

Canadian Social Enterprise Sector Survey Highlights

Employment-Focus

Social enterprise is defined here as a nonprofit organization that sells goods or provides services in the market for the primary purpose of creating a blended return on investment, both financial and social/environmental/cultural.

Employment-focused social enterprises are those with an employment or training purpose or that employ, train or provide services to people with employment barriers.

Survey Purpose

These highlights of social enterprise surveys represent all provinces/territories except Quebec, and report on activities and finances for 2013-14. They provide the first snapshot-in-time profile of the impact of social enterprise across Canada to inform procurement, training, investment and supporting policy action. 7,000 social enterprises were invited to participate and 1,350 responded.

The responding social enterprises reported at least \$1.19 billion in revenues, including over \$828 million in sales. They paid at least \$442 million in wages and salaries to 30,800 employees, of whom 76% were mission-focused employees. These social enterprises trained 116,000 people, provided services to over 5.48 million individuals, and engaged 116,000 volunteers.

Community Partners

Funding, guidance and support for the Social Enterprise Sector Survey included the Institute for Community Prosperity, Mount Royal University, Simon Fraser University, Enterprising Non-Profits Canada, and generous local sponsors and supporters in every Province and Territory. A full list of funders and partners is available at www.sess.ca.



Institute for
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SIMON FRASER UNIVERSITY
THINKING OF THE WORLD

Community Impact

Canada's Employment- Focused Social Enterprises...

Support Employment

Employment-focused social enterprises (28%) have employment or training purposes and/or employ, train or provide services to people with employment barriers.

Generate Revenue through Sales

Employment-focused social enterprises earn 61% of their revenue by sales.

Create Jobs

Employment-focused enterprises employ almost twice as many people, on average, as other SEs.

Are Profitable

Employment-focused social enterprises have, on average, almost 2½ times the net profits of other SEs.

Create Mission- focused Employment

Employment-focused social enterprises hire almost twice as many mission-focused employees than other SEs.

Are Socially Driven

86% of employment-focused social enterprises also have a social purpose.

Include Nonprofits and Charities

79% of employment-focused social enterprises are nonprofits.

Are Young Enterprises

Employment-focused social enterprises are almost twice as likely as other SEs to be less than 6 years old.



Canada's Employment-Focused Social Enterprises...

Pay Employee Wages

On average, employment-focused social enterprises pay almost 1½ times more in wages and salaries.

Operate on a Regional Scale

Employment-focused social enterprises operate at a regional scale 8% more often than other SEs.

Operate in a range of sectors

Employment-focused social enterprises sell a diverse range of goods and services compared to other SEs.

Address Employment Barriers

Employment-focused enterprises are almost 3 times as likely as other SEs to work with people living with employment barriers.

Receive Support from "Parents"

Employment-focused social enterprises are 10% more likely than other SEs to receive financial support from a "parent" organization.

Receive Government Grants

Employment-focused enterprises report receiving less than other SEs in operating grants.

Have an Employment Development Purpose

84% of Canada's Employment-focused social enterprises also have an employment development purpose.

Work with Low Income Individuals

Employment-focused social enterprises are about 6% more likely than other SEs to train, employ or provide services to low income individuals.



Key Findings

Canada's Employment-Focused Social Enterprises...

Are both Rural and Urban

Employment-focused social enterprises, similar to other SEs, are more likely to be rural than urban.

Are Well Established

The median age of employment-focused enterprises is 18 years.

Are WISE trainers

53% of employment-focused social enterprises are also a Workforce Integration Social Enterprise (WISE).

Support Arts and Culture

36% of employment-focused social enterprises have a cultural purpose.

Protect the Environment

Employment-focused social enterprises are 12% more likely than other SEs to have an environmental purpose.

Fight Poverty

Employment-focus is a subset of poverty-focus so 100% of these social enterprises also have a poverty focus.

Support Multiple Disability Communities

50% of Canada's employment-focused social enterprises serve people living with disabilities.

Generate income for "Parent"

Employment-focused enterprises are, on average, 10% more likely to have a "parent" organization.

