

JUSTWORK
economic initiative

Building Dignity and Community Through Work

Who is JustWork?

JustWork emerged from the life and ministry of Grandview Calvary Baptist Church in the Grandview-Woodlands neighbourhood of Vancouver, BC. Pastoral staff of the congregation encouraged the development of JustWork as a way to offer assistance and hope to those in the faith community and the neighbourhood who were struggling to find work. JustWork officially began in February 2004, and since 2005 we have focused most of our time and energy on the development of social enterprises. We have sensed a particular call to assist those in our midst facing the most daunting challenges to finding work, and social enterprises seem to be the best tool available to us for this task.

Our Vision

A healthy community where people are meaningfully and gainfully employed and business practices embrace an ethical, social mandate.

Our Mission

To foster dignified, gainful work opportunities for people facing multiple barriers to work.

Our Strategy

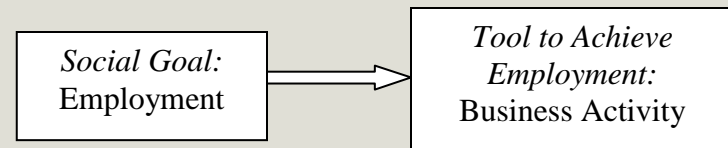
To develop and support social enterprises as a means to provide flexible employment opportunities for those in need in our community.

JustWork currently operates four social enterprise projects in landscape gardening, pottery, catering, and building maintenance. Here is a timeline and summary of when each started:

- 2004** | JustWork begins with a focus on employment counselling and job match program
- 2005** | Board & Staff commit to assist those needing the most help through social enterprise development and support
- 2006** | Begin focus on social enterprise. *JustGarden* begins in February 2006. *JustPotters* begins in October 2007
- 2007** | Development of *JustGarden* and *JustPotters*.
- 2008** | *JustCatering* and *JustRepairs* begin in September

Why Social Enterprise?

A social enterprise is an organisation pursuing both social and financial goals. At JustWork, we understand social enterprise as a tool to provide employment for individuals unable to find work in the traditional workforce.



*"We don't hire people to bake brownies.
We bake brownies to hire people."
- Greystone Bakery, US Social Enterprise*

JustWork seeks to develop and support social enterprises because many individuals need something more than what is offered by typical employment programs. We believe social enterprises offer that "something more" by:

- Allowing individuals deep in poverty to generate income without resorting to the informal economy (e.g. binning, panhandling, etc.).
- Supporting the development of perspectives, life skills, and positive relationships in a work setting.

How Do Workers Benefit?

JustWork provides part-time employment to individuals facing major barriers to the traditional workforce. Our workers benefit in a number of different ways from employment with JustWork: positive use of time, dignity, self-confidence, skill-development, and income are some examples. Here are some comments we have heard over the past year that reflect these benefits:

"I can be creative and gain an income."

"This is helping me with more things than pottery. I'm not just waiting on the pills to handle my depression."

"There is a positive environment with a good support structure."

"I can now buy bread and milk for supper."

In the first ten months of 2008 we have assisted twenty individuals on an ongoing basis and another five with one time help. Here is a summary of the barriers faced by those who have participated with us in 2008:

<u>Category</u>	<u>Percent</u>
Disabled	50%
Disabled & Homeless	20%
Homeless	15%
At- Risk Youth	5%
Other	10%

More on Income

While there are a number of benefits from our work, providing income to people in poverty is central. Below is a summary of the employment provided by JustWork during our three years of social enterprise involvement:

	<u>2006</u>	<u>2007</u>	<u>2008</u>
Total Wages for Workers	\$ 3,570	\$ 8,779	\$25,493
Total Hours of Work Provided	297	914	2,509
# of Participants	6	14	20
# Employed for 6+ Consecutive Months	1	3	6

* Figures through November 15, 2008

Why is employment and income so crucial for our participants? All JustWork participants find themselves below the poverty line, so additional income from employment is crucial for survival. Here is a look at the situation for a single person on disability (70% of our workers are on disability and can earn \$500 income per month):

	<u>Income</u>
* Poverty Line Per Month	1,496
Monthly BC Provincial Support for a Person with a Disability:	<u>906</u>
Amount Below Poverty Line	590
** Mthly Employment Income Exemption	<u>500</u>
Amount Below Poverty Line	90

* Based on the 2007 Low-Income Cut-Off for Urban Areas in Canada.

** Earnings exemptions for individuals with a disability.

So, even if a person with a disability were to earn the full employment income each month she would still fall \$90 below the poverty line.

How Does Society Benefit?

Longstanding social enterprises have been able to track and measure the Social Return on Investment (SROI) of their work. Similar to a business's ROI, this social enterprise measure seeks to provide a summary of the financial gain realized by society because of the work of the enterprise. SROI would look particularly at costs savings to society that arise from the business activity. Some common examples of these savings are reduced health care costs, shelter costs, and police costs.

JustWork has entered the preliminary stages of researching and tracking the SROI, and the evidence we have points in the same direction. Here is one example:

Costs of Homeless Shelters to Taxpayers in BC

Standard Rate for Emergency Shelter:	\$63 per day
Low Barrier Supportive Housing:	\$21 per day

Seven of our twenty workers have been homeless at some point in 2008 (or for the entire year). Two of these seven recently moved into supportive housing through BC Housing after spending the past year sleeping in shelters.

Cost savings to society:	\$42 per day per person
	\$15,330 per year per person
	\$30,660 per year for the two

While there are many factors involved, we are confident that stable part-time employment through JustWork has been extremely important in this savings to society.

How is JustWork Funded?

Because we generate business activity, we are often asked questions like, *Do you cover all of your costs? Are you self-sufficient?* Because of the costs associated with providing employment to individuals facing barriers to work, business revenues need to be supplemented with revenues from fundraising in order for JustWork to be sustainable. In general we seek to:

- Cover our Business Costs through Business Revenues
- Cover our Mission-Related Costs through Fundraising

You might be wondering what are “mission-related costs?” Since our mission is providing employment, we understand these costs to be the training, supervision, and support that enable individuals with significant barriers to employment to become successful JustWork employees.

In summary, we aim to operate a sustainable program through a mix of revenues coming from both business activity and fundraising. As you will see on the following page, as of early November of 2008, we are close to covering our business costs through business revenues. The income we hope to receive from fundraising efforts will cover our mission-related costs.

<u>Business Activity</u>		<u>Mission Activity</u>	
Business Revenues	\$63,163	Mission Revenues	\$ 0
		Individual Donations	18,398
<i>Business Costs Breakdown</i>		Grants*	120,739
Worker Wages	25,493	Total Donations	
Other Production Costs	<u>18,819</u>	& Grants	139,137
Total Production Costs	44,312		
		<i>Social Mission Costs Breakdown</i>	
Other Operating Costs	<u>25,519</u>	Core Staffing --	
Total Business Costs	69,831	Wages & Benefits	111,230
		Office & Administrative	
Business Deficit	(6,668)	Expenses	7,745
		Professional Fees	<u>1,437</u>
		Total Mission Costs	120,412
		Mission Surplus	18,725
		Business Deficit	(6,668)
		Total Surplus	12,057

* Supporters in 2008 include World Vision Canada, Hawthorne Foundation, Coast Capital Savings, Vancity Savings, Central City Foundation, and City In Focus.

How Can I Help?

JustWork is always looking for partners to journey with us. Currently, we are looking for supporters in these areas:

Volunteer Supporters: we need volunteer support with business related activities and with support for our workers. If you have experience in any area of small business, please let us know. As well, if you have “social work” type experience assisting individuals on the margins, then let us know. If neither of these describe you but you would still like to help, then give us a call. ^We would love to discuss other possible opportunities.^

Networking Supporters: while you can obviously support us as a customer of one of our social enterprises, you can also tell friends, family, and co-workers about us. Word-of-mouth advertising is a powerful way for us to build our customer base and, therefore, our potential for sustainability.

Financial Supporters: as we described earlier, we need financial support through fundraising to cover our mission-related costs. In particular, we are looking to build a much stronger core of individual donors in 2009. Please consider joining us in this way.

For more information on any of these areas, please contact us at:

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Donation Options

1. CANADIAN DONATIONS BY CHEQUE:
 - Make cheques payable to JustWork Economic Initiative and mail to the address on the previous page.

2. CANADIAN DONATIONS ONLINE BY CREDIT CARD:
 - You may donate online by credit card through CanadaHelps.org. CanadaHelps is an online donation site that lists every registered charity in Canada.
 - To access the site, click on the CanadaHelps logo on the JustWork website (www.justwork.ca/donors.html). This will take you to the Salsbury Community Society page on the CanadaHelps website. Just follow the instructions found there. You will be able to designate your donation for JustWork.
 - A 3% fee will be deducted from your donation by CanadaHelps. You will receive a tax receipt from CanadaHelps.

3. U.S DONATIONS BY CHEQUE:
 - Make cheques payable to City In Focus and mail to JustWork at the address on the previous page.
 - City in Focus is a Vancouver charity that supports JustWork. They have agreed to receive donations from US supporters that will be recognized by the IRS. Donors will receive a charitable tax receipt from City In Focus.