out-of-school youth. Graham's co-op placement at Cycle Salvation was such a success; he was hired on as soon as he graduated from Solutions for Youth in April of 2008.

Recently he has gone back to school to finish his high school diploma so now Graham spends 19 hours a week working at Cycle Salvation during the school year and works full-time during the summer recess. Graham likes his co-workers at Cycle Salvation: "I feel like people are here because they really want to be." CS is a good fit because "I get to work with my hands and do something I enjoy. I'm always moving around and always fixing a problem. Every day is fresh and interesting - nothing gets old. I like meeting new people, and dealing with customers." Graham especially likes when a bike sells: "It's a good feeling when you see a happy customer riding away on a bike you built." Ultimately he would like to get into welding or auto-mechanics and hopes to attend Algonquin next year. Graham says he is such a big Causeway booster we should hire him full-time to do PR!

### Causeway receives United Way program funding and 'Take Action' Award

United Way Ottawa recently awarded Causeway more than \$325,000 in three-year program funding. "This marks the first time there was a competitive process and United Way's funding commitment is a strong endorsement of the work we do", said Causeway's Executive Director Don Palmer.

### What is Causeway?

**Causeway Work Centre** is a not-for-profit agency that empowers and supports people in overcoming disabilities and other challenges to help them find rewarding work and live more independently. Causeway transforms lives and fuels community economic development through an integrated network of innovative training and employment programs, one-on-one support, cross-sector partnerships and by creating socially-minded businesses.

But there's more! Causeway was named the 2011 recipient of United Way's 'Take Action' Award, which recognizes an individual or organization that best



Don Palmer accepting the United Way Community Builder Award.

exemplifies a call-to-action in the community. "Through their work, not only are they able to make a tremendous impact on the lives of the people they help, but they're also able to show results that tie directly to the goals set out by the community," said United Way's Community Services Cabinet Chair, Lawrence Greenspon. The award was presented at a gala ceremony, which took place on May 20<sup>th</sup> at the Ottawa Convention Centre.



Don Palmer joined by Causeway Board Presidents; Ric Dagenais and Donna Campbell.



Causeway Work Centre and Causeway Foundation group that attended the 2011 United Way Community Builder Awards.

## Events:

### Bon Appetit, 2011

For the third consecutive year, Causeway Foundation was a recipient of charitable proceeds from [Bon Appetit Ottawa](#). Held on May 3<sup>rd</sup> in the Aberdeen Pavilion at Lansdowne Park, the event was a huge success with more than 90 restaurants and caterers and dozens of wineries and breweries taking part.

### CISED Activities

The Collaborative for Innovative Social Enterprise Development (CISED) hosts professional development events and monthly networking breakfasts for the social enterprise community in Ottawa. CISED also offers one-on-one business plan coaching, and can connect enterprises with Algonquin student to develop videos, conduct market research, or set up their social media plan.



One recent event was a field trip to Groupe Convex, which is located in Hawkesbury and Casselman and runs eight social enterprise operations employing 120 people with intellectual disabilities in rural areas with high unemployment. Groupe Convex includes a catering business and café, a woodworking shop, antique furniture restoration, grounds keeping and agricultural labour, packaging and handling, and a print shop. The field trip was successful as everyone came away with new ideas for their own social enterprise. For information or how to access CISED services contact [jlax@causewayworkcentre.org](mailto:jlax@causewayworkcentre.org).

### National Capital Race Weekend

The race events for 2011 were held on Saturday, May 28<sup>th</sup> and Sunday, May 29<sup>th</sup>. Once again, Causeway was well represented with volunteers, friends and clients taking part. Georgette Demers ran the full marathon again this year and four other clients entered the 5k run. As well, Christopher Kelley and his Wellness Program group took part in the 5k Walk.



Photos from the Race Weekend were taken by Michel Dupuis

## We're on Facebook and we "tweet" too!

Twitter [twitter.com/CausewayWork](https://twitter.com/CausewayWork)  
Facebook [facebook.com/CausewayWork](https://facebook.com/CausewayWork)

## How you can help:

- ▶ Employers – Causeway has capable people ready to work now. Call 613-725-3494
- ▶ Let Krackers cater your next event, please call 613-792-4954
- ▶ Make a financial donation.

Cheques are payable to Causeway Foundation. A tax receipt will follow. Charitable No. 87254 0844 R0001. To donate electronically, visit [www.causewayfoundation.org](http://www.causewayfoundation.org), and follow the prompts to the "CanadaHelps.org" link on our main page. Click on this link for secure on-line donations.

## To Donate

Please forward your cheque (payable to *Causeway Foundation*) to: Causeway Foundation, 22 O'Meara Street, Ottawa, ON K1Y 4N6. A tax receipt will follow.  
Charitable No. 87254 0844 RR0001 (CC#35)

## Yes! I would like to make a donation to Causeway.

Amount: \$ \_\_\_\_\_  
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