



Building Community through Social Enterprise

Rural Policy Learning Commons
January 18, 2017



**Social Enterprise
Manitoba**

An initiative of the Canadian CED Network

Canadian
CED
Network

Réseau
canadien de
DÉC

Canadian Community Economic Development Network – Manitoba



- **Vision**

- *Sustainable and inclusive communities directing their own social, economic and environmental futures*

- **Areas of Focus**

- *Learning events*
- *Communications*
- *Spark*
- *Policy*
- *Social Enterprise Manitoba*



Social Enterprise Manitoba

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1) Development Supports

- Coaching & connections
- Business development grant

2) Policy / Ecosystem

Manitoba Social Enterprise Strategy

Focused on Work Integration Social Enterprises

- 1) Increase management skills & capacity
- 2) Ensure access to capital and financing
- 3) Public & private market opportunities
- 4) Demonstrate and promote the value of social enterprise
- 5) Supportive regulatory environments
- 6) Support networks & and access to wrap-around supports for SE employees

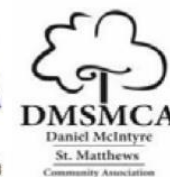
Canadian CED Network | Manitoba



Social Planning Council
of Winnipeg



CCPA
CANADIAN CENTRE
for POLICY ALTERNATIVES
MANITOBA OFFICE



Pulford Community
Living Services Inc.





Together we are creating **stronger, fairer, more sustainable** communities!

www.ccednet-rcdec.ca

Social Enterprise

Non-profit organizations (or for-profit businesses owned by non-profits) that generate sales revenues to achieve social, cultural or environmental goals.

Non-profit
ownership

For-Profit /
private ownership

Donations

Fee for
Service

***Social
Enterprise***

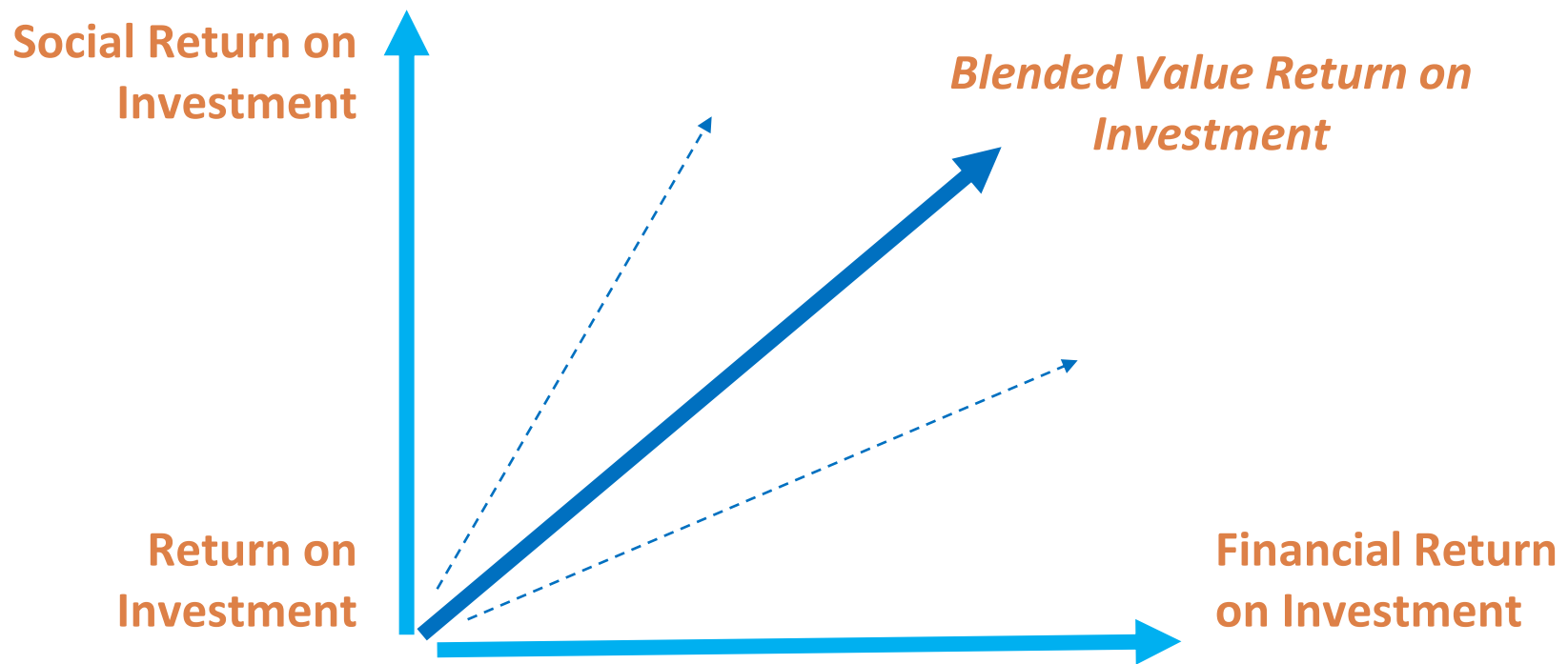
***Socially
Responsible
Business***

Community
Corporate
Responsibility

Strictly
Seeks
Profit

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- West End Cultural Centre
- Ten Thousand Villages



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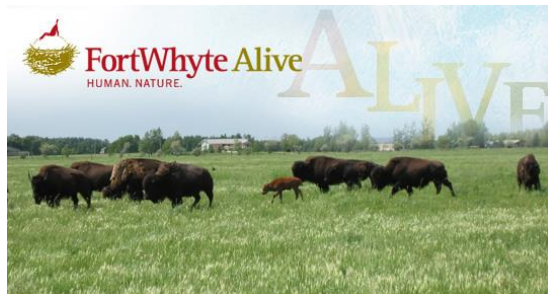
b) Financial Sustainability

- Restore: Habitat for Humanity
- Mennonite Central Committee Thrift Stores



Social Enterprise

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c) Mission

- Fort Whyte Alive
- L'Arche Tova Café
- Manitoba Theatre for Young People
- Sawmill Café



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d) Employment & Training

- Diversity Foods
- Manitoba Green Retrofit
- Imagine Ability



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Ensuring Social Enterprise Access to Existing Business Development Supports

Many social enterprise development needs are *already* being provided by existing business development organizations, however may not be being accessed.

Community Futures Manitoba & Rocket Greens (Churchill)

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Community Futures Manitoba & Rocket Greens (Churchill)

- CDEM
- Community Futures
- EDAM
- Entrepreneurship Manitoba
- Futurpreneur
- Louis Riel Capital Corporation
- Metis Economic Development Organization
- North End Business Development Centre (Winnipeg)
- World Trade Centre
- Women's Enterprise Centre
- Yes Winnipeg

Thank you!

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204 943 0547

Inspiring Growth and Innovation

Co-operative business development in rural & Indigenous communities



A bit about us

- Who we are
- What we do
- Why we do what we do
- How we help communities



Co-operative Innovation Project

- Research at Usask
- Over 2200 communities consulted
- “Are co-ops still relevant?”



Our process

- Inspire
- Explore
- Create
- Thrive
- Build



Success Story – The Food Forest

- 2 families from Montreal Lake
- Journey for reconciliation
- Food forest and learning centre
- Traditional foods and medicines



A group of people are gathered around a wooden table, working on a project. In the foreground, a silver coffee cup with a black handle is slightly out of focus. Several hands are visible, some pointing at a document or map spread across the table. One person is holding a pen, ready to write. The background is blurred, showing more people and a casual office or meeting environment. The text "Thank you" is overlaid in the center in a white, sans-serif font.

Thank you



Stay in touch

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Social Enterprise in Practice

Presenter: Dayna Lutes

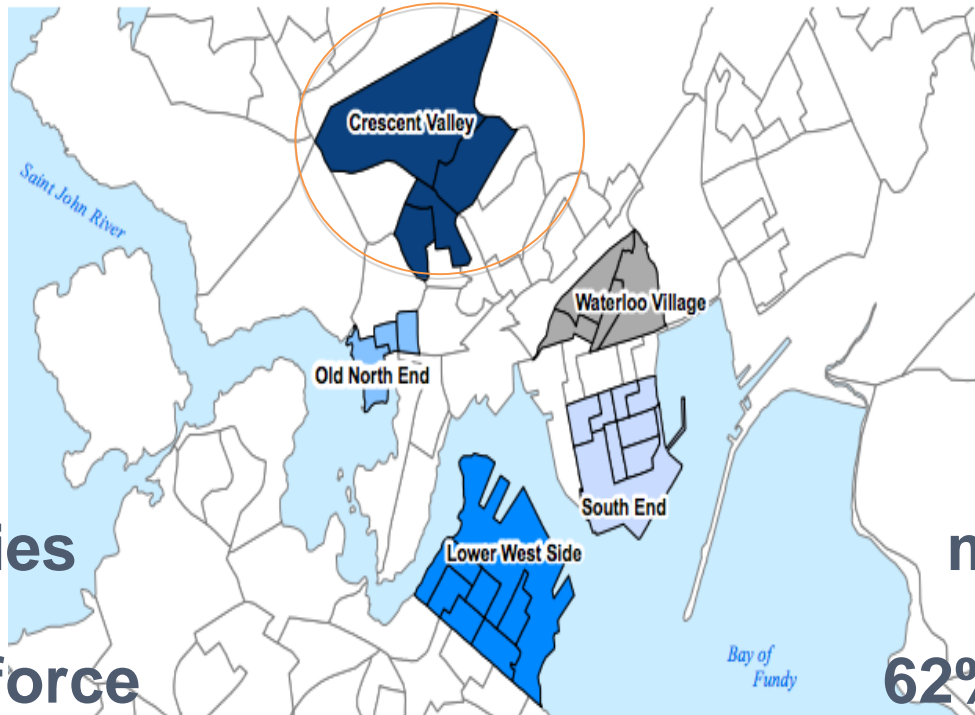
Priority Neighbourhoods

Crescent Valley

77% Child Poverty Rate

54% Single mother families

33% Labour force participation



City of Saint John

31% Child Poverty Rate

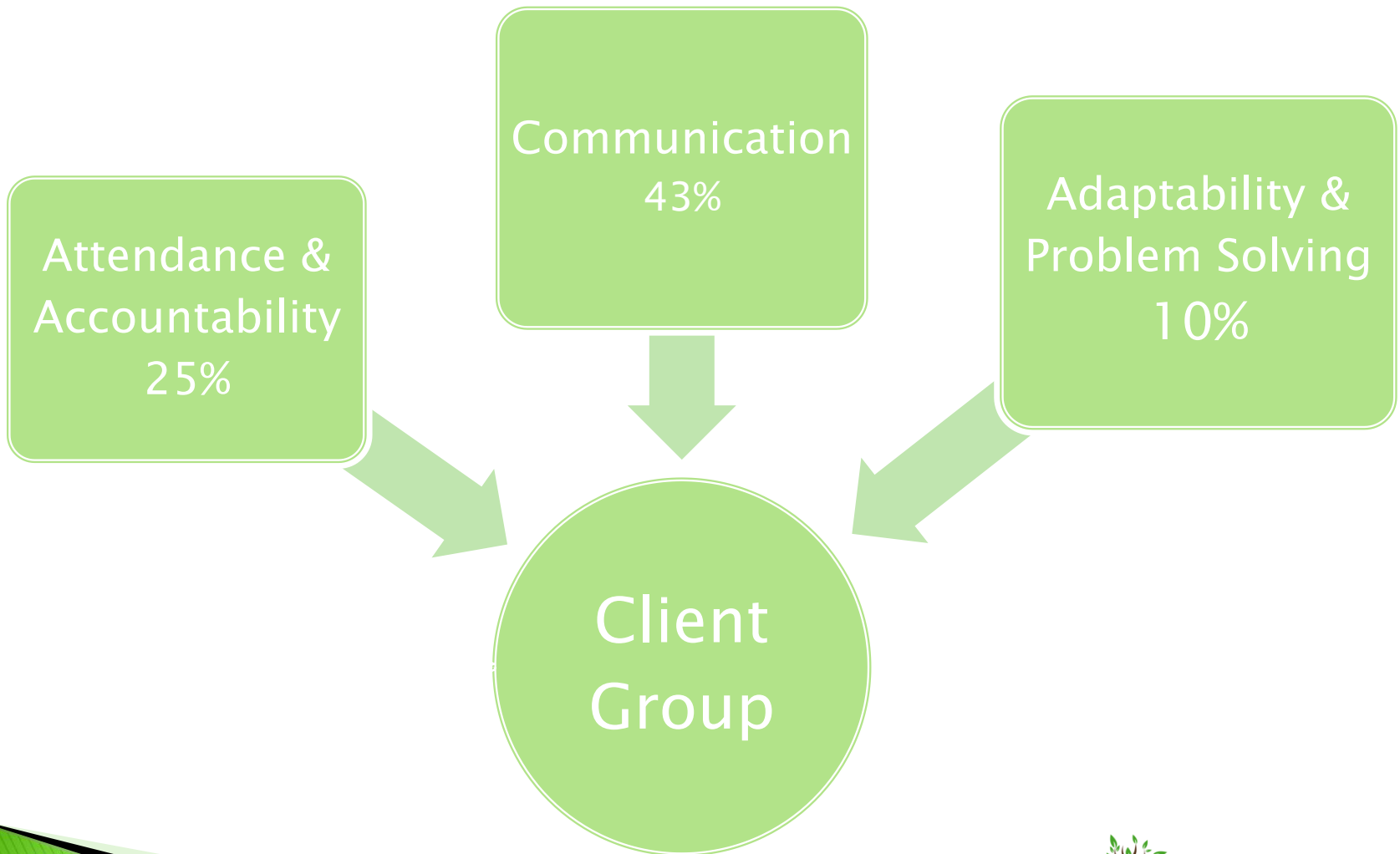
21% Single mother families

62% Labour force participation

Who we serve

- ▶ 400 learners each year
- ▶ 75% Social Development Clients
- ▶ 250 GED, Literacy
- ▶ 150 employment focused, including essential skills and soft skills training

Pre-Employment Soft Skill Barriers



WRAP AROUND SUPPORT MODEL





Social
Enterprises



SIX NEW SOCIAL ENTERPRISES LAUNCHED AND SUPPORTED

2012

- Voila! Cleaning launches residential cleaning company

2013

- Stone Soup begins as a classroom project

2014

- Stone Soup launches as a catering business
- Social enterprises expand to include training for SJLE program participants

- Stone Soup launches the School Food Lunch Program

2015

- Voila! Essentials launches
- Stone Soup Express Café opens in partnership with the YMCA

2016

- The Social Enterprise Hub* opens
- Stone Soup School Food Lunch Program expands to include six schools
- Impact Market retail space opens in the HUB

2017

- Voila! Cleaning Ltd. expands to include commercial cleaning clients
- Impact Market opens a satellite location
- Voila! Cleaning Ltd. expands to include a Life Management Services branch



THE SOCIAL ENTERPRISE
HUB



**The Hub is a collaboration between four enterprising nonprofits, social entrepreneurs and micro-entrepreneurs all working together to build businesses, train and employ people and reduce poverty in the Saint John community*





WHAT IS THE TRIPLE BOTTOM LINE?



PEOPLE

Training and employing individuals to help in the transition to work



PLANET

Environmentally responsible and Eco-friendly cleaning products



PROFIT

Registered Incorporated business owned by the Saint John Learning Exchange

Theory of Change

If individuals with barriers to employment are provided with education, job related and soft-skills training in a supportive environment that also facilitates job-skills matching, they will reach their education and employment goals, improve their financial and personal well-being, and strengthen the local community.

Social Return on Investment

2015-2017 OUTCOMES

439
Participants

266
Individuals
Employed

85
Employer
Partnerships

245
Traditional
Employers

77
Trained with
Social Enterprise

21
Employed with
Social Enterprise

SOCIAL RETURN ON INVESTMENT

For every **\$1**
invested in
WorkLinks



Approximately
\$5.01 is
created in
social and
economic
value.*

Sandra's Story



"My name is Sandra. I am a single mom who was unemployed for almost 10 years before I joined the Learning Exchange as a student in the Workplace Essential Skills (WES) program in April, volunteering at Stone Soup Catering as part of the course. That program gave me the skills and confidence to get back out into the workforce. When the new cafe at the YMCA came along, I was grateful for the chance to be a part of the team. Thanks to the Learning Exchange, I am making a better life for myself and my daughter."



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