

# An Introduction to St. Aidan's and Cadboro Bay United Churches' First Joint Social Enterprise

## What is a Social Enterprise?

A social enterprise is defined as a for profit business that has specific social objectives that serve its primary purpose. Social enterprises seek to maximize profits while maximizing benefits to society and/or the environment.

## Why are St. Aidan's and Cadboro Bay United Churches investing in a Social Enterprise?

In 2018, as an outcome of the process of reVision and exploring amalgamation, a working group was formed to look at opportunities for investing together in social enterprises that would meet both the need to expand our churches' revenue streams and provide a service in the community that is in line with our Christian values.

After much research, the working group made a proposal to the Joint Councils to invest in the franchise, *Just Like Family Home Care*. In August 2019, the Joint Councils appointed CBUC and St. Aidan's members, Sarah Bowder, Wanda Walker and Kathryn Clinton, to form a board to oversee the operations of this social enterprise.

## How does *Just Like Family Home Care* meet this criteria?

*Just Like Family Home Care* (JLF) is an ethically run, successful business franchise based in Vancouver. JLF that has been providing relationship based personal care, companionship and support for seniors and others in need for over 9 years. The JLF franchise, based in Victoria, will benefit not only the seniors in our community, but also caregivers of all ages who will be able to find work with flexible hours at a living wage.

JLF meets the criteria of a profitable business and a way to live our churches' key values of compassion, empathy and inclusion for those in need in our community.

## How can I help support this social enterprise?



Since *Just Like Family Home Care* is an **investment** and not a church program, our congregations are not directly involved in the operation of the company. You can help by spreading the word in the community about JLF services. The company will be hiring in the next few weeks and is planning to offer services in Victoria by January 2020. For more information on the company and their services, go to [www.justlikefamily.ca](http://www.justlikefamily.ca)