



This is MY



THE CAMPAIGN FOR A NEW BUILDING



A WELCOME FROM OUR CO-CHAIRS

Persons with disabilities and complex barriers to employment are ordinary people who have relationships, families, dreams and aspirations just like all of us in the community. The Flower Cart Group provides an inclusive place and opportunities to realize dreams and work towards goals by providing meaningful vocational programs and real waged employment. I am honoured to be a part of this campaign for a much needed new social enterprise and vocational training centre so The Flower Cart Group can grow and continue its important work.



RAMONA JENNEX

I feel fortunate to be a part of this journey toward a new building for The Flower Cart Group. Not only does the organization impact so many people in such a positive way, it also contributes to our local economy by supporting small businesses. The new building represents sustainable future growth and evolution, enhanced accessibility for all, significant operating and environmental cost-savings, and longevity. It will be a space that is respectful and inclusive to all.



PAUL RANDELL

EXECUTIVE SUMMARY

At our core, we at The Flower Cart Group believe that everyone can contribute to their community regardless of ability.

Since 1970, we've provided opportunities for adults with intellectual disabilities and complex barriers to employment. Every day, people learn new skills and realize a tangible output. Our participants seize their own opportunities and realize a dream.

Now, 50 years later, our organization includes five distinct social enterprises and programs, and 150 participants and clients.

Today, we look to the future. We have embarked on a \$5.8 million capital campaign to build a new social enterprise and vocational training centre. The campaign is over 60% funded. Our new facility means for our staff, participants, and clients that coming to work, learn, and socialize will be safer, accessible, and environmentally conscious. It means we can reinvest operational cost savings back to the people we support.

We welcome you to join us as a donor on this journey to build our new building.



Jason works part-time in the Just Us! Coffee Roasters warehouse, an achievement he has worked toward for some time.



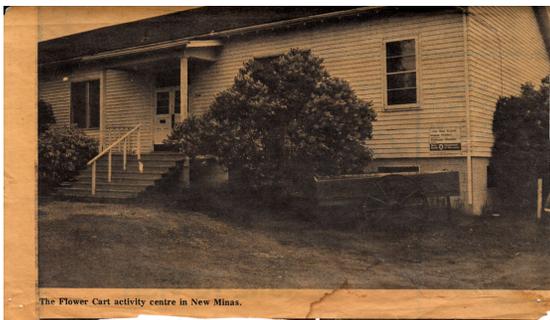
ABOUT THE FLOWER CART GROUP

The Flowercart was established in the fall of 1970. With the assistance of the Kings County School Board and the Provincial Department of Social Services, the former New Minas Elementary School was selected as the site for an activity centre that focused on work-related training for adults with intellectual disabilities. In particular, the programs were for those who had recently graduated from the public school system and had limited post-secondary or employment opportunities. By 1972, seventeen individuals were participating in a year-round program. After 50 years, The Flower Cart Group still operates in the same facility.

Flowercart developed into a vocational training and employment service with a wide range of employment options to meet the abilities and needs of individuals using our services. These options included full- and part-time work on-site, as well as in the community. Flowercart became an integral part of the production processes of several Valley businesses and resulted in more opportunities for community-based work for clients. We are pioneers in social enterprise and inclusive employment.

The organization's portfolio of social enterprises began with the woodworking shop, then a bakery, a commercial co-pack kitchen, contract work placements. We have since added a program dedicated to matching clients with complex barriers to employment with work opportunities.

Our community reach has grown to include inclusive employment opportunities in numerous local businesses, including recognizable names like Canadian Tire, Just Us! Coffee Roasters Co-Op, and Michelin North America. In 2016, in recognition of the organization's evolution into a diverse collection of socially minded businesses, or social enterprises, Flowercart was re-branded as The Flower Cart Group.



The Flower Cart activity centre in New Minas.

Flower Cart undergoes renovation, expansion

by Don Upshart

The Flower Cart on Commercial Street in New Minas is undergoing renovation and expansion, but its purpose will continue to be the same: to provide people who are considered to be mentally handicapped with a meaningful and challenging work environment.

The Flower Cart, started in 1970, was intended as a place for people who are mentally handicapped to go after school, where they could be in a sheltered working environment with adequate supervision.

That has blossomed into a work area for 20 mentally handicapped people that engage in a variety of productive tasks, receiving different levels of direct, indirect, and responsibility taking.

The Flower Cart has two aspects to its operation. There is a business aspect, and that is balanced with a human services aspect.

The business aspect includes a variety of projects. These include such things as preparing commitment packages for a restaurant, creating a program for people with high back, the preparation of work work, all the agricultural research station, sorting money, banking and copy work.

The human services aspect involves performing these tasks in different ways. For example, there are several different means of counting the money from the potato chip bags, of which that interaction with the community is essential. The waste water from the Flower Cart is being held back until it can be used for the landscaping of a coffee and landscaping in the new building.

Potter hopes that both the public and those who are mentally handicapped will come to have a better understanding of the Flower Cart.

Potter added that a director has to be able to learn too, and must be receptive to ideas from the people who are mentally handicapped. A worker's social life has been set up as a forum for people of the Flower Cart to communicate with Potter and others.

Potter emphasized that renovation of the Flower Cart has been in the plans for many years, and four years ago a building fund was started.

The cost of the expansion has been planned at \$77,000.

The fund was raised through a variety of means, including a large amount left in a will, and that in large part, he said, the Flower Cart is under the leadership of Potter.

Potter explained that renovation of the Flower Cart will take place once renovations are completed.

When the Flower Cart expansion is complete, they hope to be able to make changes to the existing of a cafe, and the existing of their capacity products to that list of activities.

The new facility will also enable the Flower Cart to be a more self-sufficient facility.

Funding for the Flower Cart comes from a variety of sources. The Department of Social Services pays for 75 per cent of the budget, and the other 25 per cent is provided by the province.

Money also comes from fundraising activities, such as auctions and coffee parties, and from donations. Money raised through contracts is earmarked for the expansion of the Flower Cart.

The Department of Social Services supplies the money for capital which costs less than \$500. Many of the items purchased are in the form of donations, but in Potter's explanation, "after assistance."

Human services takes the form of providing items such as refrigerators and ovens.

The workers at the Flower Cart are paid a minimum of 10 cents and have a 10-cent pay raise. Most recently implemented, workers are judged on a host of categories, each of which is weighted. The categories are: 1. 10 cents in any of these categories results in a wage less than 65 cents. The rate is reviewed for each individual on a periodic basis.



Linda deWalle, representing the workers of the Flower Cart, and Don Upshart, chairman of the board of directors for the Flower Cart, have the first sod to signal the start of a new expansion and renovation program in the present building housing the Flower Cart in New Minas. (Flower Cart)



An artist's conception of how the front of the Flower Cart will look once renovations are completed.

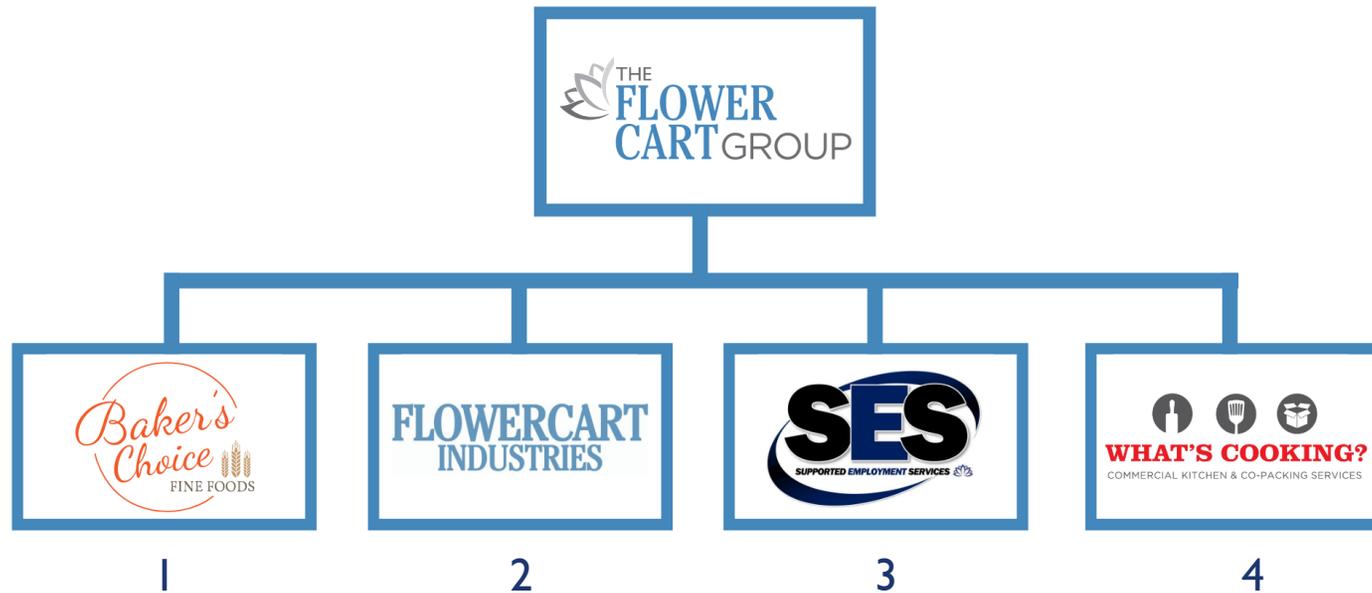


OUR MISSION

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

OUR VISION

The Flower Cart Group supports a community in which all citizens are fully included and accepted.



OUR PROGRAMS AND SOCIAL ENTERPRISES

- 1 Baker's Choice Fine Foods produces and distributes fresh bread products and rolls for retail and wholesale customers. We supply many well-known restaurants and food service providers in Kings County.
- 2 Flowercart Industries is our woodworking and packaging enterprise. Our famous washer toss sets are found in back yards across Nova Scotia. We process clothing donations and complete small jobs for local businesses.
- 3 Supported Employment Services provides employment skills development and matches people with barriers to employment with real-wage opportunities in the community. Included are our Michelin contract workers under our 20+ year relationship with Michelin North America. Together, we employ 20 workers at their plant in Waterville, NS.
- 4 What's Cooking Commercial Kitchen is a co-packer for several packaged food producers, some with national reach.



"Because I'm part of The Flower Cart Group, now I can stand up and talk for myself."

-Tracy, participant, Flowercart Industries

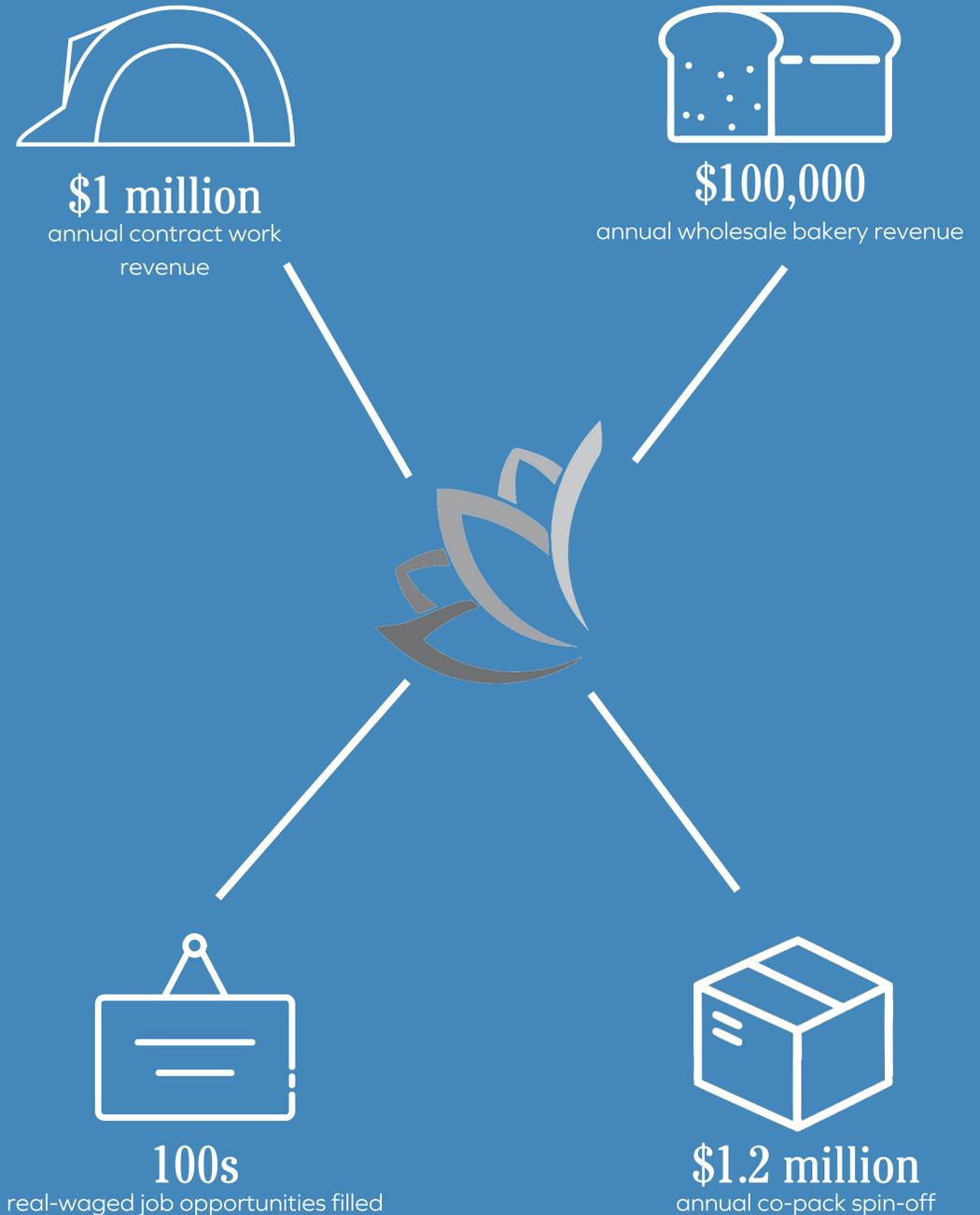
WE ARE CONNECTED

The Flower Cart Group contributes labour, and raw and finished goods to the local economy through our social enterprises and employment support programs. Economic spin-off from our co-pack social enterprise totals \$1.2 million annually. Our commercial bakery revenue totals about \$100,000 each year. These revenue streams finance the majority of our operations.

Our participants make bread and roll products used by many restaurants in Kings County. If you've picked up a Made With Local bar from a grocery store anywhere in Canada, our participants processed, packaged, and boxed it, then shipped it there. We enjoy partnerships with market leaders like Just Us! Coffee Roasters and Canadian Tire as well as several independent local businesses who recognize the value of supported employment.

Through our Supported Employment Services (SES) program, we have assisted hundreds of clients and participants find meaningful, real-waged employment.

These programs social enterprises can only grow with a dedicated facility to house them.





"I enjoy what I do here. I've learned more here than I ever really did before."

- Devin, 9-year participant, Baker's Choice Fine Foods

THE FLOWER CART GROUP SOCIAL ENTERPRISE AND VOCATIONAL TRAINING CENTRE

9503 COMMERCIAL STREET, NEW MINAS, NOVA SCOTIA

Energy-efficient design contributing to a reduced environmental footprint and cost-savings

Community co-working space with business centre, meeting & training rooms, and offices representing a lucrative new revenue stream

Safe, purpose-built shipping/receiving warehouse with trailer access

Fully accessible level access entry points to a single-storey facility

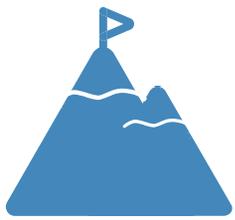


State-of-the-art commercial bakery with moveable equipment and proper ventilation for year-round comfort

Increased visibility for SES with private offices and comfortable training spaces

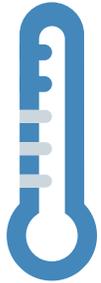
Full-service commercial co-pack kitchen outfitted with new, cutting-edge equipment

THE CAMPAIGN



\$5,800,000

goal to build, furnish and equip
our new facility



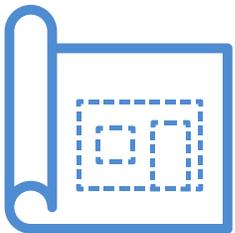
60%

of our goal raised to date



17%

The Flower Cart Group's overall
contribution to the campaign goal



23,100 ft²

area of the new facility, an
increase of 52% over current
operating space

We have outgrown our current facilities - they are inadequate for the needs of our participants, staff, and partners because of their age and configuration. They are inefficient, expensive to operate and maintain, and present barriers to access and growth.

To continue our work, our space must reflect and support our mission.

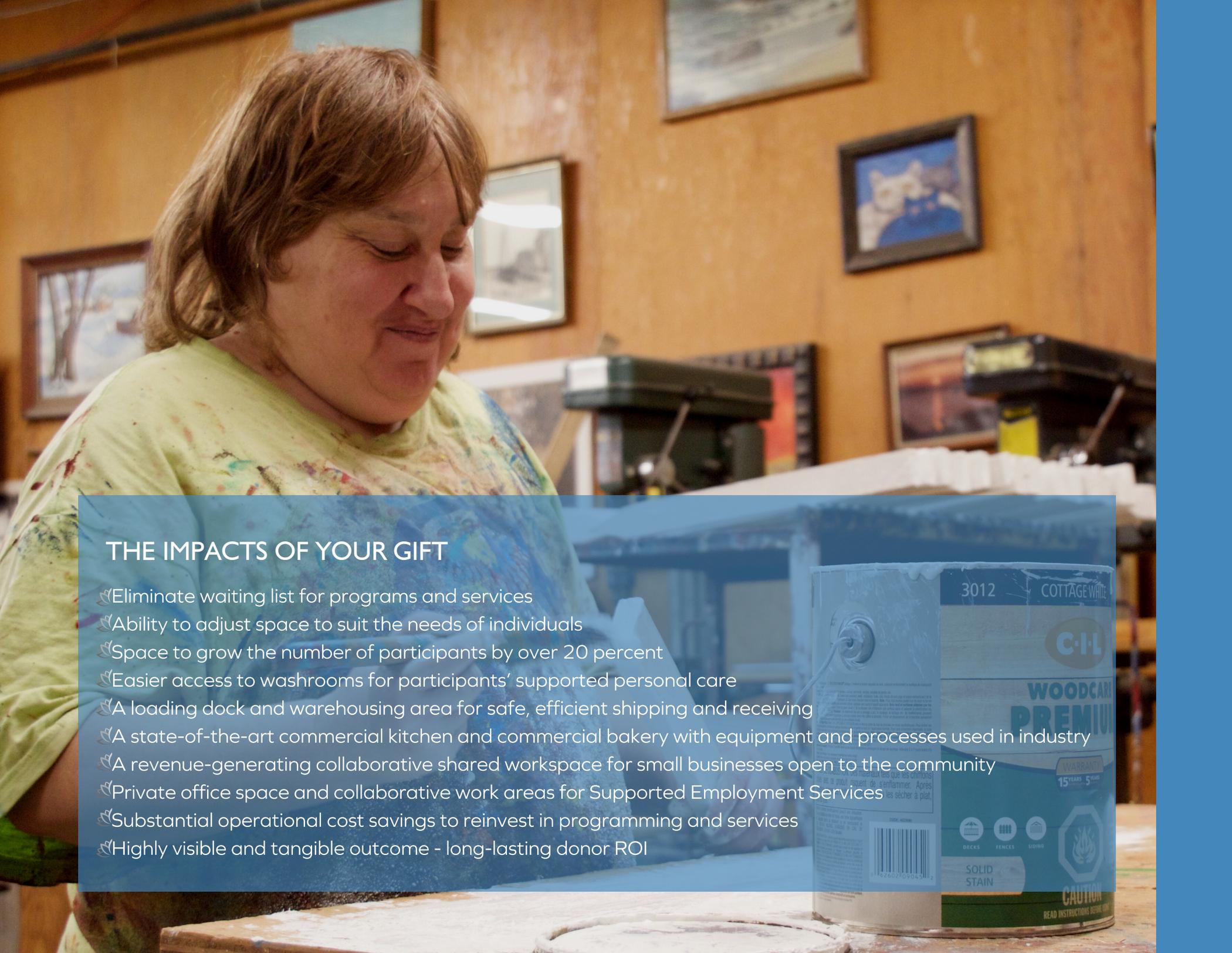
Breaking ground in 2021 will allow us to do just that.

We are raising \$5.8 million to build our new social enterprise and vocational training centre.

The new building represents sustainable future growth and evolution, enhanced accessibility for all, significant operating and environmental cost-savings.

It will be a space that is respectful to all users.

With your support, our organization can continue to support adults with intellectual disabilities in reaching their full potential.



THE IMPACTS OF YOUR GIFT

- ✧ Eliminate waiting list for programs and services
- ✧ Ability to adjust space to suit the needs of individuals
- ✧ Space to grow the number of participants by over 20 percent
- ✧ Easier access to washrooms for participants' supported personal care
- ✧ A loading dock and warehousing area for safe, efficient shipping and receiving
- ✧ A state-of-the-art commercial kitchen and commercial bakery with equipment and processes used in industry
- ✧ A revenue-generating collaborative shared workspace for small businesses open to the community
- ✧ Private office space and collaborative work areas for Supported Employment Services
- ✧ Substantial operational cost savings to reinvest in programming and services
- ✧ Highly visible and tangible outcome - long-lasting donor ROI





CAMPAIGN TEAM

Co-Chairs

Ramona Jennex
Paul Randell

Members

Don Beaton
Frieda Burger
Matt Clairmont
Star Grant
Carrie Hemmings
Jeff Kelly
John Owen
Mandeep Panesar
Jake Rideout
Larry Stillwell
John Sutcliffe
Holly Thompson

WE NEED YOUR SUPPORT

This project will be a reality with generous support from donors like you.

Our donors realize a lifetime return on investment by helping build a facility that will empower persons with disabilities to participate fully in their communities. It means you directly contribute to a more diverse workforce and a community that includes persons of diverse abilities. The Building Opportunities Campaign is over 60 percent funded with \$1 million contributed from The Flower Cart Group. We have commitments from community members, the private sector, and all three levels of government.

Your gift is not only an important step toward our goal, it is an investment in our community's future. It is a commitment to the furtherance of inclusive employment and participation for people with intellectual disabilities.

Contact buildingopportunities@flowercart.ca for more information and to arrange a meeting with our campaign co-chairs, Paul Randell and Ramona Jennex.



www.flowercart.ca



The Flower Cart Group



@flowercartgroup



(902) 681-0120

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