## Selling Social\*

# Harbourview Training Centre





Harbourview Training Centre provides opportunities for individuals living with intellectual disabilities to participate both socially and economically in their community. It achieves this mission by offering employment training and work opportunities through a number of small social enterprises. While a bakery and woodworking shop are the most significant revenue generators at Harbourview, it also operates an ice cream stand, mail delivery service, restaurant and café. The social enterprises and employment opportunities are, however, only one component of what Harbourview offers. Additionally, it provides: social/themed activities; a day program to support people with intellectual disabilities; support for engagement in community activities and part-time employment.



#### FAST FACTS

Location: Souris, PE Founded: 1972 Sector: foodservices, woodshop, mail service Annual Revenue (2017): \$546K Parent Org: none Website:

### FINDINGS

- There are many unique challenges and opportunities connected to operating a social enterprise in a rural context. It is expensive and difficult for governments to provide social services in these areas and programming may be more efficiently and effectively provided by grassroots social enterprises this needs to be considered at a policy level.
- This case raises the question of government funding versus earned revenue for organizations that provide significant social benefits to their communities. Social-service organizations are often faced with funding challenges and have been told to supplement their core funding with earned revenues; however, not all social services are best provided through a business model.
- There is a tremendous amount of social value that cannot be translated into a dollar value.
- Innovative social enterprises do not and cannot replace publicly funded programming that supports and empowers people of all abilities.

*Selling Social: Experiences of Social Enterprises with Social Procurement and Social Purchasing* presents the findings of a three-year (2017-2020), pan-Canadian research project detailing experiences with social procurement and social purchasing from the perspective of social enterprises, as well as their organizational purchasers. These 19 profiles highlight the cases presented in the book and illustrate unique features that make them of interest to practitioners, scholars and students of the social economy.

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#### For further information:

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