

2015 Prince Edward Island Social Enterprise Sector Survey Report



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Acknowledgments

This survey was made possible with the support of the Community Foundation of Prince Edward Island, Enterprising Non-Profits Canada, Mount Royal University and Simon Fraser University. This project is funded in part by the Government of Canada's Employment and Social Development Canada



We are indebted to the members of the Community Foundation of Prince Edward Island (CFPEI), whose intimate knowledge of the province's social enterprise sector helped to strengthen this report.

Katharine MacDonald project researcher at CFPEI, did a stellar job of identifying and contacting social enterprises on numerous occasions throughout the survey period. Special thanks to Richard Ward, President of SurveyCrafter for his tireless assistance and user-friendly online survey system.

The authors would like to express their sincere gratitude to the social enterprises that completed the survey. Without their contribution, this survey would not have been possible.

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INTRODUCTION

Overview and Purpose

This survey is the first profile of social enterprises in Prince Edward Island (PEI).

Social enterprises work in communities to achieve training, income, social, cultural, and environmental mission. They contribute to local economies and growth while striving to address social inequalities. In this study, a social enterprise was defined as “a business venture operating in Prince Edward Island that sells goods or provides services in the market for the purpose of creating a blended return on investment, both financial and social/ environmental/ cultural.” A further selection criterion was that the social enterprise must, when possible, be independently verified as a social enterprise.

The findings in this report cannot be considered a definitive reflection of all social enterprise sector activity in PEI. This is due to two factors. The low response rate does not allow us to predict what the remaining non-responding social enterprises would have reported, had they done so.

In 2013 the 16 responding enterprises in PEI reported to have generated at least \$8,124,359¹ in revenues, including at least \$ 4 million in sales. They paid at least \$5,735,619 in wages and salaries to 229 people. They also trained 1,110 people, provided services to over 29,394, and involved 554 volunteers.

What is a social enterprise?

In this study, a social enterprise (SE) was defined as a

“A business venture owned or operated by a non-profit organization that sells goods or provides services in the market for the purpose of creating a blended return on investment, both financial and social/environmental/cultural.”

¹ The findings in this report should be interpreted cautiously due restrictions created by the small sample size including vulnerability to missing data. In addition, the response rate in the study does not allow us to predict what the remaining non-responding nonprofit social enterprises would have reported, had they done so.

SUMMARY OF THE FINDINGS

Our research identified and confirmed 261 social enterprises in PEI. We received responses from 23 of these social enterprises, but report the data from 16 respondents that provided sufficiently complete responses.

- Responding social enterprises in PEI have a median age of 19 years.
- Social enterprises exist for a variety of purposes:
 - 6 social enterprises in PEI provide employment development.
 - 4 social enterprises in PEI provide training for workforce integration.
 - 8 of social enterprises in PEI generate income for a parent organization.
 - 11 of social enterprises in PEI operate to achieve a social mission.
 - 8 of social enterprises in PEI operate to achieve a cultural mission.
 - 3 of social enterprises in PEI operate to achieve an environmental purpose.

Social Enterprise Impact

- Social enterprises engage people in multiple ways, unlike the more confined employee and client relationships in a traditional business. The same individual may have multiple, intersecting connections to a social enterprise, as member, recipient of training, employment and services, employee or volunteer (of 16):
 - Social enterprises in PEI have at least 210 individual members and at least 132 organizational memberships.
 - Social enterprises provided paid employment for at least 229 workers in PEI. This includes fulltime, part-time, seasonal and contract workers, who together earned at least \$ 5,735,619 in wages and salaries. Fulltime, part-time and seasonal workers represent an estimated 187 fulltime equivalent employees.
 - Respondents also reported that they employed 254 people in 2013 as part of the mission of the social enterprise, such as those with disabilities and/or other employment barriers.
 - Social enterprises also involved 554 full- and part-time volunteers.
 - In addition, social enterprises provided training to 110 people and provided services to over 29,394 people.

Financial Results

Total revenue for responding social enterprises in 2014 was at least \$8,124,359. This includes sales of goods and services of \$4 million.

Finance and support:

- The main sources of grants for social enterprises in PEI is as follows (of 16):
 - 11 social enterprises received grants from the provincial government
 - 7 social enterprises received grants from the federal government

- 6 social enterprises received grants from private individuals
- 5 Social enterprises received grants from foundations
- 4 social enterprises received grants from the municipal government
- 3 social enterprises received grants from corporations
- 3 social enterprises received grants from parent organizations
- 1 social enterprise received grant (s) from credit union
- 1 social enterprise received grant (s) from bank
- 4 social enterprises received no grants
- 5 social enterprises received loans from credit union (s), and 2 received loans from bank(s). 8 social enterprises received no loans.

DATA NOTES AND METHODOLOGY

The Community Foundation of PEI (CFPEI) undertook this survey with the assistance of a Committee of the Community Sector Network (CSN); the CSN is a newly formed network that is working to increase the profile and voice of the broad non-profit sector within PEI. The project was managed by Steve McQuaid, a Board member of CFPEI, and Katharine MacDonald as the Project Research Assistant, with the guidance of the SESS team (Peter Elson, Peter Hall and Priscilla Wamucii), and the advice of Wendy Keats and David Upton who had respectively conducted similar surveys in New Brunswick and Nova Scotia.

Given the objectives of the study, to generate widely intelligible quantitative indicators of the impact of the social enterprise activity in Prince Edward Island, we opted for a sample survey method using a short and highly standardized questionnaire designed for easy completion and return to maximize the response rate.

Best efforts were made to create a sample frame that included all social enterprises in Prince Edward Island and to collect data from a representative sample of this population. Sources used to identify verifiable or potential social enterprises included:

- A database of PEI non-profit organizations created by a team of University of Prince Edward Island business students
- PEI Cooperatives Council
- PEI Arts and Culture Sector Council
- Francophone non-profit community

Based on these lists, a total of more than 900 organizations that were potential social enterprises were identified. They were screened either verbally, or with the following text included on the first page of the questionnaire to determine whether they were (still) operating a social enterprise:

“A social enterprise is business venture owned or operated by a non-profit organization that sells goods or provides services in the market for the purpose of creating a blended return on investment, both financial and social/environmental/cultural.”

This resulted in 261 confirmed social enterprises.

A total of 24 organizations began the questionnaire, but only 16 completed the questionnaire (See Table 1).

Table 1: Sample Survey Response

| | |
|--|-------------|
| Initial list of potential social enterprises | 900+ |
| Confirmed list of social enterprises | 261 |
| Not contactable | 29 |
| No response | 236 |
| Contacted, refused to participate | 2 |
| Partial response | 8 |
| Completed responses | 16 |
| Net response rate (24/261) | 9.2% |

The survey was distributed by email to the confirmed organizations, explaining the survey, its purpose, and inviting the receiver to complete the survey, or if they were not the appropriate person, to forward to the appropriate person in their organization. The organization was given the option of completing the survey in hard copy and/or completing the survey over the phone with the project research person (the research person's name, phone number, and e-mail were provided). In addition, the CSN offered an incentive to organizations that completed the survey; their organization's name would be entered into a draw to receive two days of consulting services on a topic of their choice (e.g. strategic planning, proposal writing, program evaluation, etc).

Once the survey was distributed, the project researcher began to follow up with the target audience on several levels; helping to 'trouble shoot' for those having difficulty accessing the link; calling organizations to see if they received the survey, understood its purpose, their interest in filling it out, etc; making contact and/or visiting with representatives from specific groups to have them 'champion' the importance of completing the survey (e.g. farmers markets, thrift shops, coop housing, etc); making field trips across Island to visit specific organizations; and sending subsequent 'reminder' and 'final chance' e-mails.

The eventual level of response is not adequate to allow for any meaningful statistical analysis regarding the nature and scope of social enterprise, possible impacts, and future trends within the non-profit sector on PEI. At best the results may be summarized to reflect and describe the activity and impacts of those organizations that did complete the survey. Upon reflection the reasons for this likely include some and/or all of the following.

- (a) The traditions and 'mind set' of many non-profit and charitable organizations – they are 'mission driven', usually invested in meeting a social or environmental need – and many do not see themselves in any way 'business oriented' – even though part of what they

are doing fits the definition of social enterprise. The researcher's experience confirms this; she had a number of organizations simply tell her that they were not doing social enterprise, and some were even a bit horrified and/or offended that anyone would think this. There was a fear that to acknowledge this would somehow 'compromise' their overarching social mission. Some declined to complete the survey on this 'principle' alone.

- (b) Relevance of results and outcomes: most organizations may not initially recognize how the survey and the results may be useful or relevant to their organization. If you are a small non-profit organization pre-occupied with 'survival'; taking the time to complete what at first glance is a survey not relevant to their immediate reality may be a stretch.
- (c) The perceived complexity of the survey itself; again, at first glance it may be a bit intimidating; i.e. I first have to decide whether I am doing social enterprise, if I'm not sure, do I talk to my board, and then I have to check on and/or verify the financial information, etc.
- (d) The timing of the survey; the survey period was approximately over a six week period – May 12 June 30 (survey was left open until early-mid July). The fact that it was during the 'lead in' to summer may have been factor; should we administer the survey again, getting it in circulation earlier (April-May) might ensure better completion results.
- (e) Name recognition of survey sponsoring groups; the Community Sector Network and the Community Foundation of PEI are not well known organizations across PEI. The Network is a relatively new entity just trying to establish itself as a support resource to the community, non-profit sector; while the Community Foundation has been around for a longer period of time (20 years), many people are not aware of its role or function.
- (f) Limited project resources; in retrospect maybe more project resources were needed.

While the initial experience with the survey did not produce the desired results, some of the positive outcomes include:

- (a) There is now a small cadre of organizations and groups that now have a better understanding of whole concept and practice of social enterprise, and a stronger awareness of its potential to support the mission and work of the non-profit sector – especially in an era of tight budget and project funding realities.
- (b) There are at least two sectors (within the broad non-profit sector) that have shown interest in pursuing the social enterprise work further; the PEI Cooperatives Council and the PEI Arts and Cultural Sector. These two organizations see social enterprise as something that organizations within their respective constituencies could benefit from, and wish to work with the CSN to explore ways in which to further awareness and education efforts.

- (c) The CSN now has a much better database of the PEI non-profit sector, and some new potential partners with which to continue its work with PEI's non-profit organizations.

Questionnaire

The questionnaire was initially developed and piloted by students in Peter Hall's spring 2009 course, SCD 403 (Leadership in Sustainable Community Development). The questionnaire has been further refined by the research team in subsequent (e.g., legal structure was clarified; set of sector definitions was expanded) and to also meet newly identified specific data needs (e.g., sources and uses of grant financing). However, the basic structure and length of the tested and proven questionnaire was retained. See Appendix C for the complete questionnaire.

Community Foundation of Prince Edward Island added some supplementary survey questions to the original research. These questions evaluated the relevance of education resources, support and training, and financial, operational and marketing challenges facing social enterprises in Prince Edward Island. The questionnaire was transferred for online completion using the online survey software, SurveyCrafter in 2012. Paper copies of the survey were made available online or via mail on request.

Data Treatment and Management

Online completion by individual respondents was followed by a series of random checks for internal consistency in responses. When necessary, respondents were re-contacted to clarify unclear or contradictory responses, especially regarding the reporting of financial data.

Various decisions about data classifications were made based on the responses received, including:

- Demographic groups: SEs providing assistance to students were recorded as serving 'youth'.
- Types of business: 'accommodation' includes banquet halls, conference facilities, party space as well as overnight and short-term rental; 'waste management' includes recycling; 'delivery/postering' is a business service; 'printing' includes publishing; 'health and social services' includes treatment for addictions, etc.
- 'Number of populations' and 'Multi-populations' targeted does not include "all people in a place" defined as a geographic community.

Some respondents were unable to provide an estimate of the Full-Time Equivalent (FTE) positions in their organization. In calculating Estimated FTEs, if respondent provided an FTE count, this was accepted. Otherwise an estimate based on 1 FTE per full-time employee, 0.5 per part-time and 0.25 per seasonal was calculated. Missing data were regarded as 0 for this calculation.

It is inaccurate to speak of many social enterprises in terms of profitability, since many are budget- or service-maximizers while others may have extremely complex motivations and try to meet the multiple needs of a defined population without trying to maximize any one of them. However, we did calculate Net Profit / surplus as revenue minus expense. This allowed us to identify social enterprises that broke even (i.e., showed a surplus of zero or more in the 2013 financial year).

Outliers

We found considerable variation in levels of employment, financial indicators and the number of people in targeted groups that were trained, employed and served. We reviewed the data for potentially misleading outliers such as membership and people served numbers in the cultural sector (which may have included business clients / patrons in their reports). However, other high numbers, for example, the number of people served by a social enterprise that is part of a relief organization were not excluded.

Finally, financial information was incomplete for some organizations, resulting in potentially misleading estimates for some indicators.

ORGANIZATIONAL PROFILE

Social enterprises in Prince Edward Island are most likely to operate at the scale of city or town scales (10 SE's), neighbourhood or local community (9 SE's) at the regional district (7 SE's) scales. The least proportions of social enterprises operate at the national scale (4 SE's) and international scale (2) (See Table 2).

Table 2: Scale of Social Enterprise Activity (Total)

| Scale of Social Enterprise Activity | Number of Social Enterprises (of 16) |
|-------------------------------------|--------------------------------------|
| Neighbourhood / local community | 9 |
| City / town | 10 |
| Region (county / regional district) | 7 |
| Province | 9 |
| National (other parts of Canada) | 4 |
| International | 2 |

Purpose and Mission Profile

Social enterprises in the survey reflect a number of non-exclusive purposes. As shown in table 3, the highest number of social enterprises (11) describe themselves as having a social purpose, while 8 social enterprises operate to achieve a cultural purpose. A similar number (8) enterprises generate income for their parent organization, and 6 enterprises work towards employment development. 4 social enterprises in PEI focus on training for workforce organization and 3 social enterprises have an environment mission.

Table 3: Social Enterprises Purpose (Total)

| Social Enterprise Purpose | Number of Social Enterprises (of 16) |
|---|--------------------------------------|
| Employment development | 6 |
| Training | 4 |
| Income generation for parent organization | 8 |
| Social mission | 11 |
| Cultural mission | 8 |
| Environmental mission | 3 |

Organization Structure

14 of the surveyed social enterprises have a non-profit corporate structure, while 10 of the social enterprises are registered charities. Only one SE described itself as a for-profit organization; hence it is wholly owned by a nonprofit parent and that work to fund their parent non-profit corporation. None of the respondents had a co-op distributing or credit union structures, one SE was a co-op non- distributing structures. (See Table 4).

Table 4: Corporate Structure (e.g. non-profit, for-profit, co-op non distributing, credit union, registered charity) (Total)

| Corporate Structure | Number of Social Enterprises (of 16) |
|------------------------|--------------------------------------|
| Non-Profit | 14 |
| For Profit | 1 |
| Co-op distributing | 0 |
| Co-op non-distributing | 1 |
| Credit union | 0 |
| Registered charity | 10 |

Relationship with Parent Organization

Only 9 of the responding SE's in Prince Edward Island have a parent organization. As table 5 shows, 7 of the SE's are not owned or supported by a parent organization. Social enterprises with parent organizations characterized their relationship with their parent in the following ways:

- In-house, program, project or department of the parent organization: 5
- Separate organization working closely with parent organization: 4
- Independent from parent organization: 0

Table 5: Relationship with Parent Organization (Total)

| Relationship with Parent Organization | Number of Social Enterprises (of 16) |
|---------------------------------------|--------------------------------------|
| No parent | 7 |
| In-house | 5 |
| Separate but close | 4 |
| Independent | 0 |

Sectors of Operation

Survey respondents were given a list of 42 business categories in which they may sell products and services, and were asked to select all options that applied. The categories were clustered into seven groups which correspond to the classification scheme developed by Bouchard et al. (2008; R-2008-01) (See Appendix B).

Table 6 (below) shows the seven sectors, as well as the number of social enterprises operating in multiple sectors. 9 SE's reported operating in the accommodation, food and tourism sectors. 7 enterprises sell products and services in two or more sectors. Since an individual social enterprise could sell more than one product or service within each sector, this implies that some social enterprises are selling multiple products and/or services. See table 6 for findings on the other sectors.

Table 6: Sector of Operation (Total)

| Sector of Operation | Number of Social Enterprises (of 16) |
|-------------------------------------|---|
| Resources, Production, Construction | 4 |
| Trade, Finance | 7 |
| Real Estate | 1 |
| Accommodation, Food, Tourism | 9 |
| Health and Social Services | 3 |
| Arts, Culture, Communication | 5 |
| Other Services | 3 |
| Multi-Sector Active | 7 |

Groups Served

A wide variety of groups are served by social enterprises. As Table 7 reveals, 14 social enterprises focus on those people living in the immediate neighbourhood as their target population. 7 social enterprises focused on youth. A few enterprises also focussed on the elderly, women, first nation groups, children and low income individuals.

Table 7: Population Served (Total)

| Population Served | Number of Social Enterprises Serving this Population (of 16) |
|--|---|
| All the people living in a particular place / community | 14 |
| First Nations | 3 |
| Children | 3 |
| Ethnic group / minority | 4 |
| Family | 4 |
| Homeless persons | 2 |
| Immigrants (including temporary workers, permanent residents, etc) | 4 |
| Lower income individuals | 4 |
| Men | 4 |
| People living with addictions | 3 |
| People living with employment barriers | 3 |
| People living with psychiatric disabilities | 1 |
| People living with intellectual disabilities | 4 |
| People living with physical disabilities | 5 |
| Refugees | 2 |
| Senior / aged / elderly | 6 |
| Women | 5 |
| Youth / young adults | 7 |

Employment

Social enterprises engage members, volunteers, employees, and those that could be designated as special needs employees. 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. Often the subsidy funds are allocated to training and special supports that allow social enterprise beneficiaries to engage in business and employment opportunities they might not otherwise be

able to access. This particular phenomenon within social enterprises complicates the task of enumerating employment figures than otherwise would be the case. ²

Social enterprises provided paid employment for at least 229 people in PEI. This includes fulltime, part-time, seasonal and contract workers, who together earned at least \$8,124,359 in wages and salaries. Fulltime, part-time and seasonal workers represent an estimated 187 fulltime equivalent employees.

Those employed include at least 254 who were employed as part of the mission of the social enterprise, such as those with disabilities and/or other employment barriers.

Social enterprises also involved at least 554 full- and part-time volunteers.

Table 3 reflects a breakdown of the employment statistics. The surveyed social enterprises were responsible for at least 161 full-time, 41 part-time, 22 seasonal and 5 contract positions.

Table 8: Employment (of 16 responding PEI social enterprises)

| Number | Range | Total |
|---|-------|-------|
| Members of designated groups employed in 2013 (included in the full-time, part-time, FTE, Seasonal and contract counts) | 0-200 | 254 |
| Full-time (work 30+ hrs per week) | 0-65 | 161 |
| Part-time (work<30hrs per week) | 0-20 | 41 |
| Seasonal employees (30 or more hours per week for more than 2 weeks but less than 8 months) in 2013 | 0-6 | 22 |
| FTE (Estimate) | 0-75 | 187 |

² Note that our employment numbers are conservative regarding estimation of impact on social enterprise activity. For example, some marketing and cooperative social enterprises that work with, for example, small-scale farmers, refugees, street vendors, to ensure that they receive market access and fair trade prices for their product are recorded as receiving services (i.e., marketing, distribution, technical advice) and may be working as ‘contractees’ but are not recorded as employees. Many of these people would not be receiving an income without the activity of the social enterprise, but to call them employees in the standard sense is not accurate. Where social enterprises place members of designated groups in employment, these individuals may be counted as FTEs or as contract workers as appropriate. Somewhat balancing this underestimation is that in a limited number of cases, the ‘employed’ from designated groups are counted as ‘unpaid volunteers’. The bottom line is that the employment of individuals from the designated groups is broadly but not precisely encompassed within the count of paid employment (i.e., FTEs) and so should be interpreted with care. Of course paid employees also include professional and other stage that do not face employment barriers and are not employed as part of the mission of the SE.

| | | |
|---|-------|-----|
| Freelance and contract workers (hired for a specific project or term) in 2013 | 0-4 | 5 |
| Volunteers (incl. unpaid interns, etc) who worked 10 or more hrs/month in 2013 | 0-30 | 55 |
| Volunteers (incl. unpaid interns, etc) who worked less than 10hrs/month in 2013 | 0-450 | 499 |

Membership

10 of the responding social enterprises in Prince Edward Island reported having a membership base. The SE’s had a combined total of at least 210 individual members, and at least 132 organizational memberships. The individual members per social enterprise ranged from zero to 99 members, while the organizational memberships ranged from zero to 65 memberships.

ORGANIZATIONAL ANALYSIS

Age of the Social Enterprises

The responding social enterprises in Prince Edward Island vary in the number of years they have been in operation as highlighted on Table 9, 5 social enterprises have been in operation for 20-39 years, and a similar number have operated for 4-9 years. The oldest enterprise in this study was formed in 1932 (83 years old) and the newest was formed in 2014

Table 9: Distribution of Social Enterprise by Years of Operation (Total)

| Age | Number of Organizations (of 16) |
|-------------|---------------------------------|
| 0-3 years | 2 |
| 4-9 years | 5 |
| 10-19 years | 1 |
| 20-39 years | 5 |
| 40+ years | 3 |

Areas of Focus

The purpose(s) of the social enterprise exerts a clear influence on the scale and nature of the operations, and social enterprises typically combine multiple purposes. We used three mutually exclusive categories to classify social enterprises based on their stated purposes. First, there are social enterprises whose primary purpose is to generate income for its parent non-profit organization. Second, there are social enterprises intended to fill a social, cultural, and or environmental mandate, but that do not identify income generation or training or employment development as their core mandate. Third, we grouped social enterprises that serve multiple goals, whether a social, environmental, cultural or income-generation mission *and* provide employment development and training under the ‘multi-purpose’ category. This categorization provides a means of classifying social enterprises into three mutually exclusive groups:

Income-focused: Defined as an organization with a singular purpose (income-generation). These organizations may also combine income-generation with up to two other purposes, whether an employment, social, cultural or an environmental purpose.

Socially, culturally or environmentally-focused: an organization with a social, cultural and/or environmental focus and which has neither income-generation nor employment as an additional focus.

Multi-purpose focused: an organization that has a combined, multiple purposes, most often including the intent of creating employment opportunities.

A 3-way Purpose Classification

Table 10 shows a 3way purpose classification for the categories used in this study. 7 of the responding social enterprises in PEI focus on income generation for parent organization, while 5 have multiple areas of purpose, and 4 have social, environmental and cultural foci.

Table 10: Areas of focus by 3way Purpose Classification (Total)

| Areas of Focus by 3way Purpose Classification | Number of Social Enterprises (of 16) |
|---|--------------------------------------|
| Social, Envir, Cultr ONLY | 4 |
| Income focused | 7 |
| Multi-purpose | 5 |

Employment and Poverty Focus

8 of the responding social enterprises reported having an employment focus or training people with employment barriers.

9 SE's reported having a poverty focus which includes employing or targeting people with employment barriers such as individuals with low income or the homeless.

Relationship with Parent Organization

Social enterprises that reported having a parent organization reported that the support was in-kind (7). 5 organizations used the funds for personnel and a similar number of SE's used the funds for financing the organizations operations (5). 3 organizations used the support for space. (See Table 11).

Table 11: Areas of Parent Support (only for those with parents) (e.g. personnel, in-kind, space, finance, other)

| Areas of Parent Support | Number of Social Enterprises (of 16) |
|-------------------------|--------------------------------------|
| Personnel | 5 |
| In-kind | 7 |
| Space | 3 |
| Finance | 5 |
| Other | 1 |

FINANCIAL PROFILE

Financial Results

11 out of 14 SE's broke even in PEI broke even in 2014. Only 6 broke even without grants.

Social enterprises make significant contributions to local economies. Moreover, social enterprise success is determined by their ability to generate profits. In this survey, the total revenue from all sources for the surveyed social enterprises in 2013 was at least \$8 million (See Table 12). The responding social enterprises generated more expenses than revenue (a loss of at least of \$6,980).

Table 12: Finances: Total Revenue and Expenses in 2013 reported by 16 responding SE's

| | |
|-------------------------------|--------------|
| Total Revenue (all sources) | \$8,124,000 |
| Revenue from Sales and Grants | \$4,007,000 |
| Grants from Parent | \$125,000 |
| Grants from Other Sources | \$252,000 |
| Other Revenue | \$3,740,000 |
| Total Expenses | \$8, 126,000 |
| Wages Paid | \$5,736,000 |
| Transfer to Parent | \$95,000 |
| Other Expenses | \$2,296,000 |
| Total Net Loss | \$-6,980 |

Sources of Finance

Governments were an important source of financing for social enterprises as were private individuals and foundations (See Table 13). 10 organizations used the grants for operations, and 4 SE's reported using grants as capital (See Table 14). 8 of the responding social enterprises did not receive any loans (See Table 15) and the few with loans used the funds for organizations' operations and capital investments (see Table 16).

Table 13: Sources of Grants (e.g. foundations, federal government, provincial etc.) (of 16)

| | |
|-----------------------|----|
| Foundations | 5 |
| Federal Government | 7 |
| Provincial Government | 11 |
| Municipal Government | 4 |
| Private Individuals | 6 |
| Banks | 1 |
| Corporations | 3 |
| Parent Organization | 3 |
| Credit Union | 1 |
| Community Futures | 0 |
| Other | 2 |
| None | 4 |

Table 14: Purpose of Grants (Total) (of 16)

| | |
|--------------------------|----|
| Technical Assistance | 3 |
| Operations | 10 |
| Governance | 2 |
| Research and Development | 0 |
| Capital | 4 |
| Other | 1 |
| None | 4 |

Table 15: Sources of Loans (Total) (of 16)

| | |
|-----------------------|---|
| Foundations | 0 |
| Federal Government | 0 |
| Provincial Government | 0 |
| Municipal Government | 0 |
| Private Individual | 1 |
| Bank | 2 |
| Corporation | 0 |
| Parent | 0 |
| credit union | 5 |
| Community Futures | 0 |
| Other | 0 |
| None | 8 |

Table 16: Purpose of Loans (Total) (of 16)

| | |
|--------------------------|---|
| Technical Assistance | 0 |
| Operations | 3 |
| Governance | 0 |
| Research and Development | 0 |
| Capital | 4 |
| Other | 1 |
| None | 7 |

GENERAL PERSPECTIVES ON EDUCATION RESOURCES, SUPPORT AND TRAINING FOR SOCIAL ENTERPRISES IN PEI

Responding SE’s were asked to share their perspectives about the Community Sector Network (CSN) that had been in operation for 18 months prior to this study. The perspectives included CSN’s ability to: create opportunities for working together, sharing success, knowledge and tools; inform and educate the public by describing the nature scope and diversity of the sector; provide the sector with a more collective and cohesive voice; and engage in public policy initiatives and discussions.

Support for the Development of a Community Sector Network in PEI

The responding SE’s were asked to share their perspectives on the development of a CSN network. As shown on Table 17 below, 9 out of 12 organization supported the idea.

Table 17: Support for the Development of a Community Sector Network in PEI

| | |
|----------------------|---|
| Strongly support | 4 |
| Support | 5 |
| Not sure/ Don't know | 3 |

Purpose or functions of a Community Sector Network in PEI

The responding SE’s were asked to share their perspectives on the purpose or function of a Community Sector Network in PEI. 10 organizations indicated the network could play the role of a networking vehicle, 10 organizations pointed out that the network could be used to address broader issues common to all groups and organizations (e.g. recruitment and retention of staff, of volunteers, professional development of staff, fiscal sustainability). 10 SE’s reported that the network could play an advocacy role on broad policy questions that impact on community and nonprofit groups

Table 18: Purpose or functions of a Community Sector Network in PEI (of 16)

| | Networking Vehicle | vehicle to address broader issues common | Advocacy on broad policy questions |
|-------------------------|---------------------------|---|---|
| Definitely needed | 4 | 3 | 3 |
| Needed | 1 | 6 | 1 |
| Might be needed | 5 | 1 | 6 |
| Not sure/ Don't know | 2 | 2 | 2 |

Level of interest in a Community Sector Network in PEI

The responding SE's were asked to rate the level of interest and potential involvement in a Community Sector Network. 5 out of 9 SE's were interested in participating in a community network (See Table 19).

Table 19: Level of interest in a Community Sector Network in PEI (of 16)

| | |
|-----------------------------------|---|
| Yes | 5 |
| No | 2 |
| Don't know/ Need more information | 2 |

Level of interest and potential involvement in a Community Sector Network in PEI

5 out of 8 organizations indicated that they had a high or very high level of interest in joining a mailing list, and 5 out of 9 SE's were similarly interested in joining or being part of a CSN working group. 5 out of 9 SE's were expressed a high or very high level of interest in participating in a specific working group.

Table 20: Level of interest and potential involvement in a Community Sector Network in PEI (of 16)

| | Being on a mailing list | Joining or being part of the CSN Working Group | Joining or being part of an issue specific working group or committee |
|-------------------|--------------------------------|---|--|
| Very high | 4 | 1 | 1 |
| High | 1 | 4 | 4 |
| Moderate | 1 | 1 | 1 |
| Low / no interest | 2 | 3 | 3 |

CONCLUSION

This survey highlights the scope and activities of social enterprises in the province and reveals that social enterprises can be critical actors in multiple sectors of the economy. They provide goods and services to local neighbourhoods, cities and towns and regions. Social enterprises also play a role in the labour economy by creating jobs, training and services for underrepresented or marginalized groups in society such as low income and homeless populations. Social enterprises in Prince Edward Island also serve different categories of people including youth, women, and first nations groups as well as those with disabilities. Almost all of the responding enterprises worked with volunteers in advancing their missions. The study also reveals that very low levels of participation rates of social enterprises, which could be due to a lack of understanding of the social enterprise concept. This study highlights the need to support the development of the Community Sector Network in PEI and other entities such as the Community Foundation of Prince Edward Island in creating awareness of the significance of social enterprises to the local economy.

Appendix A: Provincial Comparisons

Summary Statistics for 2014 SE surveys (7 May 2015)

| | AB (n=101) | BC (n=121) | MB (n=111) | NB (n=129) | NS (n=232) | PE * (n=16) | TR ** (n=47) | All (N=757) |
|---|---------------|---------------|---------------|---------------|---------------|----------------|-----------------|----------------|
| Demographic profile | | | | | | | | |
| Year of formation: median | 1984 | 1997 | 1985 | 1990 | 1991 | 1993.5 | 1990 | 1990 |
| Year of first sale: median | 1988 | 2000 | 1988.5 | 1991 | 1992 | 1995 | 1995.5 | 1992 |
| Number of business sectors (1-17): average | 1.7 | 1.9 | 1.9 | 1.7 | 1.5 | 2.0 | 2.2 | 1.7 |
| Number of targeted populations (0-17): average | 4.3 | 5.4 | 4.3 | 5.3 | 1.8 | 4.0 | 6.1 | 4.0 |
| Individual members: average in 2013 | 67.6 | 150.5 | 255.2 | 605.5 | 87.0 | 15.0 | 205.5 | 217.4 |
| Organizational members: average in 2013 | 22.4 | 14.0 | 6.9 | 29.3 | 10.9 | 9.4 | 16.0 | 15.8 |
| Trained: average for 2013 | 464.6 | 43.8 | 88.9 | 51.8 | 102.5 | 74.0 | 52.8 | 125.6 |
| Employed (from target group): average for 2013 | 35.8 | 11.8 | 37.5 | 14.3 | 20.0 | 16.9 | 11.7 | 21.5 |
| Served: average for 2013 | 6916.9 | 8109.4 | 7688.5 | 4154.6 | 3733.7 | 1959.6 | 2247.3 | 5286.9 |
| FTEs: average in 2013 | 28.4 | 9.0 | 19.4 | 16.5 | 14.4 | 13.4 | 9.2 | 15.9 |
| Volunteers (full-and part-time): average in 2013 | 175.6 | 50.0 | 75.2 | 60.2 | 120.4 | 42.6 | 40.9 | 88.5 |
| Total expenditure: \$ average in 2013 | 694,164 | 764,304 | 695,395 | 936,872 | 1,179,887 | 580,453 | 3,642,839 | 1,089,106 |
| Total wages and salaries: \$ average in 2013 | 404,792 | 396,916 | 407,895 | 578,215 | 616,315 | 409,687 | 566,327 | 501,238 |
| Total revenue: \$ average in 2013 | 702,900 | 792,895 | 750,792 | 962,494 | 1,318,872 | 579,954 | 4,047,917 | 1,174,388 |
| Revenue from sales of goods and services: \$ average 2013 | 407,690 | 611,256 | 579,614 | 737,719 | 857,346 | 285,976 | 3,784,184 | 890,698 |
| Revenue from grants and donations received from parent organization: \$ average 2013 | 17,624 | 28,090 | 6,894 | 21,606 | 38,470 | 8,929 | 97,036 | 29,490 |
| Revenue from grants and donations from other organizations and private individuals: \$ average 2013 | 138,954 | 112,020 | 108,654 | 50,688 | 373,784 | 18,024 | 126,969 | 170,529 |
| Revenue exceeds expenses in 2013: percent | 76.4 | 80.9 | 800 | 77.4 | 76.2 | 78.6 | 76.9 | 78.0 |
| Sales as percent of revenue: average per organization 2013 | 46.6 | 60.7 | 57.0 | 60.2 | 54.5 | 62.0 | 49.0 | 55.7 |
| Revenue less grants/loans/donations exceeds expenses in 2013: percent | 34.8 | 33.7 | 28.9 | 34.4 | 40.6 | 42.9 | 31.6 | 35.1 |

| | | | | | | | | |
|---|------|------|------|------|------|------|------|------|
| Purpose (percent of nonprofit social enterprises): | | | | | | | | |
| Employment development | 19.8 | 32.2 | 33.3 | 29.5 | 28.4 | 37.5 | 25.5 | 28.8 |
| Training | 14.9 | 23.1 | 29.7 | 20.2 | 19.8 | 25.0 | 17.0 | 21.1 |
| Income generation for parent organization | 22.8 | 22.3 | 29.7 | 19.4 | 8.2 | 50.0 | 17.0 | 18.9 |
| Social mission | 79.2 | 82.6 | 77.5 | 80.6 | 82.8 | 68.8 | 78.7 | 80.6 |
| Cultural mission | 64.4 | 48.8 | 58.6 | 37.2 | 35.3 | 50.0 | 53.2 | 46.5 |
| Environmental mission | 24.8 | 28.1 | 24.3 | 24.8 | 25.4 | 18.8 | 23.4 | 25.2 |
| Legal structure (percent of nonprofit social enterprises): | | | | | | | | |
| Non-profit legal structure | 96.0 | 90.1 | 86.5 | 75.2 | 72.8 | 87.5 | 89.4 | 82.4 |
| Registered charity | 61.0 | 65.5 | 51.8 | 52.7 | 53.7 | 62.5 | 52.3 | 56.2 |
| Target groups (percent of nonprofit social enterprises): | | | | | | | | |
| All the people living in a particular place / community | 73.3 | 65.3 | 63.1 | 62.0 | 59.5 | 87.5 | 76.6 | 64.9 |
| First Nations / Indigenous people | 25.7 | 41.3 | 34.2 | 27.9 | 6.0 | 18.8 | 68.1 | 26.3 |
| Children | 47.5 | 40.5 | 25.2 | 37.2 | 9.5 | 18.8 | 51.1 | 29.3 |
| Ethnic minority | 21.8 | 29.8 | 24.3 | 28.7 | 6.9 | 25.0 | 27.7 | 20.5 |
| Families | 42.6 | 37.2 | 25.2 | 41.9 | 9.1 | 25.0 | 57.4 | 29.3 |
| People living without homes | 8.9 | 20.7 | 11.7 | 16.3 | 3.0 | 12.5 | 25.5 | 11.8 |
| Immigrants | 15.8 | 22.3 | 23.4 | 23.3 | 6.0 | 25.0 | 23.4 | 16.9 |
| Lower income individuals | 23.8 | 38.8 | 31.5 | 41.9 | 8.2 | 25.0 | 42.6 | 26.8 |
| Men | 29.7 | 33.9 | 28.8 | 37.2 | 7.8 | 25.0 | 51.1 | 26.0 |
| People living with addictions | 8.9 | 22.3 | 13.5 | 19.4 | 5.6 | 18.8 | 21.3 | 13.5 |
| People living with employment barriers | 17.8 | 30.6 | 22.5 | 28.7 | 10.8 | 18.8 | 23.4 | 20.6 |
| People living with psychiatric disabilities | 13.9 | 28.1 | 16.2 | 24.8 | 15.9 | 6.3 | 14.9 | 18.9 |
| People living with intellectual disabilities | 14.9 | 31.4 | 26.1 | 29.5 | 24.1 | 25.0 | 19.1 | 25.0 |
| People living with physical disabilities | 20.8 | 33.1 | 24.3 | 32.6 | 19.4 | 31.3 | 17.0 | 24.8 |
| Refugees | 7.9 | 9.9 | 12.6 | 10.1 | 1.7 | 12.5 | 8.5 | 7.5 |
| Senior / aged / elderly | 41.6 | 37.2 | 33.3 | 37.2 | 13.8 | 37.5 | 40.4 | 30.3 |
| Women | 36.6 | 41.3 | 35.1 | 45.7 | 11.6 | 31.3 | 55.3 | 32.1 |
| Youth / Young adults | 49.5 | 43.8 | 36.9 | 50.4 | 23.3 | 43.8 | 63.8 | 39.6 |

| | | | | | | | | | |
|---|------|------|------|------|------|------|------|------|--|
| Sources of grants and donations received in 2013 | | | | | | | | | |
| Foundations | 25.3 | 43.5 | 33.3 | 25.6 | 20.7 | 31.3 | 12.8 | 27.2 | |
| Federal Government | 21.1 | 27.0 | 30.6 | 35.7 | 31.9 | 43.8 | 42.6 | 31.1 | |
| Provincial Government | 67.4 | 44.3 | 50.9 | 58.1 | 50.4 | 68.8 | 63.8 | 54.3 | |
| Municipal Government | 50.5 | 38.3 | 25.0 | 26.4 | 23.3 | 25.0 | 36.2 | 30.7 | |
| Private individuals, philanthropists, donors | 48.4 | 47.0 | 47.2 | 46.5 | 42.7 | 37.5 | 46.8 | 45.6 | |
| Bank | 7.4 | 7.8 | 4.6 | 6.2 | 5.2 | 6.3 | 2.1 | 5.8 | |
| Corporations/Private businesses | 36.8 | 28.7 | 30.6 | 35.7 | 19.4 | 18.8 | 29.8 | 28.2 | |
| Parent organization | 7.4 | 7.0 | 13.9 | 4.7 | 5.2 | 18.8 | 12.8 | 7.7 | |
| Credit Union | 2.1 | 21.7 | 14.8 | 7.8 | 1.7 | 6.3 | 0 | 7.8 | |
| Community futures | 3.2 | 2.6 | 7.4 | 0 | 3.9 | 0 | 4.3 | 3.4 | |
| No grants/donations | 13.7 | 18.3 | 16.7 | 17.8 | 28.0 | 25.0 | 12.8 | 20.2 | |
| Purposes of grants and donations received in 2013: | | | | | | | | | |
| Training and technical assistance grants | 21.1 | 15.7 | 23.1 | 24.8 | 22.8 | 18.8 | 19.1 | 21.6 | |
| Operational grants | 73.7 | 62.6 | 68.5 | 66.7 | 63.8 | 62.5 | 80.9 | 67.1 | |
| Governance and management | 10.5 | 13.0 | 7.4 | 11.6 | 6.5 | 12.5 | 19.1 | 10.0 | |
| Research and development | 13.7 | 13.9 | 15.7 | 16.3 | 10.3 | 0 | 23.4 | 13.7 | |
| Capital project | 38.9 | 25.2 | 32.4 | 15.5 | 15.5 | 25.0 | 31.9 | 23.7 | |
| Sources of loans/ debt instruments taken out in 2013 | | | | | | | | | |
| Foundations | 2.1 | 0 | 1.9 | 0 | .4 | 0 | 0 | .7 | |
| Federal Government | 1.1 | 0 | .9 | 1.6 | 0 | 0 | 0 | .5 | |
| Provincial Government | 1.1 | 1.7 | 2.8 | 3.1 | .9 | 0 | 0 | 1.6 | |
| Municipal Government | 3.2 | .9 | 0 | .8 | .4 | 0 | 2.1 | .9 | |
| Private individuals, philanthropists, donors | 1.1 | .9 | 9.3 | 3.9 | 1.3 | 6.3 | 2.1 | 3.0 | |
| Bank | 10.5 | 6.1 | 4.6 | 9.3 | 7.8 | 12.5 | 8.5 | 7.8 | |
| Corporations/Private businesses | 0 | .9 | 7.4 | .8 | .4 | 0 | 2.1 | 1.6 | |
| Parent organization | 2.1 | 3.5 | 2.8 | .8 | 0 | 0 | 2.1 | 1.5 | |
| Credit Union | 1.1 | 4.3 | 15.7 | 13.2 | 2.2 | 31.3 | 0 | 6.7 | |
| Community futures | 1.1 | .9 | .9 | .8 | 1.3 | 0 | 2.1 | 1.1 | |
| No loans / debt instruments | 73.7 | 73.9 | 64.8 | 63.6 | 80.6 | 50.0 | 85.1 | 73.0 | |
| Purposes of loans/ debt instruments taken out in 2013: | | | | | | | | | |
| Training and technical assistance grants | 0 | .9 | 0 | 2.3 | .4 | 0 | 0 | .7 | |
| Operational grants | 8.4 | 10.4 | 21.3 | 17.8 | 5.6 | 18.8 | 6.4 | 11.5 | |
| Governance and management | 0 | .9 | 0 | 1.6 | .4 | 0 | 2.1 | .7 | |
| Research and development | 1.1 | .9 | 1.9 | .8 | .9 | 0 | 2.1 | 1.1 | |
| Capital project | 9.5 | 7.8 | 16.7 | 9.3 | 7.8 | 25.0 | 10.6 | 10.1 | |

| Sector of products and services sold | | | | | | | | |
|---|------|------|------|------|------|------|------|------|
| Resources, production, construction | 16.8 | 25.6 | 26.1 | 27.9 | 19.8 | 25.0 | 23.4 | 23.0 |
| Trade, finance | 13.9 | 24.8 | 27.9 | 17.1 | 12.9 | 43.8 | 17.0 | 18.8 |
| Real estate | 8.9 | 14.0 | 18.0 | 13.2 | 5.2 | 6.3 | 10.6 | 10.7 |
| Accommodation, food, tourism | 60.4 | 43.8 | 45.0 | 33.3 | 32.8 | 56.3 | 61.7 | 42.4 |
| Health and social services | 18.8 | 24.0 | 15.3 | 37.2 | 37.1 | 18.8 | 31.9 | 28.7 |
| Art, culture, communication | 35.6 | 36.4 | 45.9 | 27.9 | 23.3 | 31.3 | 44.7 | 32.6 |
| Other services | 15.8 | 19.8 | 15.3 | 17.1 | 14.2 | 18.8 | 27.7 | 16.9 |
| Active in two or more sectors (above) | 46.3 | 58.7 | 54.4 | 54.5 | 37.7 | 53.8 | 68.3 | 49.4 |
| Focus *** | | | | | | | | |
| Employment | 30.7 | 50.4 | 45.0 | 50.4 | 34.1 | 50.0 | 40.4 | 41.3 |
| Poverty | 42.6 | 61.2 | 57.7 | 62.0 | 36.2 | 56.3 | 63.8 | 50.7 |
| Disability | 25.7 | 43.0 | 30.6 | 38.0 | 31.5 | 31.3 | 25.5 | 33.2 |
| Mission **** | | | | | | | | |
| Mission-focused | 67.3 | 54.5 | 51.4 | 55.8 | 64.7 | 25.0 | 63.8 | 59.0 |
| Income-focused | 9.9 | 11.6 | 12.6 | 14.0 | 3.9 | 43.8 | 10.6 | 10.2 |
| Multi-purpose | 22.8 | 33.9 | 36.0 | 30.2 | 31.5 | 31.3 | 25.5 | 30.8 |

Notes:

* Small sample size, interpret with caution.

** Includes only those respondents from Yukon, Northwest Territories and Nunavut surveys that indicated they own or operate an enterprise.

*** Employment Focus: SE has employment / training purpose, or targets people with employment barriers. Poverty Focus: SE with an employment / training purpose, or targets people with employment barriers, low income or homeless. Disability Focus: serve those with physical, intellectual and/or psychological disabilities.

**** Mission: three mutually exclusive categories to classify nonprofit social enterprises based on their stated purposes. Income-focused: Defined as an organization with a singular purpose (income-generation). These organizations may also combine income-generation with up to two other purposes, whether an employment, social, cultural or an environmental purpose.

Mission-focused: an organization with a social, cultural and/or environmental focus and which has neither income-generation nor employment as an additional focus.

Multi-purpose: an organization that has a combined, multiple purposes, most often including the intent of creating employment opportunities.

Appendix B: Business Sector Classification

| Broad Sector Grouping based on Bouchard et al., 2008 (R-2008-01) | Detailed Sector Description (from questionnaire) | Number of Social Enterprises Active in this Sector (of 16) |
|--|---|--|
| Resources, production and construction | Agriculture, forestry, fishing, mining Construction Food production Printing and publishing Production/manufacturing/sewing Repair and maintenance | 4 |
| Trade and finance | Finance and insurance Retail sales (incl. thrift stores) Wholesale sales | 7 |
| Real estate | Housing Property management Real estate | 1 |
| Accommodation, tourism and food service | Accommodation Facilities (banquet, conference, etc.) Food service/catering Food distribution Sports and recreation Tourism | 9 |
| Health and social services | Emergency and relief Employment services Environment and animal protection Health care Social services | 3 |
| Arts, culture and communication | Arts, culture and communication Gallery/arts Theatre/performing arts | 5 |

| | | | |
|--|--|--|---|
| Other services | Administrative services Consulting Janitorial/cleaning Landscaping/gardening Law, advocacy, politics Movers/hauling Personal/professional services Public administration services | Research/education Scientific/technical services Services for businesses/social enterprises/co-ops/non profits Transportation and storage Waste management | 3 |
| Multi-sector (social enterprises which sell goods or services in two or more of the above) | | | 7 |

Appendix C: Questionnaire

PRINCE EDWARD ISLAND SOCIAL ENTERPRISE SURVEY (2014)

This survey is part of a national study of social enterprises being conducted by Simon Fraser and Mount Royal Universities in partnership with the Community Foundation of Prince Edward Island and their social enterprise working group of the PEI Community Sector Network. The purpose of this survey is to help to identify and support the social enterprise sector in PEI and to better understand the social enterprise sector, primarily non profits, co-operatives, and 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 information gathered through this survey will help guide the government, community, and social enterprises themselves in the development of new resources, programs and policies to help this important sector of our Prince Edward Island economy to grow.

Questions? Contact Katharine MacDonald –
Project Research Assistant Phone: (902) 394-5553
E-mail: kmcmacdonald@gmail.com

Welcome to the 2014 Social Enterprise Survey for Prince Edward Island

This survey has been pre-tested and is expected to take a maximum of 25 minutes to complete, assuming you have the required information, including your 2013 year-end financial statement, available.

Please note, you can exit the survey and then return to complete it by entering your e-mail on the front page, as long as you have not finished it.

We appreciate you taking your valuable time to complete this survey. An opportunity to provide comments or suggestions will appear at the end of the survey.

You may preview a READ ONLY version of the entire survey. This is for information purposes only.

Please complete the survey as soon as you are able. Your information is important to us.

Please enter your email address below.

You will need to re-enter your email address here if you want to return to complete the survey.

PLEASE DO NOT CLICK ON THE FINAL SUBMIT BUTTON AT THE END OF THE SURVEY IF YOU INTEND TO RETURN TO COMPLETE THE SURVEY.

Data is saved automatically as you complete each page.

| | | |
|---------------|--|--|
| Email: | | |
|---------------|--|--|

Statement on research ethics

This research project is being conducted by the Community Foundation of Prince Edward Island and their social enterprise working group in collaboration with Dr Peter Hall (Simon Fraser University), Dr Peter Elson (Mount Royal University). The goal of this survey is to support the social enterprise sector by creating clear indicators of the nature, scope and socio-economic contribution of social enterprises in Nova Scotia.

Your participation in this survey is entirely voluntary. It is assumed that you have the authority to answer the questionnaire on behalf of your social enterprise. Ideally, we would like you to answer all questions, but please feel free to decline any or all questions you would rather not answer. No risks to participating in this survey are anticipated, while the social enterprise sector broadly will benefit from the study.

Your name will be kept confidential, as will the individual answers you provide. However, we cannot guarantee the confidentiality of questionnaires submitted by email. Your answers will be combined with those provided by other respondents, and analyzed by the research team. The original questionnaires will be held in locked cabinets in our university offices until the end of 2015, and then destroyed. An electronic version of the data will be available only to the research team on secure computers.

The final survey report will be placed on the website for *e Community Foundation of Prince Edward Island*, the Institute for Nonprofit Studies, Mount Royal University and the Social Enterprise Sector Survey web site: www.sess.ca may be used in promotional and educational materials, and policy-related initiatives. We will send you an email informing you of the release of the report. We anticipate that the research will be completed by May, 2014.

If you have any questions please contact *Steve McQuaid* at 902-569-4283 or steve@aegroup.ca; Dr Peter Elson at 403-440-8722 or pelson@mtroyal.ca or Dr Peter Hall at 778-782-6691 or pvhall@sfu.ca. The research has been reviewed and approved by the SFU Office of Research Ethics (ORE ref 2011s0245) and the MRU Human Research Ethics Board (HREB). You may address any concerns or complaints to Dr Jeff Toward, Director, Office of Research Ethics by email at Jtoward@sfu.ca or telephone at 778-782-6593. or to the Chair HREB, MRU (403)440-6494 or hreb_chair@mtroyal.ca.

Please answer the following: I agree, of my own free will, to participate in this questionnaire survey for the Social Enterprise Study, 2014 (please check one):

| | | |
|--|--------------------------|--------------------------|
| | Yes | No |
| | <input type="checkbox"/> | <input type="checkbox"/> |

Definition of a social enterprise in this survey

"A social enterprise is a business venture operating in Prince Edward Island that sells goods or provides services in the market for the purpose of creating a blended return on investment, both financial and social/ environmental/ cultural"

So that we can classify your organization correctly, please indicate which of the following activities and criteria apply to your organization

| | YES | NO |
|--|--------------------------|--------------------------|
| Our organization owns or operates a business venture | <input type="checkbox"/> | <input type="checkbox"/> |
| Our organization sells goods and services in the market for the purpose of creating a blended return on investment, both financial and social/environmental/cultural | <input type="checkbox"/> | <input type="checkbox"/> |

Thank you. Please continue to complete the survey.

The questionnaire is designed for quick completion.

Please complete check the appropriate box for each question, or insert dates, numbers, amounts or text as requested.

Please provide the following details about your Social enterprise

| | |
|--------------------------------|-------|
| Name of Social enterprise | _____ |
| Mailing address | _____ |
| Postal code: | _____ |
| Phone number (with area code): | _____ |
| Web site URL: | _____ |

1.0 Year of formation and operation. Please answer parts 1.1 and 1.2

| | |
|---|-------|
| 1.1 In which year was your Social enterprise formed (incorporated/ approved its founding constitution)? | _____ |
| 1.2 in which year did your Social enterprise first start selling products or services? | _____ |

2. What is the PURPOSE of your Social enterprise?

*Please check **all** that apply*

| | |
|---|--------------------------|
| Social purpose | <input type="checkbox"/> |
| Cultural purpose | <input type="checkbox"/> |
| Environmental purpose | <input type="checkbox"/> |
| Income generation for parent organization | <input type="checkbox"/> |
| Employment development | <input type="checkbox"/> |
| Training for workforce integration | <input type="checkbox"/> |

2.1 In your own words, what is the PRIMARY MISSION of your Social enterprise?

| |
|-------|
| _____ |
|-------|

3.0 Does your Social enterprise have individual or organizational members?

| | |
|-----|-----------------------|
| Yes | <input type="radio"/> |
| No | <input type="radio"/> |

If **YES**

| | |
|---|-------|
| 3.1 How many individual members does your Social enterprise have? | _____ |
| 3.2 How many organizational members does your Social enterprise have? | _____ |

4.0 What is the form of incorporation of your Social enterprise?

Please check **all** that apply

- | | |
|--------------------------|---|
| <input type="checkbox"/> | Nonprofit corporation/ society |
| <input type="checkbox"/> | Limited liability corporation (for-profit) |
| <input type="checkbox"/> | Co-operative, non-financial (distributes surplus) |
| <input type="checkbox"/> | Co-operative, non-financial (non-profit distributing) |
| <input type="checkbox"/> | Credit union/ Caisse Populaire |
| <input type="checkbox"/> | Other (please specify) _____ |

5.0 Is your Social enterprise a registered charity with the Canada Revenue Agency or a qualified donee?

- | | |
|-----|-----------------------|
| Yes | <input type="radio"/> |
| No | <input type="radio"/> |

6.0 Do you have a parent organization?

- | | |
|-----|-----------------------|
| Yes | <input type="radio"/> |
| No | <input type="radio"/> |

6.1 If yes, what is the name of your parent organization?

| |
|-------|
| _____ |
|-------|

6.2 What is your relationship with the parent organization?

Select the **one** option which best describes your relationship with the parent organization:

- | | |
|--|-----------------------|
| We have no parent organization | <input type="radio"/> |
| We are an in-house program, project or department of the parent organization | <input type="radio"/> |
| We are a separate organization that works closely with the parent organization | <input type="radio"/> |
| We are an independent organization, operating at arm's length from a parent organization | <input type="radio"/> |

6.3 Did your parent organization regularly provide any of the following supports in the past 12 months?

Please check **all** that apply

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Personnel (time of staff, administration, management, etc) |
| <input type="checkbox"/> | In-kind (goods, materials, transportation, etc) |
| <input type="checkbox"/> | Space (offices, storage, accommodations, etc) |
| <input type="checkbox"/> | Finance (grants, loans, loss write-off, etc) |
| <input type="checkbox"/> | Other (please specify) _____ |

7.0 What is the name of the municipality (town, city, village, district or reserve) in which your main office is located?

| |
|-------|
| _____ |
|-------|

7.1 In which of the following geographic areas or scales do you operate or provide services?

Please check **all** that apply

- | | |
|--------------------------|--------------------------------------|
| <input type="checkbox"/> | To a neighbourhood / local community |
| <input type="checkbox"/> | To a city / town |

7.1 In which of the following geographic areas or scales do you operate or provide services?

Please check **all** that apply

| | |
|--------------------------|--|
| <input type="checkbox"/> | Across a region (county / regional district) |
| <input type="checkbox"/> | Across the province / territory |
| <input type="checkbox"/> | Across Canada |
| <input type="checkbox"/> | Internationally |
| <input type="checkbox"/> | Other (please specify) _____ |

8.0 In which sectors does your Social enterprise sell products and/or services?

Please check **all** that apply.

| | |
|--------------------------|--|
| <input type="checkbox"/> | Accommodation (overnight, short-term) |
| <input type="checkbox"/> | Administrative services |
| <input type="checkbox"/> | Agriculture, forestry, fishing, mining |
| <input type="checkbox"/> | Arts and culture |
| <input type="checkbox"/> | Communications (mail, radio, internet) |
| <input type="checkbox"/> | Construction |
| <input type="checkbox"/> | Consulting |
| <input type="checkbox"/> | Day care |
| <input type="checkbox"/> | Education |
| <input type="checkbox"/> | Emergency and relief |
| <input type="checkbox"/> | Employment services |
| <input type="checkbox"/> | Environment and animal protection |
| <input type="checkbox"/> | Facilities (banquet, conference, party) |
| <input type="checkbox"/> | Finance and insurance |
| <input type="checkbox"/> | Food service/catering |
| <input type="checkbox"/> | Food production |
| <input type="checkbox"/> | Food distribution |
| <input type="checkbox"/> | Gallery/arts |
| <input type="checkbox"/> | Health care (incl. hospital, nursing, clinic, crisis care, addictions, etc) |
| <input type="checkbox"/> | Housing (long-term rental, assisted, etc) |
| <input type="checkbox"/> | Janitorial/cleaning (incl. street cleaning) |
| <input type="checkbox"/> | Landscaping/Gardening |
| <input type="checkbox"/> | Law, advocacy, politics |
| <input type="checkbox"/> | Movers/hauling |
| <input type="checkbox"/> | Personal services |
| <input type="checkbox"/> | Printing and publishing |
| <input type="checkbox"/> | Production/manufacturing |
| <input type="checkbox"/> | Professional services |
| <input type="checkbox"/> | Property Management |
| <input type="checkbox"/> | Public administration/services to government |
| <input type="checkbox"/> | Real estate (development and management) |
| <input type="checkbox"/> | Repair and Maintenance |
| <input type="checkbox"/> | Research |
| <input type="checkbox"/> | Retail sales (incl. Thrift stores) |
| <input type="checkbox"/> | Scientific/technical services |
| <input type="checkbox"/> | Services to private businesses |
| <input type="checkbox"/> | Services to social enterprises, cooperatives, non-profits, charities and their employees |
| <input type="checkbox"/> | Sewing |
| <input type="checkbox"/> | Social services (incl. income, social work) |
| <input type="checkbox"/> | Sports and Recreation |
| <input type="checkbox"/> | Theatre/performing arts |
| <input type="checkbox"/> | Tourism |
| <input type="checkbox"/> | Transportation and storage |
| <input type="checkbox"/> | Waste management (incl. recycling) |

8.0 In which sectors does your Social enterprise sell products and/or services?

Please check **all** that apply.

| | | |
|--------------------------|------------------------|-------|
| <input type="checkbox"/> | Wholesale sales | |
| <input type="checkbox"/> | Other (please specify) | _____ |

9.0 Which of the following demographic groups does your Social enterprise train, employ or provide services to as part of your mission?

Please check **all** that apply:

| | | |
|--------------------------|--|-------|
| <input type="checkbox"/> | All the people living in a particular place / community | |
| <input type="checkbox"/> | Aboriginal / Indigenous people | |
| <input type="checkbox"/> | Children | |
| <input type="checkbox"/> | Ethnic group / minority | |
| <input type="checkbox"/> | Family | |
| <input type="checkbox"/> | Homeless persons | |
| <input type="checkbox"/> | Immigrants (including temporary workers, permanent residents, etc) | |
| <input type="checkbox"/> | Lower income individuals | |
| <input type="checkbox"/> | Men | |
| <input type="checkbox"/> | People living with addictions | |
| <input type="checkbox"/> | People living with employment barriers | |
| <input type="checkbox"/> | People living with psychiatric disabilities | |
| <input type="checkbox"/> | People living with intellectual disabilities | |
| <input type="checkbox"/> | People living with physical disabilities | |
| <input type="checkbox"/> | Refugees | |
| <input type="checkbox"/> | Senior / aged / elderly | |
| <input type="checkbox"/> | Women | |
| <input type="checkbox"/> | Youth / young adults / students | |
| <input type="checkbox"/> | Other (please specify) | _____ |

9.1 - 9.3 We would like to know about how many people in the target populations listed in Question 9.0 you trained, employed or provided with services.

It is okay to count the same person in more than one category.

Estimated totals are acceptable.

Do not include people who are exclusively the retail customers of your Social enterprise.

| | | |
|--|---|-------|
| | 9.1 From the groups listed above, in 2013, how many people did you train? | _____ |
| | 9.2 From the groups listed above, in 2013, how many people did you employ? | _____ |
| | 9.3 From the groups listed above, in 2013, how many people did you provide services to? | _____ |

10.0 How many people were employed or volunteering at your Social enterprise during 2013?

Estimated totals are acceptable.

Please include those who you employed as part of your mission (see question 9.3):

| | |
|---|-------|
| Full-time paid employees (30 or more hrs/week) | _____ |
| Part-time paid employees (less than 30 hrs/week) | _____ |
| Seasonal employees (30 or more hours per week for more than 2 weeks but less than 8 months) | _____ |
| If known, TOTAL FTEs (full time equivalent employment at 2,000 hours p.a.) | _____ |
| Freelancers, contract, on-call workers (hired for a specific project or term) | _____ |
| Volunteers (incl. unpaid interns, etc) who worked 10 or more hrs/month | _____ |
| Volunteers (incl. unpaid interns, etc) who worked less than 10 hrs/month | _____ |

11.0 We would like to know about the revenue and expenses in 2013 of your Social enterprise.

Estimated totals are acceptable.

Please fill in as much detail as you can, and round off amounts to the nearest \$1,000.

If there is no revenue or expense for a category, please enter 0.

| | |
|---|-------|
| REVENUE | |
| Revenue from sales of goods and services, including service contracts with government | _____ |
| Revenue from grants and donations received from parent organization (do not include loans) | _____ |
| Revenue from grants and donations from other organizations and private individuals (do not include loans) | _____ |
| Other Revenue | _____ |
| Total revenue from all sources in 2013 | _____ |
| EXPENSES | |
| Total wages and salaries paid, including target groups in training within your Social enterprise | _____ |
| Total financial transfers to parent organization, if applicable | _____ |
| All other operating expenses | _____ |
| Total expenses on all items in 2013 | _____ |

12.0 What were the sources of **grants and donations** received in 2013?

Please check **all** that apply:

| | |
|--------------------------|--|
| <input type="checkbox"/> | Foundations |
| <input type="checkbox"/> | Federal government |
| <input type="checkbox"/> | Provincial government |
| <input type="checkbox"/> | Municipal government |
| <input type="checkbox"/> | Private individuals, philanthropists, donors |
| <input type="checkbox"/> | Bank |
| <input type="checkbox"/> | Corporations/Private businesses |
| <input type="checkbox"/> | Parent organization |
| <input type="checkbox"/> | Credit Union |
| <input type="checkbox"/> | Community Futures/ Community Business Development Corporations |
| <input type="checkbox"/> | Other (please specify) _____ |
| <input type="checkbox"/> | No grants and donations received |

12.1 What were the purposes of **grants and donations** received in 2013?

Please check **all** that apply:

| | |
|--------------------------|---|
| <input type="checkbox"/> | Training, and technical assistance |
| <input type="checkbox"/> | Operations and program/ service delivery |
| <input type="checkbox"/> | Governance and management (e.g. strategic planning) |
| <input type="checkbox"/> | To research, develop, implement or expand a product or service |
| <input type="checkbox"/> | Capital project (e.g. new land, building, equipment, upgrades/ retrofit) |
| <input type="checkbox"/> | Other (please specify) _____ |
| <input type="checkbox"/> | No grants and donations received |

12.2 What were the sources of **loans/ debt instruments** taken out in 2013?

Please check **all** that apply:

| | |
|--------------------------|--|
| <input type="checkbox"/> | Foundations |
| <input type="checkbox"/> | Federal government |
| <input type="checkbox"/> | Provincial government |
| <input type="checkbox"/> | Municipal government |
| <input type="checkbox"/> | Private individuals, philanthropists, donors |
| <input type="checkbox"/> | Bank |
| <input type="checkbox"/> | Corporations/Private businesses |
| <input type="checkbox"/> | Parent organization |
| <input type="checkbox"/> | Credit Union |
| <input type="checkbox"/> | Community Futures/ Community Business Development Corporations |
| <input type="checkbox"/> | Other (please specify) _____ |
| <input type="checkbox"/> | No loans/ debt instruments taken out |

12.3 What were the types **loans/ debt instruments** taken out in 2013?

Please check **all** that apply:

| | |
|--------------------------|------------------------------|
| <input type="checkbox"/> | Operating line of credit |
| <input type="checkbox"/> | Repayable equity |
| <input type="checkbox"/> | Long-term loans / equity |
| <input type="checkbox"/> | Short-term loans |
| <input type="checkbox"/> | Other (please specify) _____ |

12.4 What were the purposes of **loans/ debt instruments** taken out in 2013?

Please check **all** that apply:

| | |
|--------------------------|--|
| <input type="checkbox"/> | Training, and technical assistance |
| <input type="checkbox"/> | Operations and program/ service delivery |
| <input type="checkbox"/> | Governance and management (e.g. strategic planning) |
| <input type="checkbox"/> | To research, develop, implement or expand a product or service |
| <input type="checkbox"/> | Capital project (e.g. new land, building, equipment, upgrades/ retrofit) |
| <input type="checkbox"/> | Other (please specify) _____ |
| <input type="checkbox"/> | No grants and donations received |

Building the Capacity of Prince Edward Island's Community Sector

Over the past 18 months a number of not-for-profit community organizations and groups, have collaborated to form the Community Sector Network (CSN). Some of these organizations include: the Community Legal Information Association; Big Brothers - Big Sisters; the PEI Association of Newcomers to Canada; Women's Network, and Habitat for Humanity. The CSN is working to help strengthen the collective profile, work, and contributions of the not-for-profit community sector on PEI. Through its efforts the CSN aims to:

- Create opportunities to work together and share successes, knowledge and tools.
- Inform and educate the public by describing the nature, scope, and diversity of the sector.
- Provide the sector with a more collective and cohesive voice.
- Engage in public policy initiatives and discussions.

The Community Sector Network Working Group would like to hear your views.

Please complete the following questions

| | Strongly support | Support | Do not support | Strongly do not support | Not sure/ Don't know |
|---|------------------|---------|----------------|-------------------------|----------------------|
| Do you support the development of a Community Sector Network on PEI | ○ | ○ | ○ | ○ | ○ |
| Please add any comments to explain your response above | <hr/> <hr/> | | | | |

| Which of the following purposes or functions do you think a Community Sector Network should serve? | | | | | | |
|--|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | | Definitely needed | Needed | Might be needed | Not needed | Not sure/ Don't know |
| | A networking vehicle | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | A vehicle to address broader issues common to all groups and organizations (e.g. recruitment and retention of staff, of volunteers, professional development of staff, fiscal sustainability) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | Advocacy on broad policy questions that impact on community and nonprofit groups | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | Other: Please specify | <hr/> <hr/> | | | | |

| | |
|--|-------------|
| Please add any comment to your responses | <hr/> <hr/> |
|--|-------------|

| | Yes | No | Don't know/ Need more information |
|---|-----------------------|-----------------------|-----------------------------------|
| Is your organization interested in being part of such a Community Sector Network? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How would you rate your level of interest and potential involvement in a Community Sector Network?

| | | Very high | High | Moderate | Low/ No Interest | Not sure/ Don't know |
|--|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | Being on a mailing list re status update reports, upcoming events or activities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | Joining or being part of the Community Sector Network Working Group | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | Joining or being part of an issue specific working group or committee | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | Participating in and/or leading professional development workshops on issues of mutual interest to non-profit groups | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| | Other: Please specify | <hr/> <hr/> | | | | |

THANK YOU FOR YOUR PARTICIPATION!

If there is any information that you wish to add to the questionnaire response and are unable to do so, please e-mail *Steve McQuaid* at *steve@aegroup.ca* or call him at 902-393-4282

Once the final survey report has been prepared you will be sent a link so it can be downloaded

| | |
|---|---|
| Please use this space to make any comments or suggestions | <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> |
|---|---|



Institute for
Community Prosperity



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Community Foundation of PEI

Survey Contacts:



Social Enterprise
Sector Survey

Social Enterprise Sector Survey: <http://www.sess.ca>

The Community Foundation of PEI:

Queen Square Center, Suite 105 119-121 Queen Street, Charlottetown, P.E.I. C1A 4B3

<http://www.cfpei.ca/>