

## New Leaf Thrift Store Case Study

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New Leaf Thrift Store acts as a subsidiary of Jesus Rock of Ages Ministries in carrying on an unrelated business. As a subsidiary, New Leaf Thrift Store is a community contribution company (C3) and a hybrid corporation registered in British Columbia. In this designation, New Leaf Thrift Store combines the best of both worlds in pursuing social impact and incorporating business acumen. Additionally, according to the Government of British Columbia website, incorporating as a C3 provides significant benefits for the organization and its investors:

- Conveys to consumers that their company is focused on social impact.
- Provides investment opportunities for lenders seeking social and financial value.
- Demonstrates accountability for social impact through reporting requirements.

From a business perspective, New Leaf Thrift Store engages in retailing new and used merchandises received as donation from members of the public and partner organizations. In this way, revenues generated for the social enterprise programs serve the community with low-cost goods. One of the strategies in selling products is creatively redesigning and transforming selected items for higher resale value. Proceeds from the sale of any product returns in two ways: improving and strengthening the social impact of New Leaf Thrift Store and remuneration of the employment program constituency.

As a subsidiary social enterprise, New Leaf Thrift Store focuses on serving the underemployed including at risk youth and former drug addicts in offering training and skills development, and volunteer and employment opportunities. One of the training programs involves creative arts by partnering with the various community arts council and in this partnership; everyone receives a fair share of benefits. Specifically, it is where opportunity is attained at different levels: Leaders in the organization gain experience while practicing servant leadership; employees learn new skills and explore their potential; the unemployed youth and former drug addicts received valuable training skills; and the public receive a quality product in a service environment.

While there are other thrift stores operating in various communities, New Leaf Thrift Store operates primarily as a social enterprise initiative. This identity aligns New Leaf Thrift Store with others operating in this level. When the public comes into a New Leaf Thrift Store, they are received as partners of a social enterprise and not just as customers purchasing a high-quality item for sale. New Leaf Thrift Store is a store impacting a community of people and the community it serves.

### *Our Products*

New Leaf Thrift Store endeavors in offering a wide range of used goods and items with high quality, including items creatively redesigned by members of the New Leaf Thrift Store

employees and trainees. Every product, although used are selected and processed accordingly for its resale value. New Leaf Thrift Store offers the following products:

1. Used apparel
2. Used books
3. Used furniture
4. Used merchandise
5. Used sporting goods
6. Other specialty items creatively redesigned by our employees and trainees

### *Our Vision and Mission Statement*

The mission statement of the New Leaf Thrift Store directs the organization to offer high quality products at an affordable price and empowers individuals as contributing members of our community. While the vision statement identifies the New Leaf Thrift Store as a community partner providing opportunities for employment and training skills while serving the community with excellent and affordable products.

### *Our Structure*

*What's our primary purpose?*

We are creating enterprises to consciously integrate business and community to generate social benefit. Leading New Leaf Thrift Store, are three directors with the specific duty of publishing an annual report describing its activities. In managing New Leaf Thrift Store and its operations, the list below represents the staffing with their corresponding positions and status:

- Store Manager
- Volunteer Manager
- Merchandize Manager
- Sales
- Cashier
- Cleaners

The priority of offering full-time status begins with hiring a Store Manager while other positions are voluntary for at least two years. Afterward, other full-time positions follow as the financial situation of the thrift store improves considerably, thereby creating well-developed hiring practices to attract and retain highly qualified, committed and creative employees.