

SUMMER 2018

# PORTFOLIO



SOCIAL  
ENTERPRISE  
FUND

## Doing good in the community with Goodwill Industries

Goodwill Industries of Alberta



Goodwill thrift stores have long been the “go to” destination for ambitious and creative shoppers looking for a deal on designer fashion, DIY home décor and other treasures. But there’s a lot more going on behind the familiar blue sign than scoring a great price on that designer sweater.

The real mission behind all that merchandise is to spark a better life for individuals with disabilities. Since 1963, Goodwill Alberta has offered these community members a wide range of opportunities to stay active and engaged through employment, job placement services, disability awareness training and more.

In addition to employing Albertans of all abilities in thrift stores and donation centres, Goodwill helps to build stronger communities through one-of-a-kind programs for individuals and businesses. These include Commercial Services, which provides professional assembly and packaging services; You Can Ride 2, which gives children with disabilities the joy and freedom of riding a bicycle; and Career Connections, enabling individuals to find a job or volunteer opportunity that best fits their abilities and needs.

While Goodwill receives some funding through donations and grants, the organization depends heavily on revenue generated from sales of donated goods to fund its programs and services. Nearly 90 cents of every dollar spent in Goodwill thrift stores goes directly back into community programming. Although many of Goodwill’s programs and services have evolved over the years, one constant remains: Goodwill is about having a positive community impact.

For members of the Goodwill team, work is more than simply a paycheck. Goodwill staff enjoy a sense of camaraderie at work and a chance to take pride in their daily tasks. From greeters welcoming the public at donation centres, to those who organize clothing racks or in-store displays, the Goodwill spirit connects each employee to a greater network of positive change. Some have raised families while working at Goodwill, others have only just begun their journey. No matter their experience, they’re all connected in one way or another to the organization’s common goal of making a difference for Albertans with disabilities.

SEF has supported Goodwill with operating capital to expand the organization’s operations across Alberta. □

### Money on a mission.

Put simply, the Social Enterprise Fund (SEF) is a loan fund. We lend money to social enterprises that want to make things better in the community and in the world. We provide patient capital at reasonable rates to help put dreams to work.

# Taking social enterprise to a whole new level

## St. Paul Abilities Network

St. Paul, Alberta (population 6,004) may only be thought of as the home of the world's first UFO landing pad. But its real claim to fame should be as the hotbed of Canadian social enterprise.

The town is lucky to be the home of the St. Paul Abilities Network, better known as SPAN. Founded in 1964, the organization is focused on helping people with disabilities find a meaningful life in the community. Its businesses

include everything from one of the largest industrial laundries in Alberta, a transport trucking company, a booming catering business, a plumbing and heating business and Charitable Developments, which builds housing available for sale to the community. In some cases, these businesses started as a way to create good jobs for SPAN's clients, but have also become revenue generators for all those things not funded by grant programs.

Now SPAN has embarked on one of its biggest projects ever. Responding to both community need and opportunity, SPAN has built a new hotel in St. Paul, with SEF providing a portion of the construction financing for the project. The hotel will not only provide revenue, but also jobs and training in the hospitality industry, leading to a whole new lifetime of potential. □



## Home away from home

### SCONA Seniors' Centre

For those who've reached the "most senior" time of life, there is a special place to gather. Located in an inviting little home in Old Strathcona in Edmonton, the SCONA Seniors' Centre helps seniors enjoy a happier and healthier life in their community. With SEF's assistance, SCONA was able to get bridge financing to secure the space. SCONA offers everything from foot and blood pressure clinics, speaker series and assistance with government forms to yoga, drama and creative writing classes, to help make life just a bit more easy and interesting for its members. □

## Washing your way to a whole new life

### CMNGD (Common Good)

Could washing machines be the way to a new life? Calgary-based CMNGD (think "common good") believes it can.

The business rents linens – napkins, uniforms, table cloths – tailored to the needs of the city's restaurant and hospitality industry. Through a partnership with the Calgary Drop-In & Rehab Centre, the company provides employment mentorship, living wages and support to those who face barriers to meaningful employment. Restaurants and hotels get professional and efficient laundry service, and homeless people get good jobs.

"I've had people come up to me saying they found a good job and how excited they are to take this next step in their life. By employing homeless people and by paying excellent wages, CMNGD is doing a lot more than simply creating good jobs, they are creating joy," says Calgary Drop-In & Rehab Centre Executive Director Debbie Newman.

SEF is providing financing for CMNGD's expansion into a larger solar-powered laundry facility to be able to service more restaurants and hotels in Calgary and nearby cities. □

# Mission Accomplished

When loans are paid back, not only has the social enterprise accomplished its mission, but funds can go back in the pool to be loaned out and do more good in the community!



## Painting a new life Nina Haggerty Centre for the Arts

Edmonton's most interesting art collective, made up of almost 200 members, is the Nina Haggerty Centre for the Arts which was created for artists with developmental disabilities.

The Centre was named after a woman whose life was turned around by art. Nina Haggerty, a polio victim in the early 1900s, was institutionalized for 50 years. Eventually supported by a non-profit organization to live in the community, Nina discovered her voice through painting.

The artists are supported by a rotating team of professional, practising artists who facilitate the work through one-to-one mentorship, small group sessions and workshops, in a variety of mediums: drawing, painting, clay, fibre arts, performing arts and more.

SEF supported the collective with a loan to stabilize operational cash flow to ensure the artists have everything they need to create their one-of-a-kind works of art. □

## Funding at the speed of the local need

### Jewish Family Services Edmonton

Guided by the Hebrew phrase “Tikkun Olam,” meaning to restore or heal a broken world, Jewish Family Services offers a wide breadth of services to Edmontonians of all faiths and cultural backgrounds.

While the vast majority of Jewish Family Services' programming is available to all members of the community, two programs specifically assist individuals of Jewish descent: the Seniors Making Age-Related Transitions, or SMART, program, and support for Holocaust Survivors.

Although many who witnessed the atrocities of the Second World War have long since passed, the trauma caused by Nazi persecution is still felt by many survivors and their families. Support for these survivors requires a special understanding and sensitivity to the suffering they endured in their early life.

Following the end of the Second World War, the Conference on Jewish Material Claims Against Germany (also known as the Claims Conference), began work to obtain justice for Jewish victims. Today, the Claims Conference offers grants to nonprofits around the world that support Jewish Holocaust survivors.

Jewish Family Services is the only agency in Edmonton authorized through the Claims Conference to help survivors receive reparations and care assistance from the German Government. This funding is income-tested and survivors must still be living independently in order to qualify. Currently more than 100 survivors in Edmonton receive support with housekeeping, personal care and other types of assistance through Jewish Family Services.

SEF supports Jewish Family Services with cash flow to cover the immediate costs of providing services while funds are in transit from the granting agency. □



# iHuman finds a new 'forever' home

## iHuman Youth Society

Edmonton's iHuman Youth Society creates workable pathways for youth – many of whom are facing profound challenges – to lead healthy lives.

iHuman's programming has always focused on the arts, including sculpture, painting, printmaking, performance art, music, drama and fashion. Through creativity, the youths in the program empower themselves to make positive life changes.

iHuman's staff also work daily (sometimes 24/7) with youth to establish support systems to meet basic needs like safe shelter, food, mental and physical healthcare. At iHuman, they know you can take the kid off the streets, but not the "street" out of the kid. By recognizing and redirecting their natural talents, they can become positive, contributing community members.

After many years of moving from one temporary home to another, iHuman has finally settled into its own home in a renovated 22,000 square foot downtown building, helped in part with financing from SEF. □



## Helping end poverty – one truckload or mattress at a time

### Redemptive Developments

You know you should be cleaning out that basement or garage, but why start when you can't figure out what to do with the junk that might prove useful to someone else? In Edmonton, there is a non-profit social enterprise, Redemptive Developments, that will solve your clean-up dilemma, while helping to end poverty at the same time.

The company was launched when three social workers at the Jasper Place Wellness Centre, a front line social agency, understood that their formerly homeless clients needed more than just a roof over their heads. They needed meaningful, daily work to help maintain physical and mental health, as well as a way to alleviate isolation. With many combined years of experience in the for-profit sector behind them, the three created Redemptive Developments.

The service started simply with a single truck and two staff picking up donated items, but has steadily grown to offer everything from junk removal during home and commercial renovations to salvaging items that might find a new home elsewhere, specifically mattresses. And even if the mattresses can't be re-homed, the company's latest venture, with SEF's help, is a fast-growing mattress recycling enterprise contracted not only by the City of Edmonton but surrounding municipalities and commercial mattress companies as well. With the additional funding, Redemptive Developments was able to purchase additional trucks, bins and recycling equipment to further their reach, and their positive impact on the community. □

# The walls stay, but the rain bucket goes

## Varscona Theatre

Patrons of the Varscona Theatre in Edmonton's Old Strathcona were used to the sound of water dripping on stage after the passage of a sudden summer storm.

The theatre has been home to a band of theatre companies for years, as well as "action central" during Edmonton's annual Fringe Festival. But it became clear that an update was long overdue.

With financial assistance from SEF, and many years of hard work, the renovation is now complete. And for the nostalgia buffs among you, they've kept the beautiful internal brick walls and the old fire tower. So it's just like the old Varscona, except better, and without the long wait for the bathroom. □



# Creating custom sustainable agriculture solutions

## Sustainitech

Sustainitech is in the matchmaking business — matching revolutionary, sustainable technologies with challenges faced by communities and companies across North America. The company grew out of its sister organization, Sustainival, when the potential of finding sustainable solutions in food production, energy sources and waste management for a wide range of clients became increasingly apparent.

From sustainable agricultural strategies for First Nations communities to developing indoor agriculture solutions allowing northern municipalities to produce crops year-round in Canada's coldest climates, SEF's growth capital loan allows Sustainitech to adapt technologies for their clients' needs. □

# A village focused on doing good – together

## Jerry Forbes Centre for Community Spirit

The Jerry Forbes Centre for Community Spirit will be a working village of charitable organizations sharing resources and talents for enhanced program delivery. It will provide affordable and dynamic office and warehouse space to Edmonton non-profit organizations in need of space.

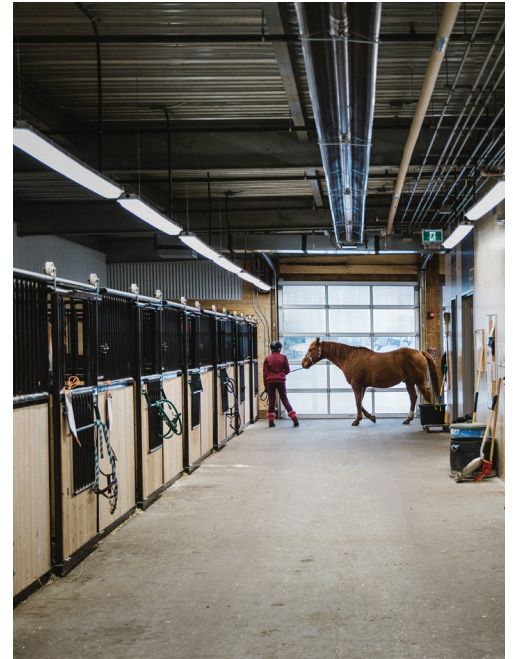
With the help of SEF, the organization has completed the purchase of a 90,000 square foot building, and its first tenant – Santa's Anonymous – has already moved in to get started on their Christmas magic. Renovations are underway, and the Centre will be welcoming more than 30 other non-profits to their new home in the coming months. □



## Marching to their own beat

### Music is a Weapon (MIAW)

At first glance, it may look like a regular drumming circle or a school workshop, but the people behind Music is a Weapon (MIAW) know that making music can open whole new worlds of creativity, health and community. MIAW offers drumming workshops and interactive school residencies, inspiring new musicians both old and young. They also organize “people-powered parties” and unique bicycle-powered sound and light shows for good causes of all kinds. MIAW took a big leap to expand its reach through artist-in-the-schools programs across Alberta and, with a loan from SEF, purchased the equipment to make it all happen. □



## New home for very special teachers

### Whitemud Equine Learning Centre (WELCA)

Not many cities can boast an equine facility on a historic rolling farm right in the middle of the metropolis, but Edmonton is one of the lucky few. And the Whitemud Equine Learning Centre (WELCA) is far more than just a home for horses. This non-profit organization is also home to programs such as the Little Bits Therapeutic Riding Association, where children with physical and mental health challenges experience equine-assisted therapy. WELCA also partners with local post-secondary institutions to give students experience in large animal veterinary skills.

After decades of housing horses and thousands of hours teaching kids and adults to ride, the riding arena and stables were on their last legs. But with a partnership between the City of Edmonton, and partly funded by SEF, WELCA was able to build a new riding arena and classroom facility to help these unique programs continue for generations to come. □

# Preserving our province's natural spaces

## Alberta Fish and Game

For more than a century, the Alberta Fish and Game Association (AFGA) has actively stewarded the province's natural resources. Its roots date back to 1908, when regional hunting and fishing clubs first formed and began to cooperate on wildlife enhancement projects in Alberta.

AFGA began with a clear dedication to preserving and advocating the interests of hunters and fishermen. It has grown into the province's largest conservation agency, raising awareness of species at risk, ensuring the protection of wetlands and associated wildlife habitats, supporting environmentally sustainable farm planning or establishing provincial wildlife protection legislation. Today, the Association's membership base has grown to more than 25,000 ethical hunters, anglers and outdoor enthusiasts. It also supports the long-term management of the province's natural bounty on over 50,000 acres of land, with 80 properties across the province.

Equally important to AFGA's long and storied history in conservation is its role in engaging and educating future generations. Over the past 15 years, much of the Association's membership growth has come from families, with parents eager to introduce their children to the wonders of the Albertan wilderness. To support these younger members, AFGA has developed a suite of educational programs and activities such as youth conservation camps and safety courses.

Recently, thanks to financing from SEF, AFGA was able to move to a bright modern space in the city's west end. In addition to offering easier parking and access for members, the more polished, professional layout of the new office allows AFGA to focus on what really matters: the Association's continued growth and stewardship of natural areas. □



# Fruits of Sherbrooke rescues more than forgotten apples

## Fruits of Sherbrooke

A walk down Edmonton's back alleys can present a lesson in decades-old urban farming. Early inhabitants of the city planted thousands of fruit trees, thickets of raspberries and rhubarb patches that have grown to the size of small cars. But what do you do with all that fruit in an age when most people no longer make their own jam or otherwise preserve the bounty? And how do you save good food from ending up in the landfill when there are hungry people in the city?

Enter Fruits of Sherbrooke. From small beginnings selling apple pies and jam made from rescued fruit at a local community league, using SEF funds to help with operating capital, this non-profit has grown to sell more than 20 very popular condiments in area farmers' markets, retail outlets and local restaurants. Many volunteers pick the fruit, which is shared amongst the harvesters and community organizations, including local food banks and service agencies. In 2015, with cash raised through Kickstarter, the organization launched Project Fruit Stars, which has donated over 13,000 individual snacks – including apple sauce, apple chips and apple leather – to over 30 high-needs schools. Fruits of Sherbrooke also offers classes in preserving as well as making its own products, helping others learn how to transform rescued fruit into a viable skill and employment opportunity. Although most of its labour is volunteer, the growth in demand for its products has created a need for trained staff. True to its roots, the organization turned to those who face challenges in the traditional workforce, offering a supportive place for those who might not otherwise have the chance to learn and earn. □



# Big dreams can happen – with hard work

## Evergreen Theatre

Many non-profit organizations dream of owning their own space, but only a few can make that dream come true. Calgary's Evergreen Theatre is one of those.

Evergreen is best known for helping kids discover science through the art of theatre, with school residency programs and puppet camp and delighting audiences in the Big Green Puppet Bus. For years, they also provided shared leased accommodations for other non-profits, an experience that inspired them to take the next step of owning their own building.

With the support of SEF, Evergreen purchased a 24,000 square foot facility that boasts 24/7 access, 10 flexible studios, office, production and performance space, storage, props and a costume workshop, a visitor lounge, prep/change area and underground heated parking. The centre houses eight additional full-time resident groups and has hosted hundreds of events, with thousands coming in the doors every month to join in the fun. □



## The world's first green carnival

### Sustainival

Best known as the (renewable) power behind carnival rides (a million riders and counting since 2012), Sustainival continues its mission to educate through fun. Once you see the potential of alternate energy solutions — like the oil from the French fry truck cracking out the 750 watts to operate the Gravitron or ferris wheel — almost anything seems possible.

SEF supported the launch of Sustainival with operating capital. □

# Partnerships make impact investing possible

Social enterprises, like any small businesses, require access to capital to grow. Given their sometimes unusual structure or business sphere, social enterprises often face challenges finding the financing they need through traditional sources. SEF acts as a patient lender, working with these enterprises to meet their financing needs, whether through a big or small loan. Loans are repayable with interest — and in this way, the funds can go on to assist other social entrepreneurs.

SEF was established in 2008 through a unique collaboration between the Edmonton Community Foundation and the City of Edmonton. Other contributors to the fund have included the United Way, the Alberta Real Estate Foundation and several private contributors. So far, the fund has invested over \$35 million in more than 60 projects. More than \$14 million has been paid back, ready to do more good in the community as new loans.

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