

# Canadian Social Enterprise Sector Survey Highlights

## Rural & Urban

*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.*

**Urban social enterprises operate in centres with populations of 100,000 or more (Statistics Canada, 2011). For our purposes all places with populations of less than 100,000, are defined as rural.**

## 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 Rural & Urban Social Enterprises...

### Are Socially Driven

Canada's responding 1350 social enterprises are 57% Rural and small town and 43% Urban. 81% of both groups have a social purpose.

### Rural SEs Have High Sales Revenue

Collectively rural social enterprises added at least \$512M in sales to rural Canada.

### Urban SEs have High Payroll

In total, urban social enterprises pay almost twice as much in wages and salaries compared to rural SEs.

### Balance Multiple Purposes

Both Rural and Urban social enterprises balance multiple purposes (28%).

### Urban SEs & Mission-focused Employment

Urban social enterprises employ more than twice as many people as part of their mission as Rural SEs.

### Rural SEs are Profitable

Rural social enterprises generate \$90k in net profits, 4 times more than the \$22k of Urban SEs.

### Create New Jobs

Of the 12,000 fulltime jobs created 7k are Urban and 5k Rural. On average, urban SEs employ a total of 34 people and rural SEs 20.

### Operate in Multiple Sectors

Both Urban and Rural social enterprises sell diverse range goods and services and operate in multiple sectors.

# Canada's Rural & Urban Social Enterprises...

### Receive Government Grants

Canada's Urban and Rural social enterprises are equally likely to receive federal grants. Rural SEs receive more from grants from provinces and municipalities.

### Vary in Geographic Focus

Rural social enterprises are more likely to operate on a local community or regional scale. They are equally likely to operate on the scale of city or town.

### Engage Volunteers

Urban social enterprise engage 260 volunteers on average and Rural SEs engage 45. Together they engage a total of 116,000 volunteers.

### Receive Support from "Parents"

Rural and Urban social enterprises are equally likely to have and receive support from a "parent" organization.

### Provide Support to "Parents"

In total, rural and urban social enterprises provide some \$7m to support the mission of their "parent" organizations.

### Work in Communities

70 % of rural and 60% of urban social enterprises train, employ or provide services to everyone in their local community.

### Work with Multiple Populations

Urban SEs are much more likely to work with low income, refugees, immigrants, ethnic groups and those with addictions and employment barriers.

### Rural are less Reliant on Grants

Urban SEs receive over 2.5 times more in grants than Rural SEs and are a more likely to break even without grants.



# Canada's Rural & Urban Social Enterprises...

### Protect the Environment

27% of all Canada's social enterprises, including rural and urban SEs, have an environmental purpose.

### Operate in a range of sectors

Rural social enterprises are more likely to provide environmental, cultural and social services.

### Support Disability Communities

27% of both Rural and Urban social enterprises are likely to work with people with intellectual disabilities.

### Fight Poverty

43% of all social enterprises focus on employment development, training, and/or people with low incomes, homeless people or employment barriers.

### Support Culture - a Rural Strength

50% of Rural SEs and 38% of Urban social enterprises have a cultural purpose.

### Are Well Established

Both rural and urban social enterprises are equally likely to be 16+ years old.

### Have an Employment Focus

30% of both Rural and Urban social enterprises employ, train or provide services to people with employment barriers.

### Urban SEs are WISE Trainers

21% of Urban social enterprises provide Workforce Integration through Social Enterprise (WISE).

