

2015 SOCIAL ENTERPRISE SECTOR SURVEY FOR Newfoundland and Labrador

Community organizations all over the province are using market activities to support and fulfill their missions - in other words, they are **social enterprises**. They can take many forms, from cafes to thrift stores to organizations selling consultancy work to support themselves. If your organization earns revenue from market activities, **we want to hear from you**.

By taking some time to complete this survey, you can help fill in a picture of what the social enterprise sector in Newfoundland and Labrador looks like, and what can be done to help ensure that it thrives.

By providing a sense of what is happening on the ground, this survey will help open the door to more coordination, support, and skills-sharing. This is particularly important here in Newfoundland and Labrador, where nonprofit organizations quite often serve as the economic and cultural pillars of their communities.

This survey is part of a national study of social enterprises being conducted by Simon Fraser and Mount Royal Universities in partnership with the Community Sector Council Newfoundland and Labrador (CSCNL). Its purpose is to better understand the social enterprise sector in Newfoundland and Labrador.

Questions? The primary contact is Penelope Rowe, CEO, CSCNL, reachable at pennyrowe@cscnl.ca or (709) 753-9860. CSCNL. Questions may also be directed to Project Associate Joshua Smee, reachable at joshsmee@cscnl.ca or (709) 753-9860 (in office Wednesdays and Fridays).

A quick note, based on a common question: when the survey asks about your revenue sources, it will also ask about revenue from "service contracts for government" - please use this line to report income from services you **competed** to sell - i.e., where other organizations could have potentially won the contract. Grants to your organization, including those from government, to provide services should be recorded under "grants and donations".

This survey has been pre-tested and is expected to take a maximum of 25 minutes to complete, assuming you have the required information, including your 2014 year-end financial statement, available.

Please note, you can exit the survey and then return to complete it by entering your e-mail on the front page, as long as you have not finished it. We appreciate you taking your valuable time to complete this survey. An opportunity to provide comments or suggestions will appear at the end of the survey.

You may preview a [READ ONLY](#) version of the entire survey. This is for information purposes only.

Please complete the survey as soon as you are able. Your information is important to us.

Please enter your email address below.

You will need to re-enter your email address here if you want to return to complete the survey.

PLEASE DO NOT CLICK ON THE FINAL SUBMIT BUTTON AT THE END OF THE SURVEY IF YOU INTEND TO RETURN TO COMPLETE THE SURVEY.

Data is saved automatically as you complete each page.

Email:	<input type="text"/>
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Statement on research ethics

Statement on Research Ethics

This research project is being conducted by the Community Sector Council NL under the direction of CEO Penelope Rowe and Project Associate Joshua Smee, in collaboration with Dr Peter Hall (Simon Fraser University) and Dr Peter R Elson (Mount Royal University). The goal of this survey is to support the social enterprise sector by creating clear indicators of the nature, scope and socio-economic contribution of social enterprises in Newfoundland and Labrador.

Your participation in this survey is entirely voluntary. It is assumed that you have the authority to answer the questionnaire on behalf of your social enterprise. Ideally, we would like you to answer all questions, but please feel free to decline any or all questions you would rather not answer. No risks to participating in this survey are anticipated, while the social enterprise sector broadly will benefit from the study.

Your name will be kept confidential, as will the individual answers you provide. However, we cannot guarantee the confidentiality of questionnaires submitted by email. Your answers will be combined with those provided by other respondents, and analyzed by the research team. The original questionnaires will be held in locked cabinets in our university offices until at least the end of 2017, and then destroyed. An electronic version of the data will be available only to the research team on secure computers.

The final survey report will be placed on the websites for CCEDNet and the Social Enterprise Sector Survey (www.sess.ca) and may be used in promotional and educational materials, and policy-related initiatives. We will send you an email informing you of the release of the report. We anticipate that the research will be completed by October 2015.

If you have any questions please contact Penelope Rowe (709) 753-9860 or Dr Peter Elson at 403-462- 4384 or pelson@mtroyal.ca or Dr Peter Hall at 778-782-6691 or pvhall@sfu.ca. The research has been reviewed and approved by the SFU Office of Research Ethics (ORE ref 2011s0245) and the MRU Human Research Ethics Board (HREB). You may address any concerns or complaints to Dr Jeff Toward, Director, Office of Research Ethics by email at Jtoward@sfu.ca or telephone at 778-782-6593. or to the Chair HREB, MRU (403)440-6494 or hreb_chair@mtroyal.ca.

Please answer the following: I agree, of my own free will, to participate in this questionnaire survey for the Social Enterprise Study, 2015 (please check one):

	Yes	No
	<input type="radio"/>	<input type="radio"/>

Definition of a social enterprise

"A social enterprise is a business venture owned or operated by a non-profit organization that sells goods or provides services in the market for the purpose of creating a blended return on investment, both financial and social/environmental/cultural"

So that we can classify your organization correctly, does your organization undertake both, one, or none of the following activities that define a social enterprise?

		YES	NO
	Our organization owns or operates a business venture or facility	<input type="radio"/>	<input type="radio"/>
	Our organization sells goods and services in the market for the purpose of creating a blended return on investment, both financial and social/ environmental/cultural	<input type="radio"/>	<input type="radio"/>

Is your social enterprise (Please click the one response that is most applicable)		
A fisheries cooperative, farmers market, or agricultural society?		<input type="radio"/>
A harbour authority?		<input type="radio"/>
A thrift store?		<input type="radio"/>
A museum or heritage site?		<input type="radio"/>
A non-profit child care organization?		<input type="radio"/>
An arts and culture organization (theatre companies, music festivals, etc)?		<input type="radio"/>
An enterprise focused on workplace training for people from vulnerable populations?		<input type="radio"/>
A nonprofit housing agency?		<input type="radio"/>
A community centre?		<input type="radio"/>
A retail or service cooperative?		<input type="radio"/>
An organization focused on delivering training to individuals or other organizations?		<input type="radio"/>
Other (not listed above)		<input type="radio"/>

Thank you. Please continue to complete the survey.

The questionnaire is designed for quick completion.

Please complete check the appropriate box for each question, or insert dates, numbers, amounts or text as requested.

Please provide the following details about your Organization		
Name of organization		_____
Mailing address		_____
Postal code:		_____
Phone number (with area code):		_____
Web site URL:		_____

1.0 Year of formation and operation. Please answer parts 1.1 and 1.2		
1.1 In which year was your organization formed (incorporated/ approved its founding constitution)?		_____
1.2 in which year did your organization first start selling products or services?		_____

2. What is the PURPOSE of your organization?		
<i>Please check all that apply</i>		
Social purpose		<input type="checkbox"/>
Cultural purpose		<input type="checkbox"/>
Environmental purpose		<input type="checkbox"/>
Income generation for parent organization		<input type="checkbox"/>
Employment development		<input type="checkbox"/>
Training for workforce integration		<input type="checkbox"/>

2.1 In your own words, what is the <u>PRIMARY</u> MISSION of your organization?		

3.0 Does your organization have individual or organizational members?

Yes

No

If **YES**

3.1 How many individual members does your organization have? _____

3.2 How many organizational members does your organization have? _____

4.0 What is the form of incorporation of your organization?

Please check **all** that apply

Nonprofit corporation/ society

Limited liability corporation (for-profit)

Co-operative, non-financial (distributes surplus)

Co-operative, non-financial (non-profit distributing)

Credit union/ Caisse Populaire

Other (please specify) _____

5.0 Is your organization a registered charity with the Canada Revenue Agency or a qualified donee?

Yes

No

6.0 Do you have a parent organization?

Yes

No

6.1 If yes, what is the name of your parent organization?

6.2 What is your relationship with the parent organization?

Select the **one** option which best describes your relationship with the parent organization:

We have no parent organization

We are an in-house program, project or department of the parent organization

We are a separate organization that works closely with the parent organization

We are an independent organization, operating at arm's length from a parent organization

6.3 Did your parent organization regularly provide any of the following supports in the past 12 months?

Please check **all** that apply

Personnel (time of staff, administration, management, etc)

In-kind (goods, materials, transportation, etc)

Space (offices, storage, accommodations, etc)

Finance (grants, loans, loss write-off, etc)

Other (please specify) _____

7.0 What is the name of the municipality (town, city, village, district or reserve) in which your main office is located?

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7.1 In which of the following geographic areas or scales does your organization operate or provide services?

Please check **all** that apply

<input type="checkbox"/>	To a neighbourhood / local community
<input type="checkbox"/>	To a city / town
<input type="checkbox"/>	Across a region (county / regional district)
<input type="checkbox"/>	Across the province / territory
<input type="checkbox"/>	Across Canada
<input type="checkbox"/>	Internationally
<input type="checkbox"/>	Other (please specify) _____

8.0 In which sectors does your organization sell products and/or services?

Please check **all** that apply.

<input type="checkbox"/>	Accommodation (overnight, short-term)
<input type="checkbox"/>	Administrative services
<input type="checkbox"/>	Agriculture, forestry, fishing, mining
<input type="checkbox"/>	Arts and culture
<input type="checkbox"/>	Communications (mail, radio, internet)
<input type="checkbox"/>	Construction
<input type="checkbox"/>	Consulting
<input type="checkbox"/>	Day care
<input type="checkbox"/>	Education
<input type="checkbox"/>	Emergency and relief
<input type="checkbox"/>	Employment services
<input type="checkbox"/>	Environment and animal protection
<input type="checkbox"/>	Facilities (banquet, conference, party)
<input type="checkbox"/>	Finance and insurance
<input type="checkbox"/>	Food service/catering
<input type="checkbox"/>	Food production
<input type="checkbox"/>	Food distribution
<input type="checkbox"/>	Gallery/arts
<input type="checkbox"/>	Health care (incl. hospital, nursing, clinic, crisis care, addictions, etc)
<input type="checkbox"/>	Housing (long-term rental, assisted, etc)
<input type="checkbox"/>	Janitorial/cleaning (incl. street cleaning)
<input type="checkbox"/>	Landscaping/Gardening
<input type="checkbox"/>	Law, advocacy, politics
<input type="checkbox"/>	Movers/hauling
<input type="checkbox"/>	Personal services
<input type="checkbox"/>	Printing and publishing
<input type="checkbox"/>	Production/manufacturing
<input type="checkbox"/>	Professional services
<input type="checkbox"/>	Property Management
<input type="checkbox"/>	Public administration/services to government
<input type="checkbox"/>	Real estate (development and management)
<input type="checkbox"/>	Repair and Maintenance
<input type="checkbox"/>	Research
<input type="checkbox"/>	Retail sales (incl. Thrift stores)
<input type="checkbox"/>	Scientific/technical services

8.0 In which sectors does your organization sell products and/or services?

Please check **all** that apply.

<input type="checkbox"/>	Services to private businesses	
<input type="checkbox"/>	Services to social enterprises, cooperatives, non-profits, charities and their employees	
<input type="checkbox"/>	Sewing	
<input type="checkbox"/>	Social services (incl. income, social work)	
<input type="checkbox"/>	Sports and Recreation	
<input type="checkbox"/>	Theatre/performing arts	
<input type="checkbox"/>	Tourism	
<input type="checkbox"/>	Transportation and storage	
<input type="checkbox"/>	Waste management (incl. recycling)	
<input type="checkbox"/>	Wholesale sales	
<input type="checkbox"/>	Other (please specify)	_____

9.0 Which of the following demographic groups does your organization train, employ or provide services to as part of your mission?

Please check **all** that apply:

<input type="checkbox"/>	All the people living in a particular place / community	
<input type="checkbox"/>	First Nations / Indigenous people	
<input type="checkbox"/>	Children	
<input type="checkbox"/>	Ethnic group / minority	
<input type="checkbox"/>	Family	
<input type="checkbox"/>	Homeless persons	
<input type="checkbox"/>	Immigrants (including temporary workers, permanent residents, etc)	
<input type="checkbox"/>	Lower income individuals	
<input type="checkbox"/>	Men	
<input type="checkbox"/>	People living with addictions	
<input type="checkbox"/>	People living with employment barriers	
<input type="checkbox"/>	People living with psychiatric disabilities	
<input type="checkbox"/>	People living with intellectual disabilities	
<input type="checkbox"/>	People living with physical disabilities	
<input type="checkbox"/>	Refugees	
<input type="checkbox"/>	Senior / aged / elderly	
<input type="checkbox"/>	Women	
<input type="checkbox"/>	Youth / young adults / students	
<input type="checkbox"/>	Other (please specify)	_____

9.1 - 9.3 We would like to know about how many people in the target populations listed in Question 9.0 you trained, employed or provided with services.

It is okay to count the same person in more than one category.

Estimated totals are acceptable.

Do not include people who are exclusively the retail customers of your organization

	9.1 From the groups listed above, in 2014, how many people did you train?	_____
	9.2 From the groups listed above, in 2014, how many people did you employ?	_____
	9.3 From the groups listed above, in 2014, how many people did you provide services to?	_____

10.0 How many people were employed or volunteering at your organization during 2014?

Estimated totals are acceptable.

Please include those who you employed as part of your mission (see question 9.3):

Full-time paid employees (30 or more hrs/week)	_____
Part-time paid employees (less than 30 hrs/week)	_____
Seasonal employees (30 or more hours per week for more than 2 weeks but less than 8 months)	_____
If known, TOTAL FTEs (full time equivalent employment at 2,000 hours p.a.)	_____
Freelancers, contract, on-call workers (hired for a specific project or term)	_____
Volunteers (incl. unpaid interns, etc) who worked 10 or more hrs/month	_____
Volunteers (incl. unpaid interns, etc) who worked less than 10 hrs/month	_____

11.0 We would like to know about the revenue and expenses in 2014 of your organization

Estimated totals are acceptable.

Please fill in as much detail as you can, and round off amounts to the nearest \$1,000.

If there is no revenue or expense for a category, please enter 0.

REVENUE	
Revenue from sales of goods and services, including service contracts with government	_____
Revenue from grants and donations received from parent organization (do not include loans)	_____
Revenue from grants and donations from other organizations and private individuals (do not include loans)	_____
Other Revenue	_____
Total revenue from all sources in 2014	_____
EXPENSES	
Total wages and salaries paid, including target groups in training within your organization	_____
Total financial transfers to parent organization, if applicable	_____
All other operating expenses	_____
Total expenses on all items in 2014	_____

12.0 What were the sources of **grants and donations** received in 2014?

*Please check **all** that apply:*

<input type="checkbox"/>	Foundations
<input type="checkbox"/>	Federal government
<input type="checkbox"/>	Provincial government
<input type="checkbox"/>	Municipal government
<input type="checkbox"/>	Private individuals, philanthropists, donors
<input type="checkbox"/>	Bank
<input type="checkbox"/>	Corporations/Private businesses
<input type="checkbox"/>	Parent organization
<input type="checkbox"/>	Credit Union
<input type="checkbox"/>	Community Futures/ Community Business Development Corporations

12.0 What were the sources of **grants and donations** received in 2014?

Please check **all** that apply:

<input type="checkbox"/>	Other (please specify) _____
<input type="checkbox"/>	No grants and donations received

12.1 What were the purposes of **grants and donations** received in 2014?

Please check **all** that apply:

<input type="checkbox"/>	Training, and technical assistance
<input type="checkbox"/>	Operations and program/ service delivery
<input type="checkbox"/>	Governance and management (e.g. strategic planning)
<input type="checkbox"/>	To research, develop, implement or expand a product or service
<input type="checkbox"/>	Capital project (e.g. new land, building, equipment, upgrades/ retrofit)
<input type="checkbox"/>	Other (please specify) _____
<input type="checkbox"/>	No grants and donations received

12.2 What were the sources of **loans/ debt instruments** taken out in 2014?

Please check **all** that apply:

<input type="checkbox"/>	Foundations
<input type="checkbox"/>	Federal government
<input type="checkbox"/>	Provincial government
<input type="checkbox"/>	Municipal government
<input type="checkbox"/>	Private individuals, philanthropists, donors
<input type="checkbox"/>	Bank
<input type="checkbox"/>	Corporations/Private businesses
<input type="checkbox"/>	Parent organization
<input type="checkbox"/>	Credit Union
<input type="checkbox"/>	Community Futures/ Community Business Development Corporations
<input type="checkbox"/>	Other (please specify) _____
<input type="checkbox"/>	No loans/ debt instruments taken out

12.3 What were the types **loans/ debt instruments** taken out in 2014?

Please check **all** that apply:

<input type="checkbox"/>	Operating line of credit
<input type="checkbox"/>	Repayable equity
<input type="checkbox"/>	Long-term loans / equity
<input type="checkbox"/>	Short-term loans
<input type="checkbox"/>	Other (please specify) _____

12.4 What were the purposes of **loans/ debt instruments** taken out in 2014?

Please check **all** that apply:

<input type="checkbox"/>	Training, and technical assistance
<input type="checkbox"/>	Operations and program/ service delivery
<input type="checkbox"/>	Governance and management (e.g. strategic planning)
<input type="checkbox"/>	To research, develop, implement or expand a product or service
<input type="checkbox"/>	Capital project (e.g. new land, building, equipment, upgrades/ retrofit)
<input type="checkbox"/>	Other (please specify) _____
<input type="checkbox"/>	No loans and debt instruments received

We would also like to get a sense of where you have been successful in finding funding for your work in the past, what you used it for, and where you'd like to go looking for it in the future.

Please check all that apply.

Funding Sources

	Sought or applied for this type of funding in the past 3 years	Successful in obtaining this type of funding the past 3 years	Likely to pursue this type of funding in the next 3 years	Don't Know	Not Applicable
Foundations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Federal government (e.g. ACOA, HRDC)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provincial government (e.g. BCTRD/IBRD, Heath and Community Services)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Municipal government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donations from private individuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Repayable investments from private individuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bank loans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donations from private businesses or corporations, including credit unions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partnerships with investments from private businesses or corporations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Funds from your parent organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credit Union loans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Futures/ CBDCs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other sources (please specify)					

Financial Challenges

Now we'd like to get a sense of whether or not it has been difficult in the past 3 years to secure financial resources for certain types of expenses

	Very difficult	Somewhat difficult	Slightly difficult	Not difficult	Not Applicable
Capital projects (e.g. renovations, buildings, equipment)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Project expenses (e.g. venue rentals, food, transportation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Short-term contract staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Permanent staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rent and overhead costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please take a few minutes to complete this last section of the survey - these are questions specific to Newfoundland and Labrador that will help solidify our understanding of the province's unique context.

		Not important	of little importance	Important	Very Important	Not Applicable
	In your opinion, how important is your organization to the overall sustainability of the community you are based in?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We'd also like to get a sense of how you describe itself in promotional materials, marketing activities and casual conversations:

		Never	Rarely	Sometimes	Often	All the time
	how often do you use the term " social enterprise " when you talk about your work?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now we'd like to get a sense of how your relationships with for-profit businesses in your community are going - please indicate whether any of the following are a challenge.

		Not a challenge	A small Challenge	A moderate challenge	A big challenge	Not Applicable
	Building formal relationships with local businesses (sitting on committees together, membership in the chamber of commerce, partnerships on projects, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Perceptions of our organization as unfair or subsidized competition for for-profit businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Finding common ideas and direction with local for-profit businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Selling goods and services to private businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Building informal relationships with private businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pilot Projects

One thing we've been hearing a lot from social enterprises is that there is need for support on the business planning and HR side of things. Please rate how useful the following help and tools would be for you:

	Not useful	Somewhat useful	Useful	Very useful	Not Applicable
Help with feasibility studies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help with business plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help with financial controls and money management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help with employee recruitment and retention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tools to measure financial impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tools to measure social/environmental impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training on how to make use of loans and financing tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Before we go, we'd like to get a sense of what kinds of support would be most useful for your organization, and what you see as your biggest challenges.

Please list the top 3 supports that would help your social enterprise thrive if you could access them:	<hr/> <hr/> <hr/>
Please list the top 3 challenges that your organization currently faces	<hr/> <hr/> <hr/>

Please use the space below to provide any final comments on what needs to happen to make Newfoundland and Labrador a great place for social enterprises?

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THANK YOU FOR YOUR PARTICIPATION!

If there is any information that you wish to add to the questionnaire response and are unable to do so, please e-mail Penelope Rowe, CEO, CSCNL, reachable at pennyrowe@cscnl.ca or (709) 753-9860 or to Project Associate Joshua Smee, reachable at joshsmee@cscnl.ca or (709) 753-9860 (in office Wednesdays and Fridays).

Once the final survey report has been prepared you will be sent a link so it can be downloaded