

Services and Housing in the Province (SHIP)



Services and Housing in the Province facilitates independent, safe and healthy living in the community for individuals suffering from mental health issues. SHIP also provides: early intervention in mental illness; counselling and case-management support; assisted living; tenant advocacy and eviction prevention; employment integration; life skills development; and support for individuals living with substance use. SHIP operates five social enterprises, which offer employment and job training opportunities for their participants as well as others in the community facing challenges to finding and maintaining employment. The social enterprises include a commercial and residential cleaning service, a painting business and three foodservices operations - a cafe, catering business and coffee shop.

FAST FACTS

Location: Mississauga, ON
Founded: 1980's, incorporated 1992
Sector: foodservices, janitorial
Annual Revenue (2017): \$30M
Parent Org: none
Website: www.shipshey.ca

FINDINGS

- Like other cases in this project, SHIP believes the quality of its goods and services are more important to purchasers than its social mission.
- In addition to being budget friendly, most social enterprises market primarily by word of mouth as it establishes more enduring relationships with key stakeholders.
- Although SHIP stands as a unique social enterprise with confidence and capacity in procurement, it shares many similarities with others that struggle to fulfil their mission while balancing both economic and social value.
- Ultimately all organizational decisions at SHIP are based first and foremost on the safety and wellbeing of participants - this overrides any impulse to capitalize on market opportunities.
- When balancing multiple bottom lines, the question of how social value is defined and measured as part of the procurement process remains a challenge.

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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