



ImagineAbility Inc. has been operating for over 60 years, making it one of the oldest organizations featured in this project. ImagineAbility offers support services such as individualized social and leisure activities as well as work experience to individuals with intellectual disabilities. It operates a packaging and assembly operation that serves as a work place for their clients and revenue stream for the organization. ImagineAbility also owns a separate for-profit social enterprise called Opportunity Partners, which owns the patent and North American distribution rights to a product called Hold It, among other revenue-generating ventures. For about 25 years, ImagineAbility operated a recycling and document shredding service, which gradually became economically nonviable and was shut down in 2012.

FAST FACTS

Location: Winnipeg, MB
Founded: 1962 as ARC Industries
 - became ImagineAbility in 2012
Sector: packaging & assembly
Annual Revenue (2017): \$3.7M
Parent Org: none
Website: www.imagineability.ca

FINDINGS

- Offering products and services that are otherwise difficult to source can help maintain a steady customer base and revenue stream.
- Providing timely and professional service is essential for maintaining long-term customer relationships.
- To customers, excellent quality and competitive pricing are both more important than the social mission.
- Regardless of revenue-generating success, many non-profit supported social enterprises (including ImagineAbility) that provide local employment and training programs require grants or government funding to sustain them.
- It is important to align potential work with program participants' abilities and interests.
- Even with more than 35 organizational purchasers in the private sector and a solid track record, ImagineAbility has not yet been able to sell to the government.
- It can take considerable resources including funds, time and expertise to start a new social enterprise.

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:

contact: jennifer.sumner@utoronto.ca **or visit:** https://www.oise.utoronto.ca/clsew/Research/Social_Procurement_Project.html