

Case 3: Hand on Heart Enterprises



Hand on Heart

Who?

Hand on Heart was established in 2010 by Jamie Reagan. The company is registered as a limited company.

What?

Hand on Heart creates jobs for people with disabilities. Using a social enterprise model, the business develops self-funding enterprises that create jobs for people with various disabilities in inclusive work settings. Their businesses run over three areas:

- Inclusion Bar – the Inclusion Bar opens once a month, where a team of disabled with a mix of abilities work in the bar and create a social venue for their peers, and others in the Ballymun area of Dublin;
- Catering Service – Café operating from their premises in Ballymun, Dublin, serving local business;
- Vendability Enterprises–Hand on Heart manages 30 vending machines in 20 venues, across Ireland and Northern Ireland.

Why?

Hand on Heart seeks to create social impact in its business by employing marginalised people to work together in teams of differing abilities to improve social engagement among and between the disabled. Long term unemployment among the disabled is much higher than in

the general population. People with disabilities of working age are 2.5 times less likely to be in employment.

How?

Hand on Heart is among those social enterprises that seek to achieve their objectives in a commercial way and do not want to be seen as a charity. Hand on Heart Enterprises generate 75% of its annual income of €150,000 from its vending machine business. Hand on Heart has been successful in getting loans from a bank and has qualified for a Grant of € 25,000. The additional 25% (€50,000) that is needed to run the business annually comes from other grants and prizes such as the Social Entrepreneurs Ireland Fund.

Where?

Hand on Heart is based in Dublin. However its largest customer has shops all over Ireland and this has allowed the business to spread geographically.

Conclusion

Hand on Heart employs marginalised, long-term unemployed, and disabled, and operates as a traditional commercial business. They offer training and the development of skills to marginalised people within an enterprise that has social dimensions and that trades in the market.

Web Links:

<http://www.handonheart.ie/>

<https://twitter.com/handonheartent>

<https://www.facebook.com/handonheart/>

Social Entrepreneurs Ireland (SEI)

<http://socialentrepreneurs.ie/>