

UTILIZING SOCIAL ENTERPRISE

To Strengthen Community and Workforce Development Efforts

GOODWILL[®]

EASTER
SEALS

INTRODUCTIONS

MODERATOR

- Frances Dixon, TANF Program Specialist, Region V-Chicago (Session Moderator)

PRESENTERS

- Lacey Stevenson Warrior, Native Works Manager, Chief Seattle Club
- Andrew Freeberg, Director of Community Programs, Goodwill-Easter Seals Minnesota
- Frances Dixon, TANF Program Specialist, Region V-Chicago (Session Moderator)

ATTENDEES

- What is your agency or organization affiliation?
- Why did you choose to attend this session?
- What do you hope to learn?

SESSION OBJECTIVES

UNDERSTANDING SOCIAL ENTERPRISE AND APPLYING CONCEPTS

- Common definition
- Personal and program examples of leveraging social enterprise
- Sharing innovative approaches and impact
- Catalyst for exploring mission in your local community

A COMMON DEFINITION

SOCIAL ENTERPRISE

- Doing “business for good”
- Local examples?

EXAMPLE: GOODWILL DONATED GOODS RETAIL

- Goodwill affiliates / local autonomy
- Workforce development focus
- Leveraging resources to innovate
- Program examples: Reentry, FATHER Project, Housing Instability (Hennepin County), Full Family Focus (FAST, Ramsey County)

EXAMPLE: CHIEF SEATTLE CLUB



**UTILIZING SOCIAL
ENTERPRISE TO
STRENGTHEN
COMMUNITY &
WORK FORCE
DEVELOPEMENT**

STORYTELLING

- *Chief Seattle Club*
- *Native Works*
- *Development*
- *Best Practices*
- *Tell your Story*





CHIEF SEATTLE CLUB

PRIOR TO 1492 WE HAD 100% SUCCESS RATE OF HOUSING OUR RELATIVES

currently in King County Native Americans and Alaskan Natives are 7 TIMES more likely to experience homelessness than any other demographic

CHIEF SEATTLE CLUB IS A SACRED SPACE TO NURTURE AFFIRM AND RENEW THE SPIRIT OF URBAN NATIVE PEOPLE

we offer meals, mental health care, drug and alcohol counseling, housing referrals, legal consultation and more to those in need



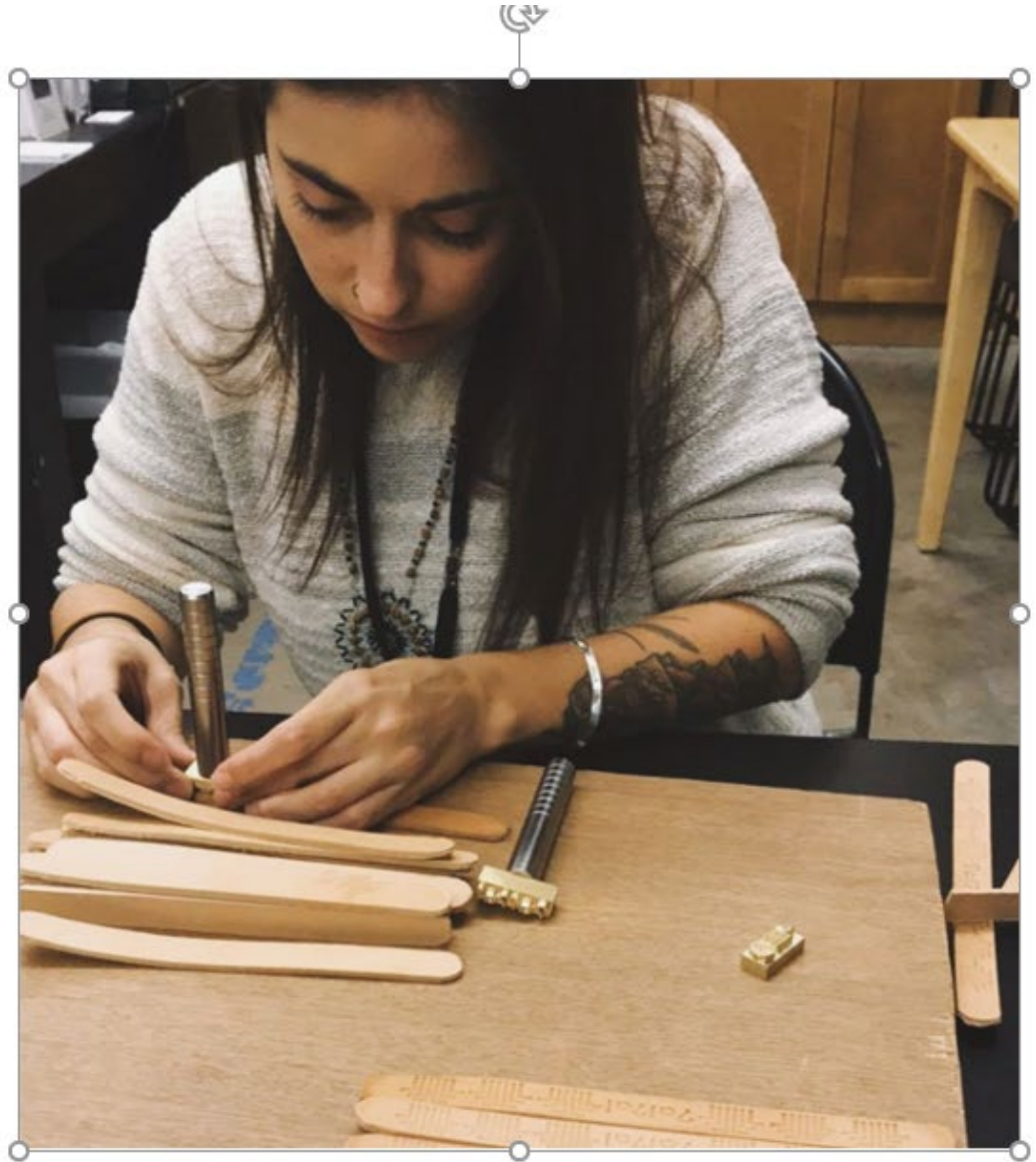
NATIVE WORKS

Native Works exists to better Seattle's homeless Native American community.

By crafting authentic art and jewelry, and in partnership with its parent organization, The Chief Seattle Club, Native Works provides a healing centered space to plan successful career paths and cultivate confidence in employment skills. Each piece of jewelry is handmade by a local apprentice, and 100% of proceeds go directly to providing meals, mental healthcare, drug and alcohol counseling, housing referrals, legal consultation and more to those in need within Seattle's native community.

NATIVE WORKS DEVELOPMENT

- *Employment to gain housing*
- *Products to reconnect with culture & experience art therapy.*
- *Start up funding - looked to other Native Organizations.*
- *Program, product and brand transformation.*





A HEALING CENTERED VOCATIONAL REHABILITATION

- *Smudge and ceremony.*
- *Cultural expression through design.*
- *Mental health improvement with artisan-ship.*
- *Maintaining a safe, supportive environment.*
- *Weekly check-ins with apprentices.*
- *Flexible work schedule.*
- *Wrap around services with CSC staff.*

NATIVE WORKS PARTNERSHIPS

- *Pike place market.*
- *UW Evens School.*
- *Microsoft Philanthropy.*
- *Seattle Parks and Rec.*
- *United Way of King County.*
- *Akhtar Badshah.*
- *FareStart.*
- *Neighborhood House.*
- *Largesse Company.*
- *Seattle Made.*
- *Northwest Area Foundation.*
- *Creative equity fund.*

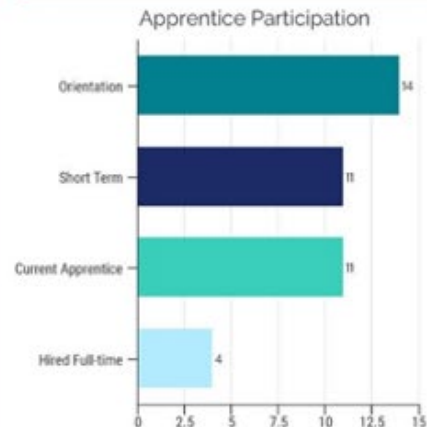


YEAR ONE

At the inception of Native Works, our goal was to hire at least 20 CSC members as Apprentices in the Native Works Program. In our first year, we had 40 Apprentices. For our community facing so much trauma and adversity, this was a huge success!



Native Works



Impact

Out of 40 total Apprentices, 22 worked with NW for over 6 months.

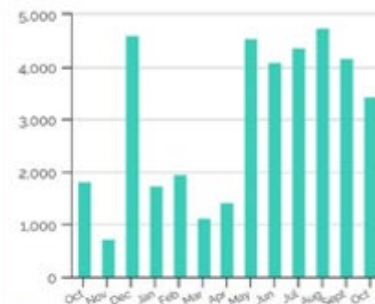


● Staff ● Apprentice Pay ● Supplies



Expenses

The most important expense is what we pay our Apprentices, as it is a huge need for them. Staff for Native Works has had 3 changes in the first year. This expense should go down in 2019.



Sales Oct 17 - Oct 18

Total monthly sales for Native Works in our first year of operation, from Pike Place Market, wholesale, special events and our online store.



NATIVE WORKS – BEST PRACTICES

- *Take risks early and often.*
- *Develop, learn and adapt quickly.*
- *Build marketing strategies.*
- *Targeted funding.*
- *Curate strong partnerships.*
- *Always mission focused.*



“STORIES DRIVE OUR PURPOSE,
DEEPEN OUR CONNECTIONS,
AND GIVE LIFE TO OUR MISSIONS.”



GOODWILL-EASTER SEALS MINNESOTA: PROGRAM EXAMPLE

STABLE FAMILIES INITIATIVE

- Families accessing homeless shelters
- A mixture of TANF dollars as well as state and local taxes fund the program
- Two Career Navigators
- Employment services program - goal is long-term housing security, methodology is to secure high wage jobs

KEY INNOVATIONS

- Voluntary Program
- Career Navigators are authorized drivers
- Focus on credentialed training and education



**Program
Example:
Stable Families
Initiative**

Hennepin County
Health & Human
Services

The Office to End
Homelessness

Goodwill-Easter
Seals Minnesota

GOODWILL-EASTER SEALS MINNESOTA: PROGRAM EXAMPLE

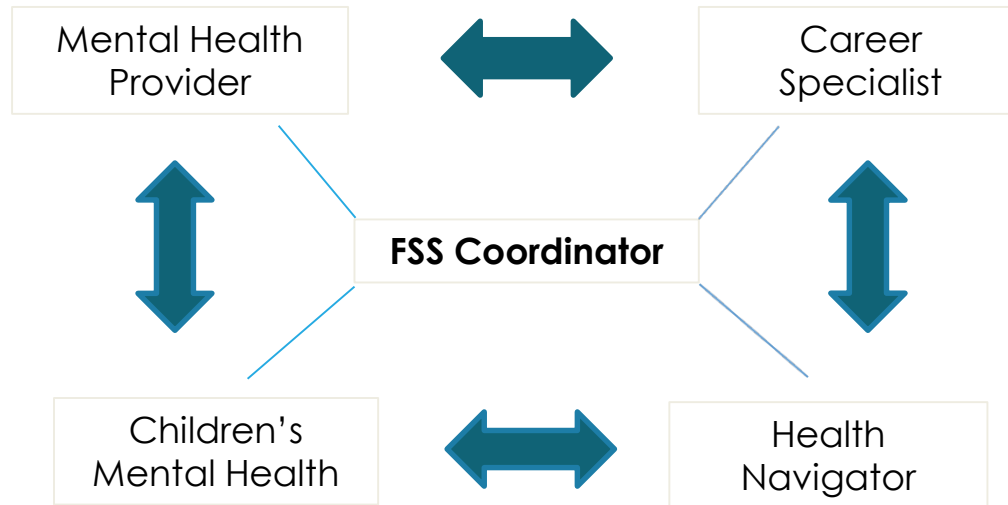
FAMILIES ACHIEVING SUCCESS TODAY (FAST)

- Integrated and collaborative intervention and partnership between Ramsey County Workforce Solutions and Goodwill Easter Seals of MN
- Serves families who have reached their 60-month lifetime limit
- Co-locates a multidisciplinary team
- At the time of implementation (2011), was the only known model in TANF rooted in evidence-based Individual Placement and Support (IPS) model

KEY INNOVATIONS

- Whole Family Focus
- IPS Model
- Lifelong Learning Initiative: Coaching model rooted in executive functioning

FAST: Collaborative Team Approach





“They never give up on you and are so much help.”
-FAST Program Participant

QUESTIONS AND APPLICATIONS

QUESTIONS?

- About the models, approaches and experiences presented today

APPLICATIONS

- What change would you like to see in your community
- What would mission impact look like?
- Who would you partner with?
- Any thoughts on applying elements of Social Enterprise?

THANK YOU!