

# Canadian Social Enterprise Sector Survey Highlights

## Environmental-Purpose

*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.*

**Social enterprises with an “environmental purpose” are engaged in commercially-based activities such as environmental education and training, recycling, thrift stores, and alternative energy production and distribution.**

## 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](http://www.sess.ca).



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# Community Impact

## Canada's Environmental- Purpose Social Enterprises...

### **Protect the Environment**

Environmental-purpose social enterprises are 27% of Canada's responding 1,350 SEs.

### **Engage Volunteers**

Environmental-purpose social enterprises engaged a total of 74,000 volunteers; more than 4 times the average of other SEs.

### **Address Employment Barriers**

Environmental-purpose enterprises work with people living with employment barriers (28%).

### **Are Profitable**

Environmental-purpose social enterprises are 11% more likely than other SEs to break even when grants are excluded.

### **Develop New Enterprises**

Environmental-purpose social enterprises are more than twice as likely as other SEs to be less than 6 years old.

### **Are Socially Driven**

89% of environmental-purpose social enterprises also have a social purpose.

### **Generate Sales Revenue**

Environmental-purpose social enterprises earn 68% of their revenue through sales.

### **Create Mission- focused Employment**

64% of the employees of environmental-purpose social enterprises are mission-focused employees.

## Key Findings

### Canada's Environmental-Purpose Social Enterprises...

#### Pay Employee Wages

Environmental-purpose social enterprises pay somewhat less in wages and salaries, on average, compared to other SEs.

#### Work with Local and Diverse Communities

76% of environmental-purpose social enterprises train, employ or provide services to everyone in a local community.

#### Operate in a range of sectors

Environmental-purpose social enterprises sell a more diverse range of goods and services compared to other SEs.

#### Include Nonprofits and Charities

73% of environmental-purpose social enterprises are nonprofits.

#### Receive Support from "Parents"

Environmental-purpose social enterprises as likely as other SEs to receive financial support from "parent" organizations.

#### Receive Government Grants

In total, environmental-purpose social enterprises report receiving more than other SEs in grants and donations.

#### Have an Employment Development Purpose

31% of Canada's environmental-purpose social enterprises also have an employment development purpose.

#### Operate on a Local and Regional Scale

Environmental-purpose social enterprises operate 12% more often than other SEs at a neighbourhood or regional scale.



## Key Findings

### Canada's Environmental-Purpose Social Enterprises...

#### Generate income for "Parent"

Environmental-purpose enterprises are, on average, 7% more likely than other SEs to have a "parent" organization.

#### Are WISE trainers

Environmental-purpose social enterprises, on average, train more people than other SEs.

#### Create New Jobs

Environmental-purpose social enterprises employ an average of 24 people, of which 10 are full-time positions.

#### Support Arts and Culture

Environmental-purpose social enterprises are just as likely as other SEs to also have a cultural purpose.

#### Are both Rural and Urban

Environmental-purpose social enterprises are more likely than other SEs to be rural.

#### Fight Poverty

Environmental-purpose social enterprises are just as likely as other SEs to have a poverty focus.

#### Support Multiple Disability Communities

18% of Canada's environmental-purpose social enterprises serve people living with disabilities.

#### Are Both Young and Well Established

41% of environmental-purpose social enterprises are 16+ years old, with a median age of 12 years.

