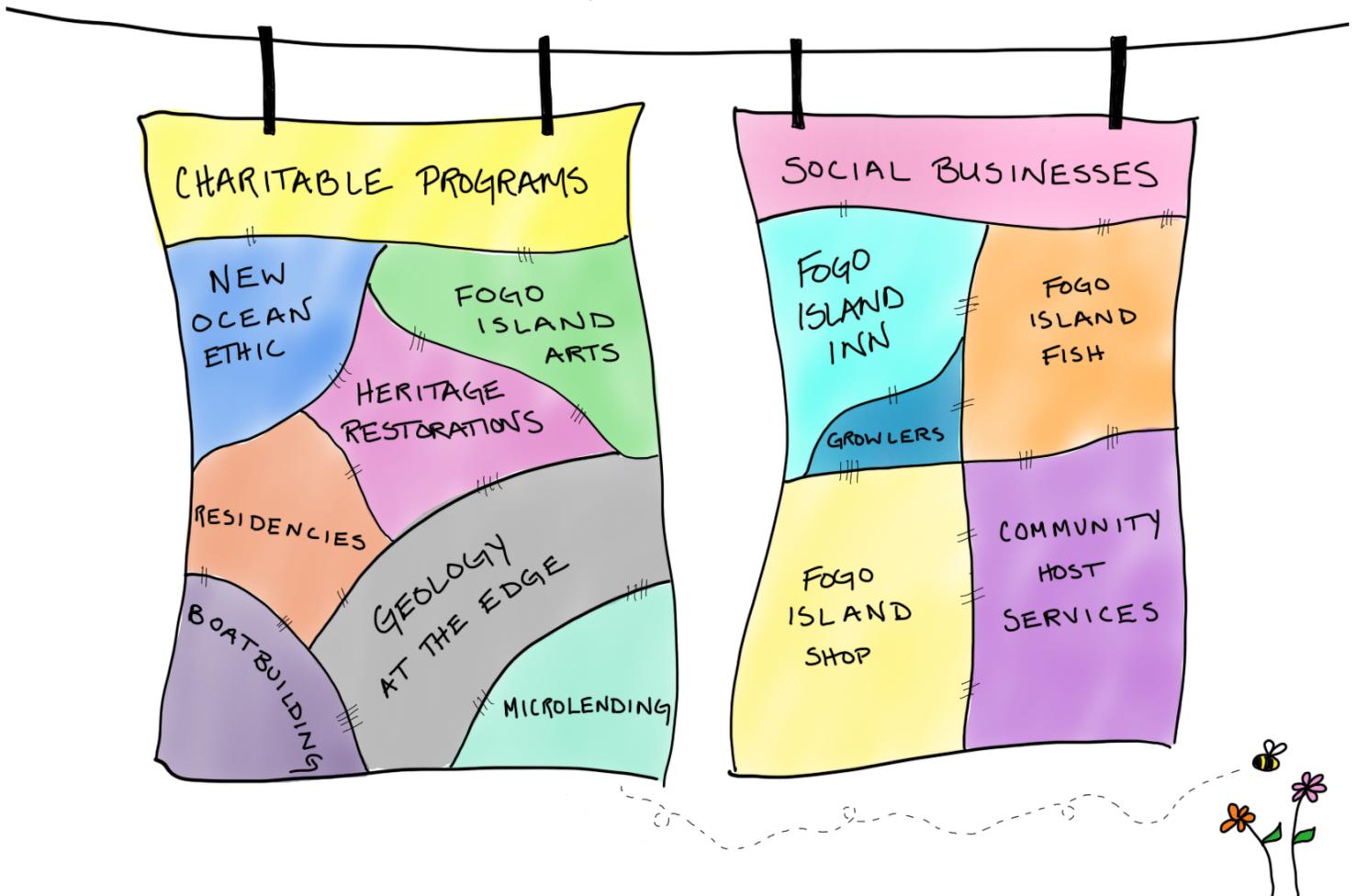


# SHOREFAST COMMUNITY NEWSLETTER – SUMMER 2018

SHOREFAST  
A REGISTERED CHARITY



Shorefast has a lot on the go, and we thought you would be interested to know more about how we are structured and how Shorefast's various projects fit together. Shorefast is a registered charity, and under its umbrella we essentially have two distinct sets of initiatives. They are represented above as two quilts.

**On the left quilt are our charitable programs:** these programs don't make money and need funding in order to operate. They are all rooted in this place and based on the idea of knowledge making, preserving, and sharing. For example, Geology at the Edge draws upon the geological history of Fogo Island to share this natural knowledge with residents and visitors. Our microlending program, the Shorefast Business Assistance Fund, is partly funded by charitable donations and its goal is to foster new, locally-owned businesses on the Island that strengthen local culture. The little bee shows how microlending is about "pollinating" the business landscape of Fogo Island. The Heritage Restorations patch represents projects such as the SUF Hall, the former St. John the Evangelist Church (at last, a new roof!), the Orange Lodge, and the Hancock House in Joe Batt's Arm which will become the Fogo Island Punt Premises.

**On the right quilt you will see our social businesses.** These businesses were established with the purpose of translating local knowledge and other assets into products and services that create employment and strengthen the culture of Fogo Island. Their small profits support the charitable programs on the left quilt. Community Host Services is the company used to deliver the community host program to Inn guests. Growlers is represented by a patch within the Inn because beginning this summer, Growlers will be operated by the Inn and you'll notice some additions to the menu alongside the famous ice cream we all know and love.

Traditional charity is not sustainable- that is why Shorefast has endeavored to make a lasting impact by establishing social businesses that will produce positive outcomes on Fogo Island for generations to come. Shorefast's social businesses are organized under a company called Shorefast Social Enterprises Inc. because in Canada, a charity cannot run businesses directly, but it can own businesses that are operated independently. A social business is much like any other business, except that it is initiated to address a social need and is operated in a way that creates a favourable impact for all stakeholders such as employees, communities, suppliers, customers, and the environment. Shorefast's social businesses were designed to address the need for a diversity of jobs on Fogo Island, and were set up to create employment that could complement our fishery. Our social businesses are also unique in that they do not return a profit to any private individuals. Instead, all profits go to Shorefast (the charity) for reinvestment in the programs on the left quilt that help us build positive relationships with our culture, the natural world, and other people from around the globe. As you will see on the Economic Nutrition Label on the back of this newsletter, Fogo Island Inn targets a 15% surplus return to Shorefast.

How to reach Shorefast: [hello@shorefast.org](mailto:hello@shorefast.org) or 709-266-1248

# An idea from Fogo Island that can change the world

We're all accustomed to seeing food labels on everything we eat - they help us make informed decisions about what we choose to put in our bodies.

Based on this idea, Shorefast creates Economic Nutrition Labels to show "where the money goes" when people buy goods or services from our social businesses.

The labels are radically transparent and allow consumers to make decisions about where they spend their money based on what they value most.

Shorefast creates these labels for everything we sell, including a stay at the Fogo Island Inn, which you see here. The practice of Economic Nutrition Labelling originated on Fogo Island and holds the potential to inspire far-reaching positive economic change when consumers are given the power of knowledge and businesses make decisions that support people, planet, and place.

shorefast <sup>CM</sup> Economic Nutrition Label			
fogo island inn			
NIGHTLY STAY (ACTUAL 2017)		WHERE THE MONEY GOES	
Labour			49%
Food, Room Supplies			11%
Commissions, Fees			5%
Operations, Admin			16%
Sales, Marketing			4%
Contribution to Shorefast			15%
Reinvested in the community of Fogo Island			
Economic Benefit Distribution			
Fogo Island	63%	Canada	24%
Newfoundland	7%	Rest of World	6%
SHOREFAST is a certified trademark of Shorefast Social Enterprises Inc.			

We optimize for local benefit, meaning we try to ensure that the money spent here, stays here. Due to our high percentage of local staff and preference for purchasing as close to home as possible, the Economic Benefit Distribution portion of the label shows that most of the money (in this example, \$1181) spent at the Inn stays here on Fogo Island, with some benefiting other parts of Newfoundland, Canada, and the world. For example, we buy wines from Ontario that would be represented in the "Canada" percentage, and the fees we pay for credit card transactions would be represented under "Rest of World."

Let's use the example of the cost of a nightly stay in a Labrador suite (\$1875) to explore "where the money goes..."

\$918.75 goes towards labour: paying our outstanding staff a living wage, plus health & dental benefits and an industry-leading bonus incentive linked to the success of the Inn.

\$206.25 pays for a guest's food and room supplies such as toiletries.

\$93.75 goes towards commissions that travel agents make when they send clients to us, and/or fees that we need to pay for credit card and debit transactions.

\$300 covers operational costs such as expenses associated with our vehicles, utility bills such as electricity, insurance coverage, Town property and business taxes, and office supplies.

We keep our marketing costs low, so \$75 goes to things like membership organizations and very limited advertising (most of our business comes via word of mouth.)

After we've paid for all the expenses enumerated above, 15% is allocated to Shorefast. In this example, that would be about \$281.25 going towards our charitable programs.