

The Flower Cart 2009-2010 Social Snapshot



	Fiscal year 2008-2009	Fiscal year 2009-2010
Revenue	\$2.51 million	\$2.56 million
Expenses	\$2.44 million	\$2.56 million
Income	\$67,512	\$2,152

Mission

The Flower Cart promotes community participation by adults considered to have an intellectual disability through supported training and employment

The term social entrepreneur was first used in the literature on social change in the 1960 and 1970s. A social entrepreneur recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change. A business entrepreneur looks at “bottom line” performance measures related to money on at least an annual basis, e.g. profit, return on investment, cash flow. A social entrepreneur must also look at “bottom line” performance measures of social change. Determining what the “social bottom line measures” are for a social enterprise can be challenging. The Flower Cart’s Social Snapshot communicates results on some of our “social bottom line measures”. The Flower Cart’s Social Snapshot also includes results on some “leading indicators of social change”, i.e., by engaging in the process or activity that is measured we think social change is facilitated.

Leading indicator of social change — adults considered to have an intellectual disability living in Kings Co. and surrounding area receiving vocational service	2008-2009	2009-2010
Number of clients served during the year	245	253
Number of clients enrolled in community employment/vocational/ prevocational programs	190 / 31 / 24	194 / 34 / 25
Social bottom line measure — clients entering the labour market		
Number of clients employed at minimum wage or higher and receiving support at year-end (minimum wage in Nova Scotia is now \$9.20)	79	90
Number of clients employed less than 90 days / between 90 days and 2 years / over 2 years at year-end	9 / 36 / 34	13 / 36 / 41
Number of jobs secured by clients during the year (full-time/part-time)	142 (87 / 55)	110 (54 / 56)
Number of permanent jobs secured / Number of temporary jobs secured	64 / 78	45 / 65
Social bottom line measure — clients employed by The Flower Cart		
Wages paid to clients hired by The Flower Cart	\$672,467	\$751,577
Leading indicator of social change — support for clients’ learning		
Number of yearly individual plans made with clients (setting goals for program participation)	204	242
Percentage of clients at year-end with yearly individual plans	93%	93%
Percentage of clients that have up-to-date individual plans at year-end, according to Flowercart’s individual planning standards	97%	97%
Number of individual plan reviews completed, in order to “check-in” on plan progress	487	641
Number of training and counseling interventions designed and implemented with clients	121	107
Social bottom line measure — support for clients’ learning		
Total number of prevocational and vocational clients volunteering or out on work experience as part of their weekly schedule at year-end (% of enrollment)	21 of 55 (39%)	14 of 54 (26%)
Training stipend paid to clients participating in Flower Cart programs	\$122,083	\$120,816
Social bottom line measure — sales of goods and services produced by clients		
Sales of goods and services produced by clients (% of revenue)	\$1,116,033 (44%)	\$1,156,562 (45.1%)
Social bottom line measure — operating budget spent locally		
Cost of raw materials used in manufacturing (% of expenses)	\$785,814 (32%)	\$842,810 (33.5%)
Cost of supplies, small equipment, repairs, maintenance, fuel, van operation (% of expenses)	\$158,313 (6%)	\$141,864 (5.6%)