

THE  
EVA'S  
PRINT SHOP  
STORY

A social  
procurement  
case study

BUY  
SOCIAL™





**There are an estimated 2000 homeless youth in Toronto on any given night. Eva's Initiatives for Homeless Youth provides safe shelter, housing and services for youth experiencing homelessness.**

The Print Shop is a commercial print shop and social enterprise which trains and employs young people experiencing at risk of homelessness. It is operated by Eva's Initiatives for Homeless Youth and all profit is redirected into its shelter, housing, and training programs for youth. Eva's ultimate goal is to help young people build lifelong skills and tools to exit homelessness for good and to journey into brighter futures.

Eva's Print Shop is located in downtown Toronto at Eva's Phoenix, an award-winning transitional housing and employment training facility for youth, ages 16 to 24, experiencing homelessness.

Of the 2000 homeless youth in Toronto:

- 31% identify as Indigenous
- 28% identify as members of a non-Indigenous racialized community
- 30% identify as LGBTQ+
- 85% experience severe mental health issues



## Eva's Print Shop Program

The Print Shop program provides eight weeks of **paid employment training**.

It teaches both **employment and soft skills**, such as punctuality and teamwork, **and technical skills**, such as using Photoshop and InDesign software and digital printers.

Instructors continue to reach out to graduates, generally through mass emailing and texting, and provide **follow-up support** for a minimum of two to three years.

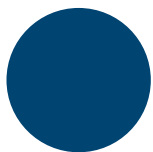


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# Three Program Streams



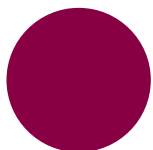
Graduates of Eva's Print Shop employment training program generally follow one of **three streams**:



**Work placement stream:** Graduates can be placed with a local Toronto partner (either full-time or part-time) such as Symcor, Print Three, and The Printing House.



**Internship stream:** The Print Shop offers a 3-month paid internship to two graduates per year.



**Education stream:** Graduates are referred to services at Eva's Phoenix which assist in helping those who want to go back to school to finish high school or go on to higher education. They help find education opportunities and secure loans and grants, particularly through the Ontario Student Assistance Program.

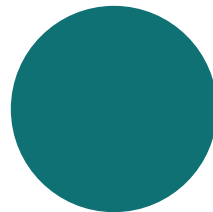
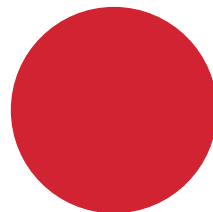
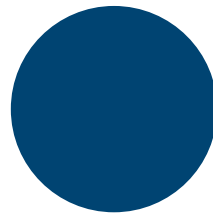


# Social Purchasing Opportunities

Eva's Print Shop offers a **large range of products** and services, providing plenty of opportunities for social purchasing.

These products include stationery; brochures; postcards; booklets; magazines and catalogues; posters, signs and banners; cut vinyl adhesive lettering; custom t-shirts, sweatshirts, and tote bags; and more.

Current commercial clients of The Print Shop include **Toronto Hydro**, TD Bank, CIBC, BMO, Porter Airlines, Artscape, and ABC Life Literacy.

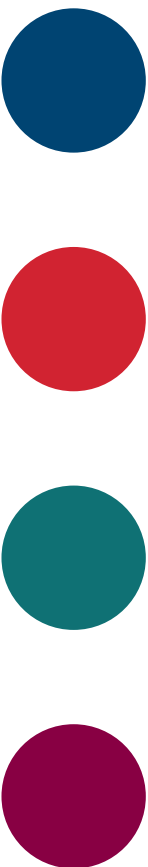


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# A Community Benefit Agreement



The winning bidder for the Metrolinx Eglinton Crosstown Light Rapid Transit Infrastructure project, Crosslinx Transit Solutions, included a plan for ensuring community benefits—including **purchasing from local and social enterprises**.

Crosslinx has worked with Social Purchasing Project (SPP) to find social enterprises for their procurement needs. SPP created and continually updates a **pre-qualified social enterprise list** for Crosslinx based on current and anticipated procurement needs.

SPP determines potential social enterprises that could provide a needed good or service, conducts a site visit, and determines if that **social enterprise is able to provide at the quality and capacity** that is needed. If currently unable to do so, SPP will work with social enterprise to be able to meet the future needs of Crosslinx.

Eva's Print Shop is one such social enterprise certified by SPP and is pre-qualified for print and design work with Crosslinx. The Print Shop has provided printing services to Crosslinx for flyers and information to distribute to the community for the last two years.

As of June 2018, Crosslinx has procured almost \$4 million worth of goods and services from local businesses—**\$350,000 of which is procured socially from social enterprises like Eva's Print Shop**.



# Outcomes

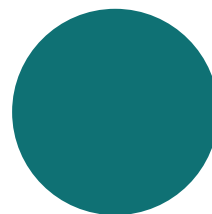
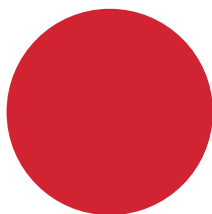
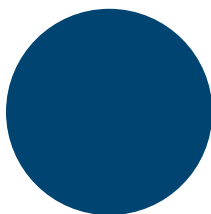
Eva's Print Shop was a **"Recommended Social Enterprise"** by Charity Intelligence Canada in both 2009 and 2010 based on its transparency and accountability, compelling business model and demonstrated social impact.

The program is offered to four cohorts of eight youth per year for a total of **32 youth participating annually**. Many of the youth return to school or continue to work in the high-demand graphic communications sector.

**Over 70% of youth who complete the program connect with full-time work.**

**Operations are fully cost recovering, turning a small profit, but grant funding is still required** to purchase software or machinery and fund training programs.

This funding enables Eva's to keep providing up-to-date and high-quality services as well as build its business and training capacity.



# BUY SOCIAL™



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