

2014 British Columbia Social Enterprise Sector Survey Highlights

Purpose

This is the third in an on-going survey of social enterprise sector in British Columbia and across Canada. Similar surveys have profiled the impact of social enterprises in Alberta, Manitoba, Nova Scotia, New Brunswick, Ontario, Prince Edward Island, and all three Territories. The purpose of this research is to collaboratively create a profile of social enterprises in British Columbia while contributing to a pan Canadian understanding of this important, emerging sector. Specifically, the research captures key societal and financial dimensions of the social enterprise sector by highlighting the size, scope, and nature of their activities. The survey of social enterprises in British Columbia was conducted in the spring of 2014, and respondents were asked to report on their activities during their previous operating period (year end 2013).

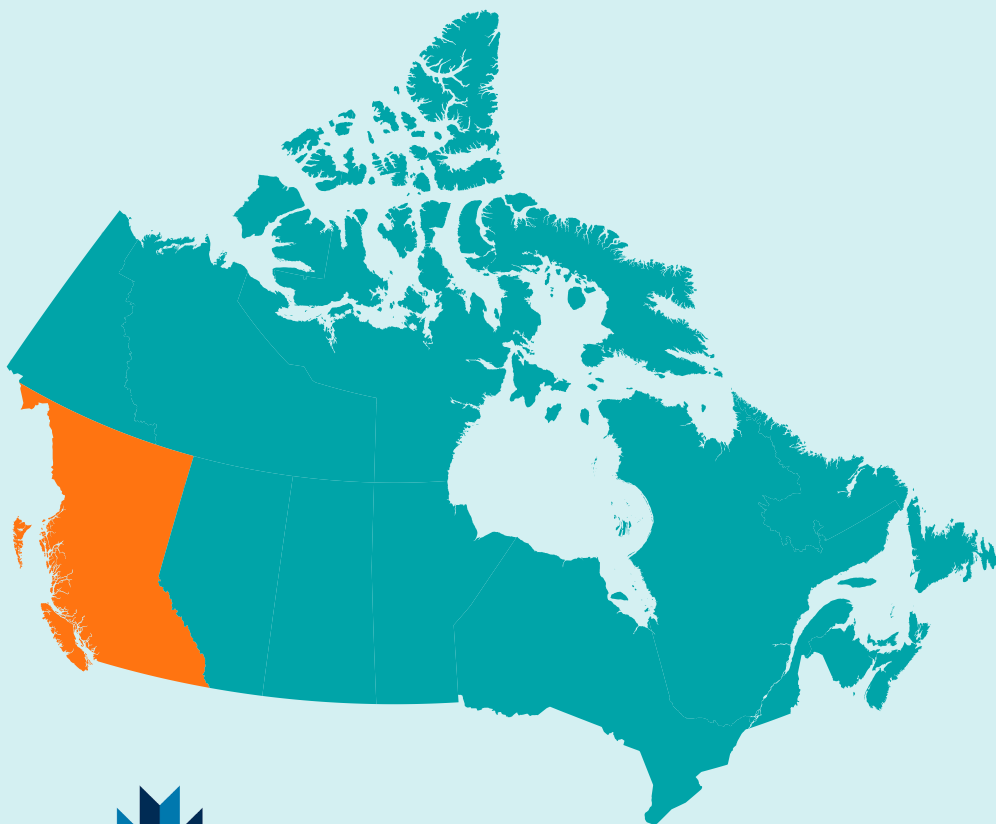
In 2013, the 121 responding enterprises in British Columbia reported to have generated at least \$78 million in revenues, including over \$56 million in sales. They paid at least \$37 million in wages and salaries to 1,900 employees. Social enterprises in BC trained 4,640 people, provided services to over 860,000, and involved 4,700 volunteers.

Community Partners

This profile and the final report were created by Dr. Peter R. Elson and Dr. Priscilla Wamucii from Mount Royal University, and Dr. Peter Hall of Simon Fraser University. The survey was made possible with the support of ENP BC, ENP Canada, the Trico Charitable Foundation, Mount Royal University, and Simon Fraser University. Funding was provided, in part, by Employment and Social Development Canada.

Social enterprises are nonprofit, co-operative, or other organization that earn some, or all, of their revenues from the sale of goods and services; and invest the majority of their surpluses/profits into social, cultural or environmental goals.

Given the objectives of the study, namely to generate quantitative indicators of the impact of the social enterprise activity in British Columbia; the survey method used a short and highly standardized questionnaire, designed for easy completion in order to maximize the response rate (22%).



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Community Impact

British Columbia Social Enterprises...

Generate Revenue

In 2013, the 121 social enterprises in BC reported to have generated \$78 million in revenues, including \$56.5 million in sales.

Engage Citizens

Overall, social enterprises in BC have at least 17,800 individual members and 1,650 organizational memberships.

Generate Opportunities

BC Social enterprises provided training to at least 4,640 people and services to over 860,000 people in 2013.

Address Employment Barriers

1,260 (66%) of the people employed as part of the mission of the social enterprise included people living with disabilities and other employment barriers.

Create Employment

Social enterprises in BC provided paid employment for at least 1,900 workers who earned over \$37 million in wages and salaries.

Operate Locally

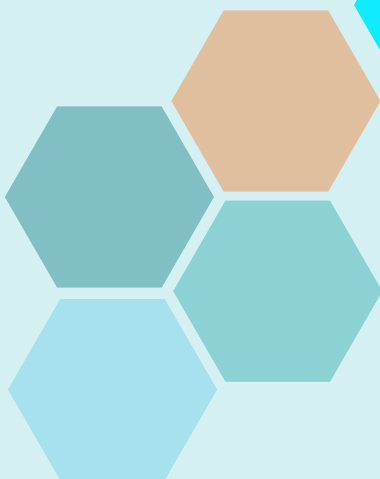
At least 57% of BC social enterprises surveyed reported that they operate within local communities and neighbourhoods.

Attract Volunteers

In 2013 Social enterprises in BC engaged at least 4,700 full- and part-time volunteers.

Achieve a Social Mission

83% of surveyed social enterprises in BC operate to achieve a social mission.



British Columbia Social Enterprises...

Help the Environment

Overall, 28% of social enterprise survey respondents in BC have an environmental mission.

Commit to Culture

49 % of social enterprises in BC operate to achieve a cultural purpose.

Span Multiple Sectors

BC social enterprises operate in the accommodation, food and tourism (44%), the arts, culture and communication (36%), resources, production and construction (26%), trade and finance sectors (25%), and health and social services (24%), amongst others.

Run Independently

The majority of SE's (63%) in BC operate as their own nonprofit entity, and are not owned or supported by a parent organization.

Support Those in Need

Populations served by responding social enterprises include refugees (10%); senior/elderly (37%); lower income individuals (39%); and homeless persons (21%).

Address Employment Barriers

Social enterprises provide meaning and dignity for marginalized individuals or those with a disability through work. While the social enterprise may be subsidized by the public sector, these individuals also earn wages as employees.

Sustain Their Business

The majority of social enterprises surveyed (59%) began selling goods and services since 1997, the year in which enp-BC started offering support to the sector. The mean age of social enterprises in BC was 18 years.

Focus on Multiple Purposes

34% of social enterprises surveyed in BC are multi-purpose focused. These social enterprises combine multiple purposes, most often including the intent of creating employment opportunities.



British Columbia Social Enterprises...

Focus on Poverty

61% of surveyed social enterprises in BC address poverty or have an employment focus. The majority of these social enterprises operate in neighbourhoods or local communities (59%), cities/towns (54%), or at the county or regional level (53%).

Get Parent Support

Of the 37% of social enterprises with a parent organization, 72% of the support came in the form of personnel; 48% provided in-kind support, and 54% was directed towards the organizations' space.

Serves Whole Communities

65% of responding social enterprises serve all the people living in a particular place/ community. On average, each social enterprise serves more than five (5.4) target populations such as Aboriginal People, women; youth; children; and families.

Support Local Economies

Social enterprises make significant contributions to local economies. 81% of responding social enterprises in BC broke even in 2013; while 34% of the enterprises broke even without government grants.

Match Dollars With Sense

76% of responding social enterprises indicated that financial impact education, including resources, support and training would be helpful or very helpful.

Want Social Impact Training

76% of responding social enterprises would like resources, support, training, and tools to measure social, cultural and/or environmental impact.

Face Challenges

Business challenges identified as significant by social enterprises included human resource challenges (22%); revenue diversity challenges (29%); and brand recognition challenges (26%).

Seek Social Marketing Skills

69% of responding social enterprises felt that social media education, including resources, support, and training would be helpful or very helpful.

