

IMPROVING SOCIAL INCLUSION: RISE 2020 CLIENT SURVEY RESULTS

November 2020

WHAT IS SOCIAL INCLUSION?

The term 'social inclusion' means being able to participate in your community to actively enhance your well-being and potential. It's a two-way street—not only do communities need to embrace the acceptance and inclusion of different social groups, but individuals must also cultivate and nurture their own community connections.¹

What we know, however, is that those who experience mental health challenges often find themselves at-risk of social exclusion.²

That is why Rise specifically serves entrepreneurs who have experienced mental health and addiction challenges and who have an interest in pursuing self-employment.

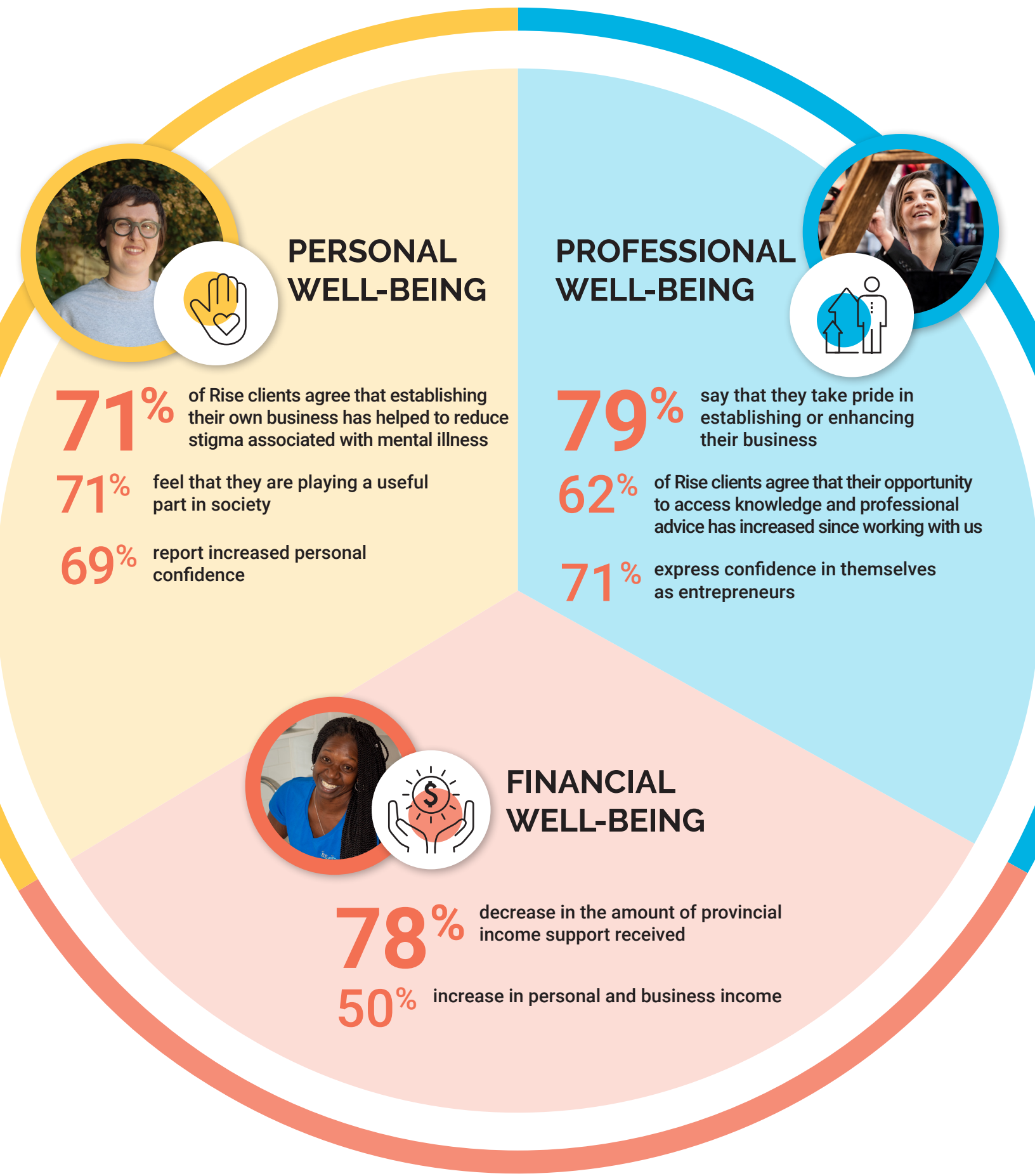
As a link between the community and the individual, it is our goal to improve the social inclusion of individuals with mental health and addiction challenges by not only reducing stigma around mental health in business, but also improving their opportunity for social and economic participation through entrepreneurship.

Every year we conduct a survey of Rise clients to better understand how our work affects social inclusion indicators in practice.* In 2020 we found that, as a result of working with Rise, our clients experienced a greater sense of social inclusion across three key wellness areas:

- Personal well-being: A greater sense of purpose, enhanced individual potential and meaningful social networks.
- Professional well-being: A more meaningful connection to their work.
- Financial well-being: Having their socioeconomic needs met.

"The support from Rise, its staff and connection to prospects has been exceptional. I feel valued, accepted and supported."

"I received more than a loan. I received the much-needed guidance and support to make my dream possible. Through ongoing counselling, assistance and mentorship, I've succeeded. I'm very grateful for the services I received."



"It's a fantastic program. The mentorship was amazing, the course material was filled with incredibly helpful and practical knowledge and exercises. The social support from other participants was very encouraging."

COVID-19: A GLOBAL PANDEMIC

As is the case for so many people across Canada and around the world, Rise clients have felt the impact of the COVID-19 pandemic. More than half (56%) report that the pandemic has negatively affected their business, while 52% report that the pandemic has negatively affected their employment. Rise clients have also availed themselves of the financial support provided by the Government of Canada, with 40% reporting that they've accessed the Canada Emergency Response Benefit (CERB).

Despite the many challenges faced by small business owners, 68% of our clients were still operating a business in a full-time or part-time capacity as of September 2020.

Overcoming this unprecedented global event requires that all Canadians work together to revive the economy. We are proud of the productive entrepreneurs and small business owners in the Rise community who are doing their part.

* The findings presented in this report are the result of a survey of 1,106 Rise clients with 254 responses. In the Personal Well-Being, Professional Well-Being and COVID-19 sections, percentages refer to the response of 236 respondents who agreed with the statements by choosing 5, 6 or 7 (out of 7, with 7 being Strongly Agree and 1 being Strongly Disagree) for their responses. In the Financial Well-Being section, percentages refer to the percentage of 21 respondents who reported on decrease in amount of provincial income support received, and the percentage of 32 respondents who reported an increase in the amount of personal and business income.

¹ Community Foundation of Canada. Belonging - exploring connection to community. 2017

² Boutiller and Croucher, Social inclusion and mental health, British Journal of Occupational Therapy, 2010.