



## 13 Organizations Receive Over \$630K to Grow their Positive Impact through Social Enterprise

### FOR IMMEDIATE RELEASE

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**HALIFAX, NS** – Thirteen organizations working to do good in Nova Scotia are receiving \$632,916 in funding through the Investment Readiness Program (IRP) to increase their positive impact through social enterprise. Part of a national initiative led by Community Foundations of Canada and partners, and funded by the Government of Canada, IRP is helping social-purpose organizations develop or expand their social enterprise – the selling of goods or services to earn revenue – to achieve sustainability and access investment, while showing how business can be done differently.

The Investment Readiness Program is enabling these organizations to grow their impact using an earned-revenue model as a tool for change, creating organizational self-sufficiency while having positive social, cultural, environmental and economic impacts in their communities.

- Be the Peace Institute – \$25,000
- Cape Breton Centre for Craft & Design – \$64,700
- Community CARES – \$25,000
- Dartmouth Adult Services Centre (DASC) Industries – \$32,453
- Eyelevel Artist Run Centre – \$36,099
- Farm to Feast Café Association – \$54,557
- Hope Blooms – \$75,000
- iMove Arts Association – \$72,500
- LakeCity Works – \$74,807
- Richmond River Roots Market Garden Society – \$25,000
- Scott's Bay Campground – \$25,000
- The Flower Cart Group – \$47,800
- YWCA Halifax – \$75,000



In Nova Scotia, IRP is being administered by Ulnooweg Indigenous Communities Foundation, Rural Communities Foundation of Nova Scotia, and the Community Foundation of Nova Scotia. This is the third round of funding through the initiative, with over \$1.2 million having been awarded to 27 organizations addressing issues such as poverty, wellbeing, economic opportunity, equality and climate change across our province.

### Quotes

“This Investment Readiness Program grant is an immense help to our organization. With it, we will be able to create a measurement tool that will not only help our funders and the community at-large understand our social impact but will also demonstrate to all at The Flower Cart Group just how important their contributions to the organization truly are. Once completed, this will benefit everyone.”

– *Jeff Kelly, CEO, The Flower Cart Group*

“Investment Readiness Program funding is enabling us for the first time in 10 years to scale-up our social enterprises – Hot Cocoa Boys, Fresh Herb Salad Dressings, Possibili-teas, and Tri-gold Beauty – which will have significant social impact in the community. Scaling up our social enterprises translates to our being able to support more young social entrepreneurs in marginalized communities, increase our scholarship fund, community gardens, food programs and more.”

– *Veronica Gutierrez, Manager of Growth and Sustainability, Hope Blooms*

“Meeting employment needs is a major concern for young people in our community. Funding from the Investment Readiness Program will provide the technical assistance we need to pursue our long-standing goal of creating a social enterprise ‘training business.’ Not only will our social enterprise cafe provide young people with a supportive space to build the skills they need for employment, it will also help our organization build the capacity we need to start and run enterprises that both serve our mission and generate revenue to support our work.”

– *Eric Leviten-Reid, Board Chair, Community CARES Youth Outreach*



## Quick Facts

- IRP supports diverse social-purpose organizations to move along the path towards investment readiness, in advance of the launch of the Government of Canada's social finance fund.
- As we look towards pandemic recovery, social finance can play a role in helping meet big challenges. Whether it's creating more affordable housing options, addressing health and wellbeing issues through social innovation or creating more sustainable communities, social finance can be part of how we build more resilient and inclusive communities.
- The UN's 2030 Agenda for Sustainable Development sets a standard for a future that is bright, just and sustainable. These IRP-funded projects and social-purpose organizations are helping advance this agenda in communities across Canada.

## Associated Links

[cfns-fcne.ca](http://cfns-fcne.ca)

[rcfofns.com](http://rcfofns.com)

[ulnoowegfoundation.ca](http://ulnoowegfoundation.ca)

[un.org/2030agenda](http://un.org/2030agenda)

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## About Community Foundation of Nova Scotia

The [Community Foundation of Nova Scotia \(CFNS\)](http://cfns-fcne.ca) is a charitable giving facilitator. Our purpose is to inspire giving and steward funds to help build Nova Scotia communities of respect, belonging and possibility. We help donors make sustainable philanthropic impact on causes they care about at the grassroots level. We do this by endowing funds for donors, managing donation programs and convening conversations that make a positive difference in our communities.

Established in 2008, CFNS has more than \$18 million in philanthropic investment under management, including 120 funds and 22 scholarship and award funds. We're part of Community Foundations of Canada (CFC), the national network for Canada's 200 community foundations that reaches 90 percent of the country's communities.

## Contact

Joanne Elliott, Director of Communications

[joanne.elliott@cfns-fcne.ca](mailto:joanne.elliott@cfns-fcne.ca)

902-329-9396



## **Backgrounder: Investment Readiness Program (IRP) 2023 Grantees**

### **Be the Peace Institute - \$25,000**

Be the Peace Institute works to address the roots and consequences of gender-based violence and advance systemic change for gender equity and social justice. With IRP funding, they are exploring opportunities to offer Safer Spaces Services - consulting, training and resources for public and private sector entities to ensure safe and inclusive workplaces for women and gender-diverse people, free from harassment and gender-based violence. Such an enterprise would generate a sustainable revenue stream for the organization through a fee-for-service model, offer employment opportunities for women and gender-diverse people, and enhance sector capacity in influencing social norms for gender-based violence prevention across Nova Scotia.

### **Cape Breton Centre for Craft & Design - \$64,700**

The Cape Breton Centre for Craft & Design has been serving the needs of the Unama'ki Cape Breton craft sector and public for 50 years. With IRP support, the centre is partnering craftspeople with materials producers to scale-up their micro-enterprises and stabilize local craft supply chains in helping support economic viability. Rural and seasonality challenges impact both farmers and craftspeople, but also present opportunities to scale-up production of local materials such as wool and linens to satisfy increasing consumer demand for sustainably produced crafts. This project also supports the advancement of women's small enterprises, given that craft is historical the domain of women and small-scale farms are increasingly women-led.

### **Community CARES - \$25,000**

Community CARES supports young people in developing the skills and experience needed to support themselves and their families, participate in the community and realize their potential. IRP funding is allowing for the creation of a social enterprise cafe at their youth-focused community hub, which serves the Northside communities of the Cape Breton Regional Municipality. The cafe will provide hands-on training, skills development and work experience for youth in helping them succeed in the labour market, while generating revenue to support Community CARES programs and services, including youth outreach, employment services, food security programs and more.



### **Dartmouth Adult Services Centre (DASC) Industries - \$32,453**

DASC serves persons with intellectual disabilities, helping them find work and develop job, life and social skills in enabling them to be included in their communities. Their social enterprises include boardroom rentals, button production, packing, sorting, and cleaning/packaging small electronics for re-issue, revenue from which enables DASC to host community employment, training, active lifestyles, recreation, life enhancement, individual support, and youth programs for nearly 200 persons with intellectual disabilities annually. IRP funding is allowing for a new customer-management system that will provide tools to better manage clients, business prospects and workflow, increasing efficiency and production while allowing for enhanced communication.

### **Eyelevel Artist Run Centre - \$36,099**

The Eyelevel Artist Run Centre supports the development of socially relevant and thought-provoking artistic practices, assisting artists and arts workers, especially those who are historically under represented, through paid opportunities to research, create and showcase their art. To help fund this work, they offer studio rentals and memberships, and operate an artist-run bookstore. With IRP funding, they are expanding their fundraising and engagement capacity, including optimizing their current social enterprises to provide the centre with more stabilized, sustainable growth.

### **Farm to Feast Café Association - \$54,557**

The Farm to Feast Café Association works to create food sovereignty by providing dignified access to local food, nutrition and gardening literacy, generating self-sustaining funding through catering and a café operating out of the Annapolis Valley Community College. Using IRP funding, the association is developing a business plan to determine the commercial viability of a field-side processing facility for the region. This mobile unit would process waste or seconds into a saleable product for farmers, reducing food waste while creating employment and training opportunities for individuals experiencing barriers to employment.



### **Hope Blooms - \$75,000**

Hope Blooms engages youth in being changemakers in the high-needs community in which they live, disrupting the cycle of poverty through social entrepreneurship, experiential education and social innovation in urban agriculture, with funding going back to the community through scholarships and food security. They are using IRP funding to scale up their youth-led social enterprises, which include hot cocoa mix, fresh herb salad dressings and loose teas, by maximizing their online presence and E-commerce, growing their country-wide partnerships, and planning for more effective production, all while supporting youth with professional mentorship.

### **iMOVE Arts Association - \$72,500**

iMOVE uses the arts to help marginalized and racialized people heal from the pain of intergenerational trauma and poverty and develop skills to earn a living, with a particular focus on at-risk youth and helping BIPOC people who have been incarcerated re-integrate into the community. Building on the intellectual capital iMOVE has developed through the provision of training, crew, production, videography, editing and other related services, IRP funding will allow the association to grow opportunities in the film, television and creative industries for marginalized and racialized people, providing them with skills training that will, in-turn, help increase diversity in these industries while generating revenue.

### **LakeCity Works - \$74,807**

LakeCity Works supports people living with mental illness in building on their strengths and accessing education and employment. Adding to their current social enterprises, which include residential and commercial wood and recycled plastic furniture production, they are using IRP funding to develop a full-service dog daycare and wash centre with plans for a retail area. Their goal with this additional venture is to increase their community impact, income diversification and organizational sustainability. Supported by onsite job coaches and employment navigators, the centre will be staffed by people living with mental illness, providing employment, work-based skills and certifications, helping them gain confidence while reducing the stigma of mental illness.



### **Richmond River Roots Market Garden Society - \$25,000**

The Richmond River Roots Market Garden Society facilitates access to affordable, nutritious and culturally comfortable food for the residents of Richmond County, while providing gardening apprenticeships, knowledge and skills. With IRP funding, they are developing a business plan and viability study to grow and scale their impact through social enterprise activities including cooking classes, apprenticeships, food product sales, meal kits, frozen meals, experiential learning and more in enhancing food security in the area.

### **Scott's Bay Campground - \$25,000**

Scott's Bay Campground is using IRP funding to develop a business plan on establishing an inclusive and accessible campground at Scott's Bay that will empower people with various abilities through employment, skills development and mentoring. The planned social enterprise C.A.M.P. (Community Assisting Many People) will offer a variety of facilities in engaging with the community at-large, providing an equitable and respectful work environment for employees and boost to the local economy, while promoting conscious living.

### **The Flower Cart Group - \$47,800**

The Flower Cart Group provides training, employment and community participation opportunities for adults considered to have an intellectual disability who reside in Kings County. Offering a number of social enterprises, including single-task labour services and the manufacturing and packaging of food products, the organization is using IRP funds to create more robust internal impact practises in increasing its appeal to social investors and financial opportunities. This includes impact reporting, knowledge transfer and improved training practices.

### **YWCA Halifax - \$75,000**

YWCA Halifax builds economic security, promotes wellness and creates opportunities for diverse women, girls and their families through advocacy and programming. IRP funding is allowing the organization to advance to the pre-development stage of a proposed housing development that's using an innovative community-led partnership model with a for-profit developer in providing affordable housing.