


**Coalition On Homelessness and Housing in Ohio (COHHIO)
Housing Ohio 2019 Conference
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"How to Start Your Own Social Enterprise"


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Alvis Social Enterprises





Who We Are

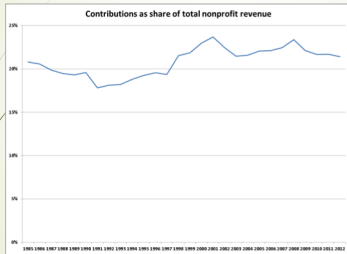


ABOUT US: Nature's Touch Landscaping and Lawn Care is different from other landscaping businesses. We are a social enterprise, existing as a non-profit partner to reach and teach those with barriers to employment, and offering sustainable, long-term employment and entrepreneurship in green infrastructure landscaping. Our contribution to saving the Earth, also contributes to saving ourselves, our communities, and our world.

Transitions is a social enterprise, dedicated to consistently providing high customer satisfaction by rendering excellent service, quality commercial cleaning services, at an acceptable price. We will maintain a friendly creative work environment that respects diversity, ideas, and hard work.



Why choose a social enterprise model?



IRS data, U.S. Charitable giving to nonprofits, 1985 - 2012

Green Infrastructure Workforce Development

- Green Infrastructure Elements
 - Plant Identification/Ecology
 - Soil Preparation
 - Maintenance
- Hardscape Fundamentals
 - Types and Maintenance
- Field Trips / Hands-On Experience
 - Franklin Park Conservatory, Grange Audubon Center, Griggs Reservoir, Discovery District



Training includes a combination of classroom, lab and hands-on field experience.

GIWD 2015 Spring Class



Suggestions for adopting a social enterprise model

- Addresses a social problem
- Uses entrepreneurial principles to organize, create, and manage a social venture for profit
- Success defined by “Blended Return”: positive financial AND social benefit

(Ref: Center for Social Enterprise Development; www.cincohoio.com)

GIWD 2016 Spring Class



GIWD Spring 2018 Class



Lessons Learned

- Business is business – social vs. financial benefits
- A good worker doesn't make a good business *OWNER*
- Quality product/service = increase customers, profitability

(Social) costs and benefits of a social enterprise

Social Costs	Social Benefits
Exclusion of those with a criminal history, or disability 5.9 million job openings in the U.S.	Meeting a business need
Est. 65 million people in the U.S. have criminal histories	Underserved populations have, or have the ability to learn, new job skills; creative and resourceful
	Ban the Box
