



Ontario Shores
Centre for Mental Health Sciences

Call for Proposals

**for Social Enterprise Business Plans to Support Employment
of People Living with Complex Mental Illness**

Issue Date: July 16, 2018

Submission Deadline: September 28, 2018 at 4:00pm ET

Call to: Business Owners, Entrepreneurs, Social Enterprises, and Non-Profit Organizations

Summary

Ontario Shores Centre for Mental Health Sciences (Ontario Shores) is placing a call for proposals to businesses, non-profit organizations, entrepreneurs, and social enterprises for the submission of social enterprise business plans to support employment of people living with complex mental illness.

- The deadline to submit proposals is **Friday, September 28th, 2018 at 4:00pm ET.**
- Please submit seven (7) hard copies of the proposal.
- Proposals will be mailed to:
Communications and Public Affairs Department
c/o Chris Bovie
Building 5; Level 3
Ontario Shores Centre for Mental Health Sciences
700 Gordon Street
Whitby, ON L1N 5S9
- Proposals can be dropped off to the Information Desk (Building 5; Level 2), care of Chris Bovie. Office hours are 8:00am-4:00pm.
- Please include an email address on the Title Page of the proposal. A confirmation email will be sent upon receipt of your proposal.

Introduction

Ontario Shores is a public hospital that provides specialized assessment and treatment for those living with complex and serious mental illness. Patients benefit from a recovery-oriented environment of care built on compassion, inspiration, and hope.

Ontario Shores is devoted to supporting patients with their personal recovery, which is described as achieving the sense of living a meaningful and productive life despite the presence of psychiatric symptoms and their consequences. Implied within this definition of recovery is the goal of living independently within the community without experiencing recurrences of hospitalization.

Maintaining one's sense of personal recovery through independent living without experiencing recurrences in hospitalization is linked to the social determinants of health such as income and social status, and employment/working conditions. According to the findings of the World Health Organization, "A two-way relationship exists between mental disorders and socioeconomic status: mental disorders lead to reduced income and employment, which entrenches poverty and in turn increases the risk of mental disorder."

Presently, unemployment rates are as high as 70% to 90% for people with the most severe mental illnesses.

Through the work of its Strategic Plan, Ontario Shores has identified the need for employment and income generation opportunities for its patients and clients. As a result, the organization is seeking to form a collaborative relationship with businesses, entrepreneurs, non-profit organizations, or social enterprises to meet these employment and income generation needs.

Objective

The objective of this call for proposals is to gauge the extent to which businesses, entrepreneurs, non-profit organizations, or social enterprises may have viable business ideas or plans that would support the meaningful employment of patients and clients ready for community reintegration in a sustainable manner.

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Ontario Shores is seeking to form a collaborative relationship with another business entity that would serve as the social enterprise or business through which its patients and clients would be employed.

The expectation is that the business entity would primarily employ both inpatients and outpatients on a part-time and full-time basis, and that the business would not necessarily exclude the employment of inpatients that are not able to leave the building or site.

What Ontario Shores Can Offer

Ontario Shores can contribute the following resources to the collaborative relationship with another business entity to support the employment of its patients and clients:

- In-kind support, such as contributing to start-up costs, to assist in the employment of its patients and clients.
- Access to a workforce with a variety of transferable skills and educational backgrounds.
- Vocational rehabilitation services to provide ongoing job supports such as Individual Work Plans, skills-based training specific to the demands of the job, job coaching support for employed patients.
- Education and training related to mental health and mental illness for the business entity (e.g. Mental Health Education; The Working Mind Training; Workplace Mental Health Workshop).
- Marketing and promotional support for the business entity through Ontario Shores' Communications Department and initiatives.

Timeline

The following is a summary of the call for proposals process:

Event	Date
Call for Proposals Issue Date	July 16, 2018
Deadline to Submit Questions About the Proposal	August 6, 2018 by 4pm ET
Dissemination of Answers to Questions	August 13, 2018
Proposal Submission Deadline	September 28, 2018 by 4pm ET
Review and Evaluation of Proposals	By October 12, 2018
Oral Presentation and Business Pitch from Shortlisted Proposals	By November 9, 2018
Decision (see "Limitations")	By November 30, 2018

Confidentiality

The Freedom of Information and Protection of Privacy Act (Ontario), applies to records in the custody or control of Ontario Shores, and includes any information provided by businesses, non-profit organizations, entrepreneurs, and social enterprises in connection with this Call for Proposals. By submitting a Proposal, Ontario Shores is provided authorization to collect all of the information identified in this Call for Proposals. Such information may be subject to requests for access under this Act, and can only be withheld from disclosure in specific circumstances.

Limitations

Ontario Shores is not obligated to choose any of the business proposals submitted in response to this Call for Proposals as a means for patient employment.

Questions and Clarification

Questions or clarification about this call for proposals can be addressed to:

Chris Bovie

External Relations Officer

boviec@ontarioshores.ca

T: 1-905-430-4055 ext. 6574

C: 1-905-995-2443

Guidelines for Submitting a Proposal

Please include a description of the requested sections when applicable in the submission of your business proposal or plan, and adhere to the following criteria:

- Include a Title Page with the name of the proposed business; the date of submission; and the name(s) of those who prepared the proposal and their corresponding contact information.
- Table of Contents.
- Each sub-section description should be limited to **250-300 words**.
- Pages should be numbered.

Requested Sections to be Included in the Proposal

- **Executive Summary**
- **Section 1: The Business Model**
 - Introduction of Business or Business Idea
 - Products and/or Services
 - Target Market
 - Business Opportunity
 - Owners: Background and Relevant Business Experience
 - Legal Organization or Entity
 - Willingness to establish a Contract with Ontario Shores
- **Section 2: Feasibility**
 - Proposed Location for Business or Entity
 - Site and Site Expenses
 - Market Potential
 - Competitive Analysis
 - Sales and Expense Forecast
 - Explanation of How the Business will be Sustained
- **Section 3: Marketing**
 - Image and Branding
 - Ideal Customer Persona
 - Service/Product Mix and Pricing
 - Distribution Strategies
 - Marketing and Advertising Strategies/Evaluation

- **Section 4: Operations**
 - Space and Equipment Needed
 - Visual of the Floor Plan
 - Logistics Plan
 - Methods and Procedures Used in the Business/Entity
 - Systems and Software
 - Education and Training Needed for Employer and Employees
 - Corporate Structure (Size of Workforce, Potential for Growth)
 - Human Resources Plan
 - Property and General Liability Insurance Coverage
 - Workers Safety and Insurance Board Coverage
 - Statutory and Regulatory Adherence (e.g. Accessibility, Privacy, Workplace Safety)
 - Permits, licenses, and approvals
 - Roles and Responsibilities of the Business
 - Roles and Responsibilities of Ontario Shores

- **Section 5: Social Impact**
 - Social Mandate
 - Articulation of an Understanding of Mental Health and Mental Illness
 - Strategy for Managing a Workforce with Complex Mental Illness
 - Accessibility Supports for a Workforce with Complex Mental Illness

- **Section 6: Finances**
 - Start-Up Requirements
 - Owner(s)' Investment
 - Borrowed Money
 - Cash Management, Merchant Services, and Banking
 - Taxes, Licensing, and Insurance
 - Sales Income by Month
 - Balance Sheet (Monthly and Year End)
 - Income Statement
 - 3-5 Year Projected Cash Flow

- **Section 7: Appendices**
 - Disclosure of any Perceived, Potential and Actual Conflict of Interest
 - *Include any other appendices as needed.*