



Empowering people
Launching ideas

POSITIVELY IMPACTING ENTREPRENEURS' WELL-BEING

2021 Rise Social Inclusion Report

At Rise, improving social inclusion is a critical outcome of our work.

That means helping individuals with mental health and addiction challenges to engage and participate in their communities through entrepreneurship for a better quality of life.

Every year, we conduct a Social Inclusion Survey to measure our impact in three areas of clients' lives:



Personal well-being:

Clients feel a greater sense of purpose and personal potential and belong to meaningful social networks.



Professional well-being:

Clients feel a meaningful connection to their work.



Financial well-being:

Clients' socioeconomic needs are being met.

Again this year, we've learned that Rise programs and services are critical contributors to well-being. Our 2021 Social Inclusion Survey results are based on the data of 131 respondents.

RISE CLIENT PROFILE AT A GLANCE

Client age when they received support from Rise

34%

29 years or younger

66%

30 years or older

Gender identity

58%

cis women

25%

cis men

8%

gender non-conforming

9%

preferred not to indicate

39%

identify as BIPOC



"It has been hard due to COVID, but I have been able to pivot as result of what I have learned with Rise."

Training Program participant



PERSEVERING THROUGH PANDEMIC

COVID-19 continued to have a profound impact in our clients' lives in 2021, but even after two years of economic uncertainty and increased social isolation due to the pandemic, they persevered.

2020

68%

2021

74%

More clients report that they are operating a business either full time or part time.

2020

52%

2021

43%

Fewer clients say that COVID-19 has negatively impacted their employment.

2020

40%

2021

86%

Over 50% more clients say that they accessed CERB/CRB to help keep their businesses going.

MEASURING MEANINGFUL CHANGE: INDICATORS OF SOCIAL INCLUSION



PERSONAL WELL-BEING

83%

of clients say that they take steps to **learn from every experience**, regardless of whether it's a success or a failure.



76%

feel that their work is **valued by others**.

70%

express **greater self-confidence**.



PROFESSIONAL WELL-BEING

92%

of clients say that they've **gained professional skills** in areas such as:

- General business
- Financial management
- Critical thinking

66%

are **more confident** in making business decisions.

65%

now **pay closer attention** to their need for work-life balance.



MENTORSHIP MATTERS

Rise clients are supported by a national roster of dedicated volunteer mentors and coaches. Survey results show that positive mentor and coach experiences correlate to a reported increase in business income, particularly for clients whose business is their only employment—they report the highest positive outcomes of volunteer support.



FINANCIAL WELL-BEING

65%

of clients report that, as a result of what they learned through Rise, their **business has grown** in areas such as:

- Sales revenue
- Introduction of new products or services
- Diversification of new products or services

100%

of Rise Small Business Lending Program clients reported **business growth**.

- Of clients whose business is their only employment, 45% say their **income has increased** by an average of \$8,900 over the last 12 months.

20%

reported **requiring less provincial income support** in 2021.

Clients reported an average annual income of **\$26,133.17** (before tax).

- 53% reported an annual income under \$21,000

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