

# Canadian Social Enterprise Sector Survey Highlights

## Training-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.*

**Training-purpose social enterprises, or Workforce Integration through Social Enterprises (WISEs), include recycling, administration, and construction and manufacturing enterprises.**

## 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).



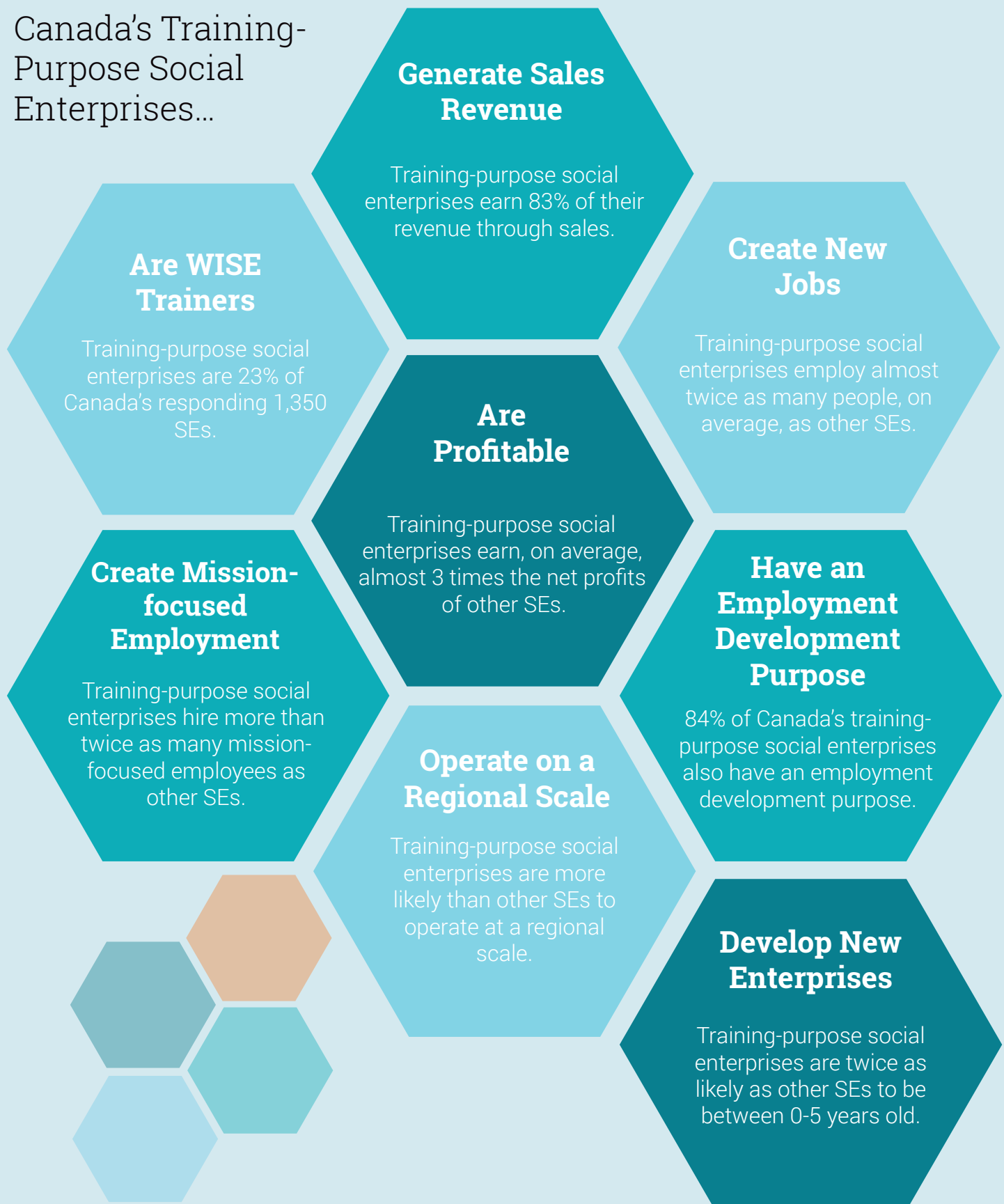
Institute for  
Community Prosperity



SIMON FRASER UNIVERSITY  
THINKING OF THE WORLD

## Community Impact

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



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

### Pay Employee Wages

Training-purpose social enterprises pay, on average, twice as much in wages and salaries, compared to other SEs.

### Are Socially Driven

90% of Canada's training-purpose social enterprises also have a social purpose.

### Balance Multiple Purposes

95% of training-purpose enterprises are balancing multiple purposes.

### Work with People with Barriers

Training-purpose social enterprises are about 16% more likely to train, employ or provide services to people from marginalized groups as part of their mission.

### Operate in a Range of Sectors

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

### Are Nonprofits and Charities

85% of training-purpose social enterprises are nonprofits and more likely to be a registered charity.

### Receive Support from "Parents"

Training-purpose social enterprises receive financial, program or office space support from their "parent" organization.

### Receive Government Grants

Training-purpose enterprises reported receiving higher average operating grants and donations than other SEs.



## Key Findings

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

### Are More Urban than Rural

Training-purpose social enterprises, are less likely to be rural than urban.

### Live with a "Parent"

Training-purpose enterprises are, on average, 9% more likely than other SEs to have a "parent" organization.

### Have an Employment Focus

Training-purpose enterprises are almost 5 times as likely as other SEs to have an employment focus.

### Support Arts and Culture

39% of training-purpose social enterprises have a cultural purpose.

### Protect the Environment

Training-purpose social enterprises 6% more likely than other SEs to have an environmental purpose.

### Are Well Established

The median age of Training-purpose enterprises is 16 years.

### Support Multiple Disability Communities

43% of Canada's training-purpose social enterprises serve people living with disabilities, over twice as many as other SEs.

### Fight Poverty

84% of Training-purpose enterprises also have a poverty-purpose.

