

# 2014 Manitoba Social Enterprise Sector Survey Highlights

## Purpose

This is the second in an on-going survey of the social enterprise sector in Manitoba and across Canada. Similar surveys have profiled the impact of social enterprises in Alberta, British Columbia, Nova Scotia, New Brunswick, Ontario, Prince Edward Island, and all three Territories.

The purpose of this survey research is to collaboratively create a profile of the impact of social enterprises in Manitoba, 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 Manitoba was conducted in the summer of 2014, and respondents were asked to report on their activities during their previous operating period (e.g. to year end 2013).

## Community Partners

This profile and the final report were created by Dr. Peter R. Elson and Dr. Priscilla Wamucii from Mount Royal University, Dr. Peter Hall of Simon Fraser University, Darcy Penner and Michael Deakin of CCEDNet – Manitoba, and Andi Sharma. Financial support was received from the Province of Manitoba, the Winnipeg Foundation, and Employment and Social Development Canada. The authors thank ENP Canada, the Trico Charitable Foundation, and those who took part in the survey.

Social enterprises are nonprofit, co-operative, or other organizations 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.

The survey method used a confidential, short and highly standardized online questionnaire, designed for easy completion, and to maximize the response rate, which was 41%.



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# Community Impact

## Manitoba Social Enterprises...

### Have Economic Impact

The 111 responding social enterprises in Manitoba generated at least \$63.6 million in revenues, including \$49 million in sales (2013 figures).

### Are Well Established

Responding social enterprises in Manitoba have a median age of 25.5 years (1988); the oldest was established in 1878.

### Support Nonprofits

30% of Manitoba social enterprises surveyed generate income for a parent nonprofit organization.

### Support Diverse Communities

Populations served by social enterprises include Aboriginal peoples (34%); persons with disabilities (31%); lower income individuals (32%); immigrants (23%); and youth (37%).

### Protect the Environment

24% of social enterprises reported that they operated to achieve an environmental mission.

### Create Employment

Social enterprises in Manitoba provided paid employment for at least 4,450 workers who earned more than \$34.4 million in wages and salaries.

### Are Located Across Manitoba

Of the social enterprises responding to this survey 51% were situated in Winnipeg and 49% have their base of operations in other parts of Manitoba.

### Have Social or Cultural Goals

78% of surveyed social enterprises in Manitoba operate to achieve a social mission, while 59% operate to achieve a cultural mission.

## Manitoba's Social Enterprises...

### Address Employment Barriers

30% of social enterprises in Manitoba provide training for workforce integration.

### Attract Volunteers

Social enterprises in Manitoba involved at least 6,840 full- and part-time volunteers.

### Span Multiple Sectors

54% of Manitoba social enterprises operate in multiple business sectors. This includes accommodation, food and tourism (46%); and the trade and finance sectors (28%). Other sectors include resources, production and construction; real estate; and health and social services.

### Focus on Poverty

58% of surveyed social enterprises in Manitoba address poverty issues, including employment, homelessness and low income.

### Are Financially Sustainable

In financial terms, social enterprises in Manitoba average \$751,000 in total revenues, and \$580,000 in sales. Manitoba social enterprises average \$55,000 in net profit/surplus.

### Serve Entire Communities

63% of responding social enterprises serve all the people living in a particular place/ community. On average, each social enterprise serves more than four (4.3) target populations such as Aboriginal People, women, youth, children and families.

### Operate Locally

The majority of responding social enterprises in Manitoba operate in neighbourhoods/ local communities (65%) or cities/towns (68%). 40% operate at the county or regional level.

### Focus on Multiple Purposes

36% of social enterprises surveyed in Manitoba are multi-purpose focused. These social enterprises combine multiple purposes, most often including the intent of creating employment opportunities.



# Key Findings

## Manitoba's Social Enterprises...

### Are Developing our Labour Market

30% of social enterprises reported that they provide training for workforce integration. Overall, social enterprises in Manitoba provided training to 8,350 people and services to over 730,000 people.

### Have Diverse Revenue Sources

71% of responding social enterprises agreed or strongly agreed that they raise revenue from a diverse mix of sources. For example, 83% want to increase donations.

### Run Independently

33% of social enterprises in Manitoba are not owned or supported by a parent organization. An additional 9% with a parent organization operate independently.

### Are Not Utilizing Loans

65% of social enterprises reported that they had received no loans in the past year. Of those that did receive a loan, credit unions were a significant source (16%).

### Serve Whole Communities

Social enterprises make significant contributions to local economies. 80% of responding social enterprises in Manitoba broke even or better in 2013; while 29% of the enterprises broke even without government grants.

### Plan to Grow

37% of social enterprises in Manitoba agree or strongly agree that they plan to grow by at least 50% over the next three years.

### Have Management Needs

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

### Want to Improve Sales and Service

89% of responding social enterprises agree or strongly agree that they want to increase sales through more customers and contracts. At the same time 80% want to increase their management and financial skills.

