

# Canadian Social Enterprise Sector Survey Highlights

## Poverty-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.*

**Poverty-focused social enterprises have an employment development or training purpose and/or target people with low incomes, homeless people or 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](http://www.sess.ca).



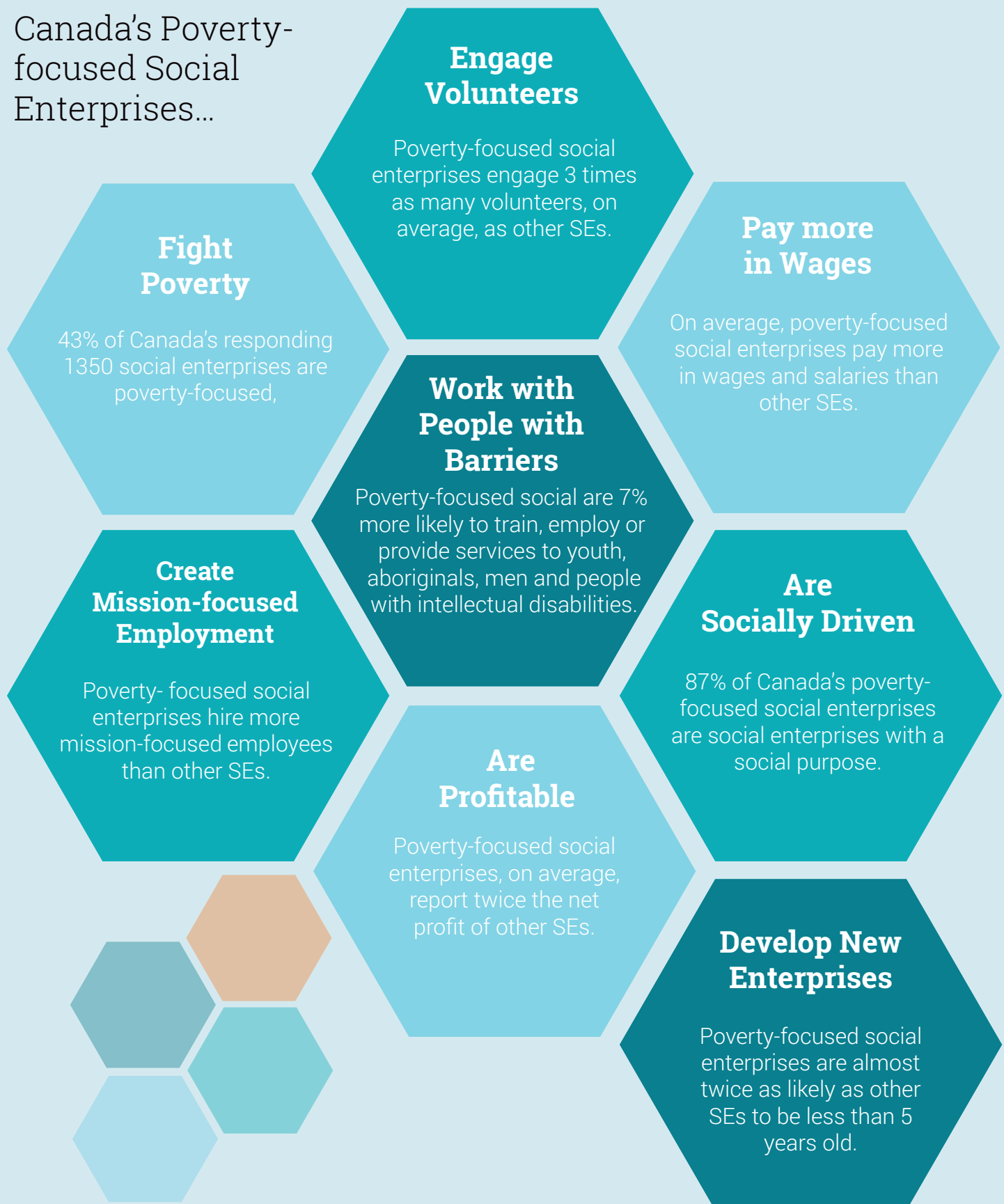
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# Community Impact

## Canada's Poverty-focused Social Enterprises...



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### Work with Low Income People

Canada's poverty-focused social enterprises are almost 3 times as likely to train, employ or provide services to low income individuals as part of their mission.

### Work with Local Communities

Poverty-focused social enterprises are much more likely to train, employ or provide services to all people living in a particular community.

### Create More Jobs

On average, Poverty-focused social enterprises employ more people than others.

### Generate Sales Revenue

Poverty-focused social enterprises earn, on average, almost twice the sales revenues of other SEs.

### Work with women

Poverty-focused social enterprises are more likely to train, employ or provide services to women as part of their mission.

### Balance Multiple Purposes

Poverty is multi-dimensional. Most poverty-focused social enterprises are trying to balance multiple purposes.

### Address Employment Barriers

Poverty-focused social enterprises are more likely to train, employ or provide services to people living with employment barriers.

### Receive Fewer Government Grants

On average fewer poverty-focused social enterprises reported receiving operating grants from all 3 levels of government when compared when to all other SEs.



# Canada's Poverty-focused Social Enterprises...

### Are Well Established

The median age of poverty-focused social enterprises is 20 years and 57% of them are 16 years or older.

### Are WISE trainers

More than one-third of Canada's poverty-focused social enterprises provide labour market training (Workforce Integration Social Enterprise).

### Have an Employment Focus

69% of poverty-focused social enterprises have an employment focus.

### Support Arts and Culture

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

### Support Nonprofits

Poverty-focused social enterprises are 10% more likely to have a "parent" organization.

### Protect the Environment

Poverty-focused social enterprises are as likely as other SEs to have an environmental purpose.

### Support Disability Communities

44 % of poverty-focused social enterprises also train, employ or provide services to people living with physical, psychiatric or intellectual disabilities.

### Are More Urban and Less Rural

Poverty-focused social enterprises are 3% more likely to be urban than other SEs and 3% less likely to be rural.

