



# Social Employment

Breaking Down Barriers for  
Populations at Risk to  
Homelessness

Laura Barreca  
CleanStart

# What is a social enterprise?

ROI

Financial return



SROI

Environmental, social,  
cultural return



## Employment social enterprises

- ▶ “Employment social enterprises hire and retain a significant percentage of their staff from target population groups with high rates of unemployment and serious social challenges.

Employment social enterprises also address all the concerns of a normal business. They must see to proper cash flow, revenue diversification, product and service lines, training, quality control, marketing, and customer relations.”

- ▶ Source: Mader, Kristi Fairholm, and Ryan Turnbull. *Success Themes In Supportive Employment*. Enterprising Non-Profits, 2014.





- Social employment enterprise
- Generate revenue and profit

**Services:**

Junk removal, extreme cleaning, hoarding cleanup, pest control prep



# CleanStart background



# Our Fit with Supportive Housing

## Our customers

- We service their buildings

## Our employees

- We hire their tenants

# Supportive employment

- ▶ Low-barrier jobs
- ▶ Understanding of abilities
- ▶ Flexible work schedules
- ▶ Outside-of-work support
- ▶ Help with meals, bus fare, etc.



# Value of employment social enterprises

Populations  
served:

Low income

Disability

Recovery





# Thank you!

