

# Rainbow's End Community Development Corporation



Rainbow's End Community Development Corporation runs training programs and offers employment opportunities to individuals with mental health challenges. Participants are engaged through several different social enterprises offering a range of services including: food, maintenance and construction, janitorial and custom sewing. Training is most rigorous for those working in foodservices while the other social enterprises usually hire people who already have some experience with the equipment for the job. Originally conceived as a continuum of support for participants in St. Joseph's Healthcare Hamilton, Rainbow's End now includes team members who come from St. Joe's, March of Dimes, the YMCA and other community organizations in the Hamilton area.

## FAST FACTS

**Location:** Hamilton, ON  
**Founded:** 1997  
**Sector:** foodservices, maintenance, construction, janitorial, sewing  
**Annual Revenue (2018):** \$971K  
**Parent Org:** Formerly under St. Joseph's Healthcare Hamilton, now independent  
**Website:** [www.rainbowsend.ca](http://www.rainbowsend.ca)

## FINDINGS

- This case highlights the many ways in which the involvement of a parent organization (even a former one) can influence and impact the success of the social enterprise.
- The extensive and ongoing financial and in-kind support of Rainbow's End from its former parent organization is critical to its sustainability.
- The ongoing affiliation with St. Joe's ensures team members are supported by vocational counsellors and other support staff who provide a sense of reassurance and support team members in their employment transition. The results is more sustainable employment for Rainbow's End's team members.
- St. Joe's has also been instrumental in connecting Rainbow's End to potential institutional customers.
- Even as far as individual customers are concerned, employees from St. Joe's were early supporters.
- As seen in other case studies, word of mouth continues to be an essential part of marketing social enterprises.

***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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