

December 6, 2007

Dear Friends of JustWork,

As the year draws to a close, we are taking time to thank those who have in some way supported JustWork during 2007, and (like many other non-profits) we are appealing for donations to help us meet our annual budgets. We know that you will receive many of these requests over the next few weeks, and we hope you will find the requests to be helpful in your year-end financial decisions.

As you seek to make choices that will be responsible (for tax purposes) and beneficial (for people in need), it is helpful to know organisations that are seeking the common good in places both local and global. We offer this letter as an opportunity for you to learn more about JustWork—a local, community organisation seeking the good of those in need *by providing dignified, gainful employment opportunities to individuals facing multiple barriers to work.*

JustWork is looking to raise approximately \$20,000 in donations during November and December to help us continue the work in which we are engaged. (See the attached Financial Outlook for more details.) While we are looking for donations, even more we are looking for partners who know us (through our work, through one of our staff or board members, or through our reputation), who appreciate our values and mission, and who will journey with us—whether from near or far—in support of our work. This support might come through financial donations, but you might also support us as a social enterprise customer, a volunteer, one who prays for us, or one who provides encouragement during challenging times.

So, we invite you to learn more about JustWork through the enclosed materials and our website ([www.justwork.ca](http://www.justwork.ca)). If you feel called to support us, we would be grateful. Even more, we would welcome coming to know you better as we work with you towards a shared vision that sees all people find work where they are included, valued, and useful.

Peace to you,

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For the JustWork Staff and Board  
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**P.S. As of December 4, 2007, Canadian donors can now make online contributions to JustWork. For more details see the end of the F.A.Q. section on the following pages.**

## Frequently Asked Questions

*Whether you are new to JustWork or are quite familiar with our organisation, you likely have questions about who we are and what we do. May you find the information below to be a helpful (re-) introduction to us.*

### What does the “just” in JustWork mean?

On one hand “just” refers to the simple plea of many people we know; they just want some kind of work. On the other hand, “just” refers us to the larger theme of justice as described in the Hebrew and Christian Scriptures; so, in this case JustWork refers to work that is just and that is located within a community that is guided by seeking right/just relationships for all.

### Tell me a bit about the neighbourhood in which you operate?

[Grandview-Woodlands](#) (on Vancouver’s east side) is home to substantial poverty (even as there is apparently some growing affluence). Poverty seems particularly prevalent among two over-lapping clusters of the population: Aboriginals and single-parent families. Approximately one-tenth of the population is Aboriginal, while single parent homes make up over one-quarter of the households. The median family income is second lowest among Vancouver neighbourhoods, and the unemployment rate for families with young children is the worst in Vancouver at 15%. Of the total population, 37.7% live below the Low-Income Cut-off. In the midst of this entrenched pocket of poverty, there are signs of growing affluence. The percentage of residents with university diplomas and the percentage working in professional occupations have both increased significantly.

### How exactly do you help people with whom you work?

In general, our initial goal is to help by providing (1) an opportunity for employment income. During ongoing employment in a JustWork social enterprise we would also support employees with (2) mentoring in the development of life-skills that are transferable to other settings and (3) strategies for handling the barriers to employment that individuals might be facing. The specifics of how this support plays out vary from person to person. Here are a couple of examples to give you a better picture.

- ❑ One of our social enterprise employees is now enjoying paid work for the first time in many years. Mental illness and anxieties have prevented this person from gaining work in a more traditional setting, but because we provide flexible employment this employee exclaimed after a recent day on the job, “I worked today!”
- ❑ Two of our employees have been regularly working together over the past few weeks. As they are growing in skill-level at their tasks, they are also growing to trust and support one another through the similar life challenges they are facing.

### How many people have you served during 2007?

Thirty different individuals have benefited from our social enterprises during the past twelve months. Some of these individuals have participated for shorter periods of time (e.g. a few weeks or a few months), while others have been employed throughout the year on a part-time basis.

*(Continued on next page)*

## Frequently Asked Questions (page 2)

### Why should I buy a service or product from [JustGarden](#) or [JustPotters](#)?

You should consider being a customer of these social enterprises because we offer quality services and products at reasonable prices. In addition to this basic combination of quality and price, supporting these social enterprises as a customer makes it possible for us to provide the support described in the previous question.

### Do your social enterprises break-even financially?

At JustWork we define break-even after first understanding the difference between business costs and [social costs](#). Business costs are ones that any landscape gardening business (for example) would have, and social costs are ones associated with the pursuit of our employment mission (such as life-skill development). Our goal financially is to cover our business costs with revenues from our business activities and to raise support through donations and grants to cover our social costs.

### What is the relationship between a social enterprise and a social return on investment (SROI)?

SROI is one way that social enterprises seek to demonstrate their value to society. For example, in 2008 we hope to begin measuring the cost savings to society that have come through providing employment to those working in our social enterprises. We believe that work can bring increased life stability for individuals facing life struggles, and with this increased stability will come lower expenditures for health care, reduced crime, etc. For more information, you might see [REDF](#) or [The SROI Primer](#).

### If I make a donation to JustWork, can I receive a tax receipt for a charitable donation?

Yes. While JustWork is not yet recognised by the Canada Revenue Agency as a charitable organisation, we do have an agency relationship with Salsbury Community Society that calls us to carry out part of their charitable mandate. Therefore, in Canada you can make a charitable contribution to Salsbury Community Society with the contribution designated for JustWork. You have two options for making this contribution:

1. **Electronically.** You can contribute online using your credit card through [CanadaHelps.org](#). For more information see the JustWork [Donate](#) page.
2. **By Cheque.** See the JustWork [Donate](#) page and the [Canadian Donor Form](#) for more details.

### I live in the United States. Can I make a donation recognised by the IRS?

Yes. If you are in the United States you can make an IRS-recognised donation by check through JustWork's agreement with the [Tides Foundation](#). See the JustWork [Donate](#) page and the [U.S. Donor Form](#) for details on this possibility.

**Financial Outlook**  
**January - December 2007**

	<b>Jan - Oct '07</b>	<b>Nov - Dec '07</b>	<b>Jan - Dec '07</b>	<b>2007</b>
<u>Income:</u>	<u>Actual</u>	<u>Projected</u>	<u>Total</u>	<u>Budget</u>
Grants:	\$37,880.00	\$0.00	<b>\$37,880.00</b>	\$63,000.00
Individual Contributions	\$12,568.61	<b>\$20,000.00</b>	<b>\$32,568.61</b>	\$40,060.00
Program Revenue	\$10,485.49	\$2,005.00	<b>\$12,490.49</b>	\$18,250.00
Interest Income	<u>\$17.02</u>	<u>\$5.00</u>	<u>\$22.02</u>	<u>\$0.00</u>
Total Income	\$60,934.10	\$22,005.00	<b>\$82,939.10</b>	\$121,310.00
<u>Expenses:</u>				
Staffing:				
Business Management	\$7,504.97	\$1,408.00	<b>\$8,912.97</b>	\$17,160.00
Network Development	\$10,310.66	\$1,408.00	<b>\$11,718.66</b>	\$28,600.00
Project Management & Administration	\$3,578.67	\$1,408.00	<b>\$4,986.67</b>	\$10,400.00
JustPotters Project Management & Expense	\$12,877.98	\$5,120.00	<b>\$17,997.98</b>	\$17,090.00
JustGarden Project Management & Expense	<u>\$25,790.74</u>	<u>\$5,720.00</u>	<u>\$31,510.74</u>	<u>\$40,000.00</u>
Total Staffing Expenses	\$60,063.02	\$15,064.00	<b>\$75,127.02</b>	\$113,250.00
Other Expenses:				
Travel/Conferences	\$0.00	\$0.00	<b>\$0.00</b>	\$1,200.00
Professional Fees	\$279.04	\$150.00	<b>\$429.04</b>	\$2,000.00
Printing	\$625.86	\$300.00	<b>\$925.86</b>	\$1,500.00
Phone	\$799.34	\$240.00	<b>\$1,039.34</b>	\$960.00
Email/Webspace Hosting	\$480.14	\$50.00	<b>\$530.14</b>	\$240.00
Web Design	\$967.94	\$200.00	<b>\$1,167.94</b>	\$720.00
Hospitality	\$116.23	\$100.00	<b>\$216.23</b>	\$720.00
Copies (GCBC)	\$0.00	\$360.00	<b>\$360.00</b>	\$360.00
Office Supplies	<u>\$506.33</u>	<u>\$100.00</u>	<u>\$606.33</u>	<u>\$360.00</u>
Total Other Expenses	\$3,774.88	\$1,500.00	<b>\$5,274.88</b>	\$8,060.00
Total Expenses	<u>\$63,837.90</u>	<u>\$16,564.00</u>	<u><b>\$80,401.90</b></u>	<u>\$121,310.00</u>
Net Income	<b>-\$2,903.80</b>	\$5,441.00	<b>\$2,537.20</b>	\$0.00

As indicated above, we are hoping to raise \$20,000 in individual donations during November and December in order to meet our end of the year obligations.

A note about our current financial need and our budget: When 2007 started we anticipated receiving the first semi-annual installment of a three-year grant from World Vision Canada on October 1st. JustWork has successfully completed the program requirements to receive the funds, but the grant is contingent upon JustWork having charitable status. Since our application with the CRA for charitable status has taken longer than we anticipated, we have not yet received this grant. Without the funding from this grant we face a larger year-end need than we had hoped. In addition, without this grant we have not been able to increase our staffing as anticipated, so you will note that we are under budget for staffing. For more information on the JustWork/World Vision project, see:

<http://www.canadianchristianity.com/nationalupdates/071020vision.html>