



**United Way**  
of Peel Region

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**United Way Invests in Enterprises with a “Double Bottom Line”**

MISSISSAUGA — What do a print shop, internet cafe and cleaning service have in common? The three unique businesses are the first recipients of United Way of Peel Region’s new Social Purpose Enterprise Grants, totaling \$100,000.

Operated by non-profit organizations, social purpose enterprises generate revenue while addressing social needs. By employing and supporting at-risk populations, these businesses create economic opportunities and community connections. They provide jobs, job-related training and experience, as well as a way to improve individual housing situations and foster life skills. United Way’s Social Purpose Enterprise Grants focus on reducing poverty by tackling some of its underlying causes.

“Social purpose enterprises have a *double* bottom line,” explains United Way CEO Shelley White. “They not only make money, they can make over lives as well.”

United Way is providing one-time grants to three existing social purpose enterprises in Peel. These grants are part of a pilot project as United Way explores the feasibility of creating a long-term social purpose enterprise strategy. The grants to all three enterprises will help them expand their marketing efforts so they can grow their businesses to the point where they can provide employment, training and support to more people.

The following organizations have received a Social Purpose Enterprise Grant:

**DestinationCafé.ca**, started in December 2006 by Supportive Housing in Peel, is an internet café located in Port Credit that serves freshly roasted, organic and Fair Trade coffees. It is staffed by individuals living with mental illness and provides a safe, supportive and flexible environment in which they can regain the confidence and skills required to maintain employment. United Way is providing a \$35,000 grant.

**Options Mississauga** was established in 1993 by a group of parents concerned about the limited vocational opportunities for their adult children with intellectual disabilities. The enterprise, located in Port Credit, offers a variety of retail business services, focusing on printing and photocopying. Options Mississauga provides an inclusive work environment where people who have an intellectual disability receive support to learn the job skills they need to gain employment in the community. United Way is providing a \$35,000 grant.

**Licence to Clean** is operated by St. Leonard's Place Peel, a long-term residential facility that provides a place of safety and belonging for chronically homeless men with serious mental illness and those who have been in conflict with the law. Licence to Clean is located in Brampton and offers all types of commercial, industrial and residential cleaning, maintenance, landscaping, moving and small renovations. It is staffed by St. Leonard's Place clients who want to work, but because of prejudice, mental illness or disability, face overwhelming barriers to employment. United Way is providing a grant of \$30,000.

“Research shows that social purpose enterprise can have a very positive impact,” notes Anita Stellinga, United Way’s Director of Community Investment. “With the right social supports, individuals who have previously been unable to obtain or keep a job can achieve success.”

The mission of United Way of Peel Region is to engage with our community, through partnerships, to ensure people are cared for, connected and included.