

Social Crust Café & Catering



Social Crust Café & Catering began as an experimental project offering youth (ages 19-30) with mental illness and addictions culinary training and employment in a functioning café and catering company. While the café is the face of the operation, the catering business is the prime employer of program participants. The training program focuses on culinary-skill development for four months followed by a two-month practicum in the café where skills are put to use. Additionally, the program emphasizes basic elements of employment such as punctuality, professionalism and collaboration. The aim is to build the skills and competencies for graduates to become employment ready. After completing the program, Social Crust supports participants in their job search.

FAST FACTS

Location: Vancouver, BC
Founded: 2014
Sector: foodservices
Annual Revenue (2018): \$250K
Parent Org: Coast Mental Health
Website:
www.socialcrustcafe.com

FINDINGS

- This case highlights the significance of parent organizations - without the financial, managerial and strategic support of its parent organization, Social Crust could not be an independently viable business.
- Alternatively, while parent organizations can contribute significantly to their social enterprises, they can also hinder growth if funding and growth priorities don't align.
- Social Crust's reliance on its parent organization raises questions as to whether or not it can be evaluated as an independent business or as a business venture of the parent organization.
- Either way, this model demonstrates the immense opportunities for parent organizations to develop revenue-generating business units that can simultaneously train and employ the participants these organizations seek to support, while generating additional revenue.

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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