

# MEDIA RELEASE

Phone: (204) 477-5360 Website: [www.unitedwaywinnipeg.mb.ca](http://www.unitedwaywinnipeg.mb.ca)

---

---

Monday, November 6, 2006

For Immediate Release

## Community Owned Business Finds Success in the Winnipeg Construction Industry

Working out of their Jarvis Avenue location in Winnipeg's North End, Inner City Renovation has found a way to manage operating a renovation and construction business with a social mission.

Community owned businesses are a new and innovative response to creating quality jobs for low-income people and thereby reducing poverty in many centers across Canada. Inner City Development Inc., a for-profit company owned by three charitable organizations, employs individuals, many of whom experience difficulties in accessing the mainstream economy.

Inner City Renovation (in business since 2002) has an aggressive business plan that focuses on commercial and residential construction and renovation. It currently has 25 employees that include journey trades people and trainees/apprentices that work along side with the skilled trades people. They receive academic upgrading and work towards earning certification in the trades.

"Our goal is to provide employment to inner city residents who have experienced various employment-related challenges," says Marty Donkervoort, General Manager of Inner City Development Inc. "The company's profits are reinvested in the company to provide education, training and personalized supports to our employees as well as more employment opportunities."

United Way Winnipeg (UWW) recently began supporting Social Purpose Enterprises that apply market-based solutions to create jobs and training opportunities for low-income individuals.

"We feel it is important to learn from the community to find new ways to transition people from poverty to the workforce," Derek Pachal, Senior Manager of Community Economic Development at UWW. "This company is an example of an innovative way to provide employment supports by tapping into the local construction and renovation market. Inner City Development Inc. generates revenues from the market economy to support social development is therefore less dependent on government and foundation funding programs. This is a unique community partnership"

United Way supports social purpose enterprises created for the purpose of enhancing employment or training opportunities for marginalized populations, or to provide earned income to diversify the revenue base of a charitable organization.

- 30 -

For more information contact:

Derek Pachal

477-5360

[dpachal@unitedwaywinnipeg.mb.ca](mailto:dpachal@unitedwaywinnipeg.mb.ca)