

Canadian National Social Enterprise Sector Survey Report 2016



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Community Partners

We are indebted to the provincial and territorial partners we had the privilege to work with over the course of this project. Without their enthusiastic support of a genuine collaborative partnership, the surveys would not have been possible.

Collectively these community partners identified and confirmed over 7,000 social enterprises who were invited to participate in the survey. The results in this report reflect the data from the 1,350 responding social enterprises.

Lead provincial partners were: [Yukon College](#), [Lakehead University](#), [ENP- BC](#), [Trico Charitable Foundation](#), [Saskatchewan Nonprofit Partnership](#), [CCEDNet Manitoba](#), [CCEDNet Ontario](#), [Comité Sectoriels de Main-d'Ouvre Économie Sociale Action Communautaire](#), [Co-operative Enterprise Council of New Brunswick](#), [Common Good Solutions](#), [Community Foundation of PEI](#), [Community Sector Council of Newfoundland and Labrador](#)

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INTRODUCTION

OVERVIEW AND PURPOSE

WHAT IS A SOCIAL ENTERPRISE?

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

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.

This report contains aggregated data from the 1,350 social enterprises across Canada that provided sufficiently complete responses. When reporting financial averages, we base our estimates on the 932 responding social enterprises which provided complete financial data.

PURPOSE

The purpose of this Social Enterprise Sector Survey was to map the location, purpose, and operations of social enterprises in Canadian provinces and Territories. Social enterprises were surveyed in British Columbia, Alberta, Manitoba, New Brunswick, Nova Scotia, Prince Edward Island and the three Territories in 2014, and in Saskatchewan, Ontario and Newfoundland and Labrador in 2015. This report does not include Quebec where social enterprises were included in a survey conducted by the Comité sectoriel de main-d'œuvre de l'économie sociale et de l'action communautaire in 2015. The goal was to develop clear indicators of the location, purpose, scope of market activity and socio-economic contribution to the communities in which they operate. Indicators of socio-economic contribution included sales and revenue, expenditures, employment, volunteer engagement, and clients served and trained.

The survey was conducted in three phases. In phase one, the structure and content of the mapping instrument was developed and modified to need the needs of the partner province/ territory. Existing social economy networks were identified and invited to contribute names and contact information to the survey sample frame, who in turn, would benefit from its results. In phase two, the survey was circulated to all social enterprises on the sample frame to achieve a large and fully representative probability sample of social enterprises in the province/ territory. Data was subsequently collected for cleaning, entry, and analysis. Phase three involved the circulation of the survey results to social enterprise-related networks in the province / territory.

IMPACT SUMMARY

- Responding social enterprises in Canada had a median age of 22 years when surveyed.
- Social enterprises exist for a variety of purposes:
 - 26% of social enterprises in Canada provide employment development.
 - 19% of social enterprises in Canada provide training for workforce integration.
 - 19% of social enterprises in Canada generate income for a parent organization.
 - 81% of social enterprises in Canada operate to achieve a social mission.
 - 45% of social enterprises in Canada operate to achieve a cultural mission.
 - 27% of social enterprises in Canada operate to achieve an environmental mission.
 - 43% of social enterprises address poverty reduction.
- 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.
- Social enterprises in Canada have an average of 200 individual members and 13 organizational members. Overall, the responding social enterprises in Canada have at least 254,000 individual members and 17,000 organizational memberships.
- Social enterprises provided paid employment for at least 31,000 workers in Canada. This includes fulltime, part-time, seasonal and contract workers, who together earned over \$ 442 million in wages and salaries. Fulltime, part-time and seasonal workers represent an estimated 15,000 *fulltime equivalent employees*.
- Those employed include at least 23,000 people who were employed as part of the mission of the social enterprise, such as those with disabilities and/or other employment barriers.
- Social enterprise respondents also involved at least 116,000 full- and part-time volunteers.

- Social enterprise respondents provided training for at least workforce integration to 116,000 people and provided services to over 5.5 million people.

Finances

- Total revenue for responding social enterprises in 2013/14 was at least \$1.2 billion. This includes sales of goods and services of at least \$828 million.
- In financial terms, social enterprises in Canada average \$1.1 million in total revenues, and \$846,000 in sales. The responding social enterprises average \$62,000 in net profit/surplus.

Finance and support

- The main sources of grants for social enterprises were provincial (49%), federal (30%) and municipal governments (29%). Other sources included private individuals (42%), foundations (25%) and corporations (27%). 23 percent of social enterprises in Canada received no grants.
- A few social enterprises received loans from banks (8%), credit union (7%), provincial government (2%), and private individuals (2%). 74 percent of social enterprises received no loans.

PART 1

NATIONAL SURVEY HIGHLIGHTS

Canadian Social Enterprise Sector Survey Highlights

Survey Overview

Social enterprise is defined here as a nonprofit organization that sells goods or provides services in the market for the primary purpose of creating a blended return on investment, both financial and social/environmental/cultural.

This survey overview highlights the findings across all responding social enterprises independent of purpose, location or age.

Survey Purpose

These highlights of social enterprise surveys represent all provinces/territories except Quebec, and report on activities and finances for 2013-14. They provide the first snapshot-in-time profile of the impact of social enterprise across Canada to inform procurement, training, investment and supporting policy action. 7,000 social enterprises were invited to participate and 1,350 responded.

The responding social enterprises reported at least \$1.19 billion in revenues, including over \$828 million in sales. They paid at least \$442 million in wages and salaries to 30,800 employees, of whom 76% were mission-focused employees. These social enterprises trained 116,000 people, provided services to over 5.48 million individuals, and engaged 116,000 volunteers.

Community Partners

Funding, guidance and support for the Social Enterprise Sector Survey included the Institute for Community Prosperity, Mount Royal University, Simon Fraser University, Enterprising Non-Profits Canada, and generous local sponsors and supporters in every Province and Territory. A full list of funders and partners is available at www.sess.ca.



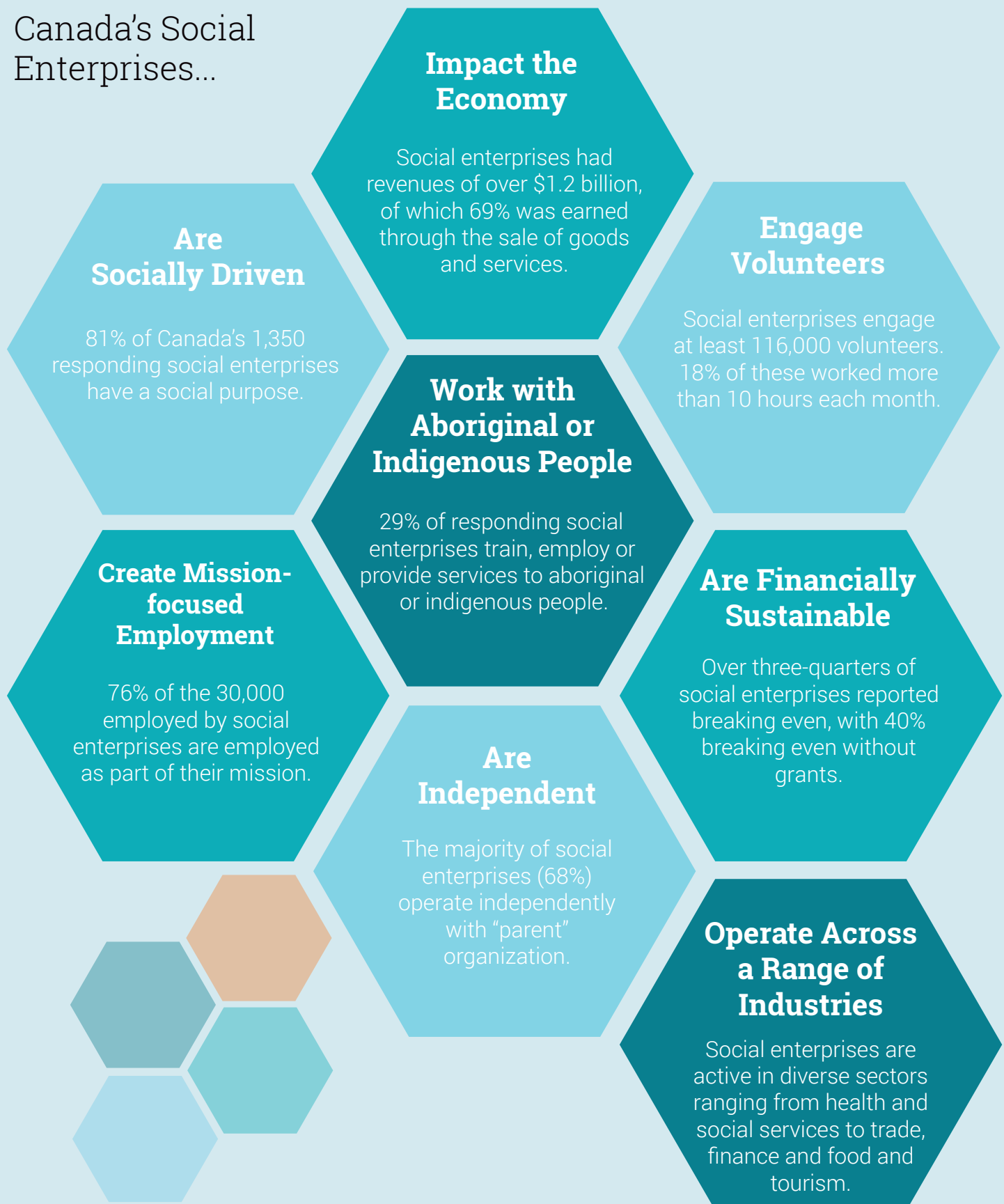
Institute for
Community Prosperity



SIMON FRASER UNIVERSITY
THINKING OF THE WORLD

Community Impact

Canada's Social Enterprises...



Canada's Social Enterprises...

Are Profitable

Canada's 1,350 responding SEs generated \$58.5 million per year in net profits, an average of \$59,000 per enterprise.

Utilize Grants

Sources of operating grants for social enterprises included provincial (50%), federal (30%) and municipal governments (29%).

Balance Multiple Purposes

Almost one third of social enterprises (28%) have multiple purposes.

Operate Internationally

10% of social enterprises are international, while the majority (61%) operate at the city/ town scale, or smaller.

Provide Services to Communities

Social enterprises provide services to at least 5.5 million people (not customers).

Create Jobs

On average social enterprises each employ 27 people.

Address Employment Barriers

Over one third of social enterprises (36%) work with low income populations.

Operate Under A Range Of Legal Structures

76% of social enterprises are nonprofits and 55% are also registered charities. 21% are co-operatives.



Canada's Social Enterprises...

Fight Poverty

Nearly half of Canada's 1,350 responding social enterprises (43%) have a poverty focus.

Are a Training Powerhouse

Social enterprises trained 116,000 people, from within target groups, an average of 95 per enterprise.

Support Nonprofit Organizations

19% of social enterprises generate revenue for a parent organization as part of their purpose (At least \$14 million per year).

Differ In Rural And Urban Contexts

Rural social enterprises tend to operate as farmers' markets and in arts and culture. Urban SEs focus on employment development and housing.

Protect the Environment

Over one quarter of social enterprises have an environmental purpose.

Support Arts and Culture

Almost one half of social enterprises (45%) have a cultural purpose. This includes museums, theatres and heritage sites.

Are Well Established and Growing

Almost two-thirds (62%) of social enterprises are 16 years or older. 17% of SEs started within the last 5 years.

Support Disability Communities

23% of social enterprises train, employ or provide services to people living with physical, psychiatric or intellectual disabilities.



Provincial Survey Reports

Detailed reports of various provinces can be accessed through the following link:

(sess.ca)

SESS Survey Guide

This is a detailed guide to the complete social enterprise sector survey process.
It can be accessed through the following link.

(sess.ca)

Radar: SFU's Research Data Repository

The survey database is available under specific conditions for research and/or educational purposes. Anyone who is interested in using this data should contact Peter Hall pyhall@sfu.ca or Peter Elson pelson@mtroyal.ca

(<http://researchdata.sfu.ca/>)

Click: Browse Data – Urban Studies - Social Enterprise Sector Survey)

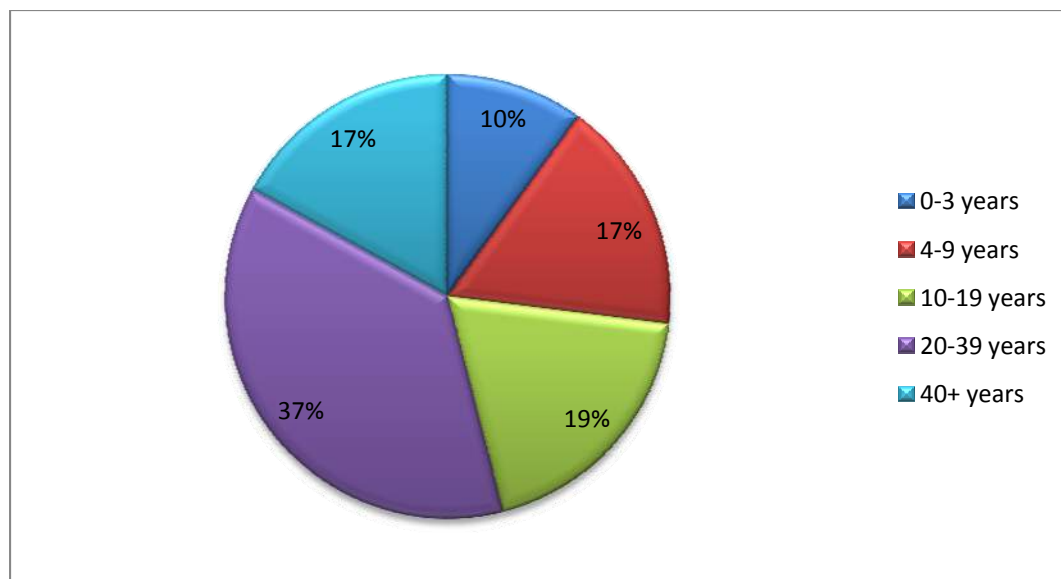
PART II

SOCIAL ENTERPRISES: A PROFILE

AGE

Social enterprises in the responding social enterprises in Canada vary in the number of years they have been in operation as highlighted on Figure 1. Most of the social enterprises surveyed (37%) have been in operation for 20 to 39 years. Those that have operated between 10-19 years, account for 19 percent of the responding social enterprises. The mean age of social enterprises in Canada was 25 years. Many of the responding organizations began selling their goods and services after 1993 (median). The oldest enterprise was formed in 1841 (175 years old) and the newest was in the process of forming when the survey was conducted.

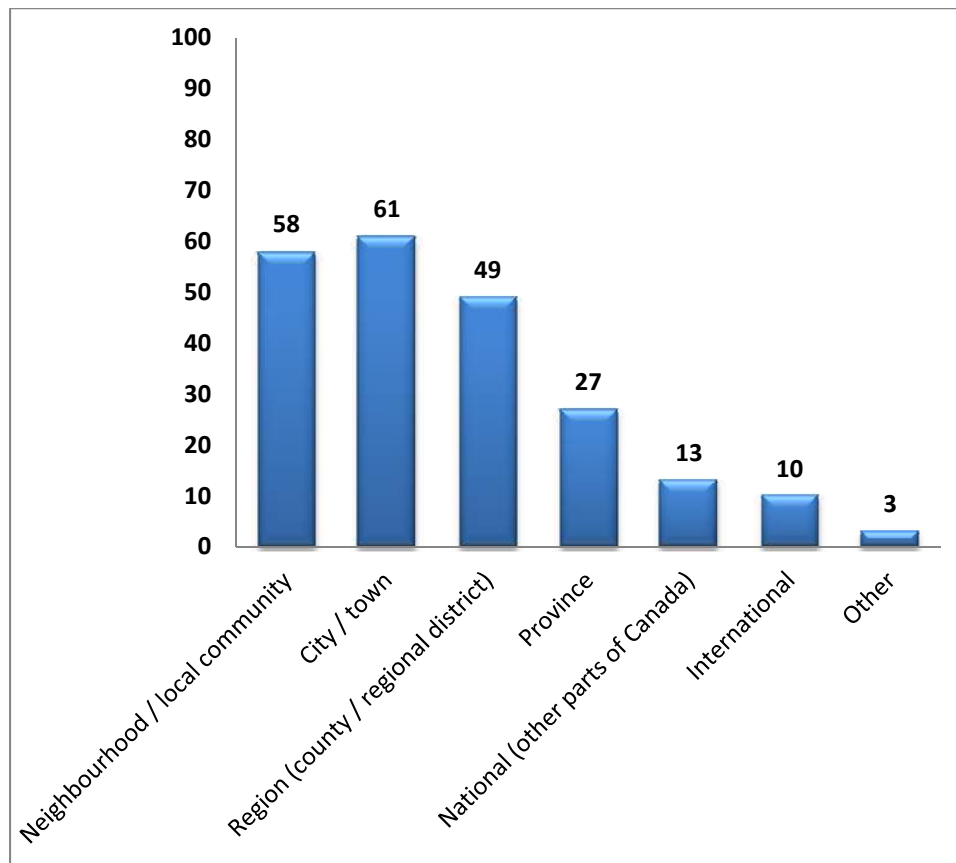
Figure 1: Distribution of Social Enterprise by Years of Operation



SCALE OF OPERATION

Social enterprises in Canada are most likely to operate at the scale of neighbourhood or local community (58%), at the city or town scales (61%) and/or regional district (49%) scales. Lower proportions of social enterprises operate at the provincial (27%), national scale (13%) and international scales (10%) (See Figure 2).

Figure 2: Scale of Social Enterprise Activity (percent)



Map 1 below shows the location of all responding social enterprises in Canada.



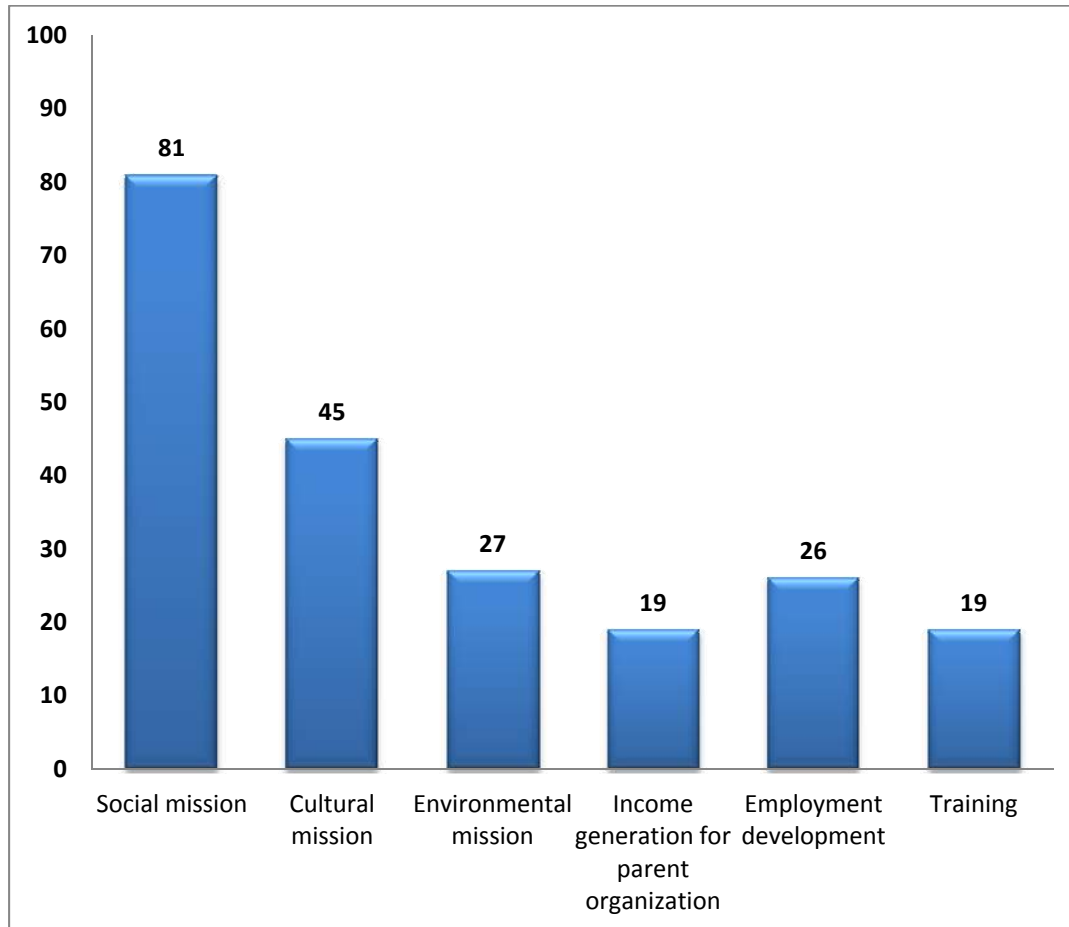
Map 1: Respondent Social Enterprises

Note: This heat map is designed to depict the approximate distribution of social enterprise respondents across all provinces and territories of Canada, excluding Quebec, and as such should not be interpreted as an indication of the precise location of any individual enterprise.

MISSION FOCUS

Social enterprises in the survey reflect a number of non-exclusive purposes. As shown in Figure 3 the highest percentage of social enterprises (81%) describe themselves as having a social purpose, while 45 percent of social enterprises operate to achieve a cultural purpose. 26 percent work towards employment development, 27 percent focus on the environment and 19 percent on training for workforce organization. 19 percent of social enterprises focus on income generation for parent organizations.

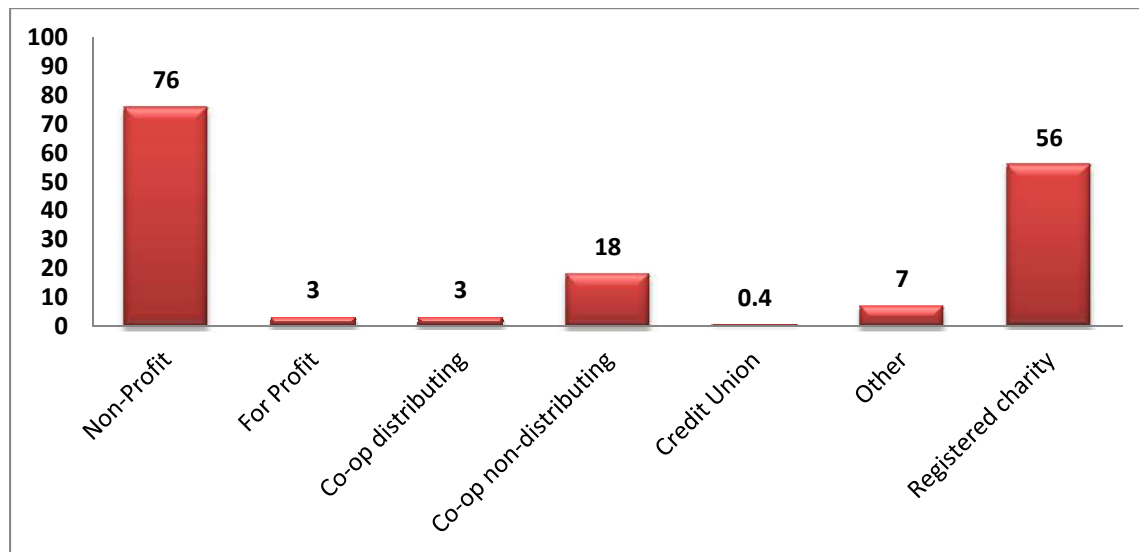
Figure 3: Social Enterprises Purpose (percent)



SOCIAL ENTERPRISE INCORPORATION

1023 (76%) of the surveyed social enterprises have a non-profit corporate structure. 56 percent of the social enterprises were registered charities. Few (3%) of the SE's described themselves as a for-profit organization; hence they are wholly owned by a nonprofit parent and that work to fund their parent non-profit corporation. 3 percent (38 SE's) of the respondents had a co-op distributing, while 18 percent (241 SE's) have co-op non-distributing structures (See Figure 4).

Figure 4: Corporate Structure (percent)



SOURCES OF GRANTS AND PURPOSE

Governments were an important source of financing for social enterprises as were private individuals and foundations (See Figure 5). As shown in Figure 6, most of the grants (71) were used for social enterprises' operations.

Figure 5: Sources of Grants (percent)

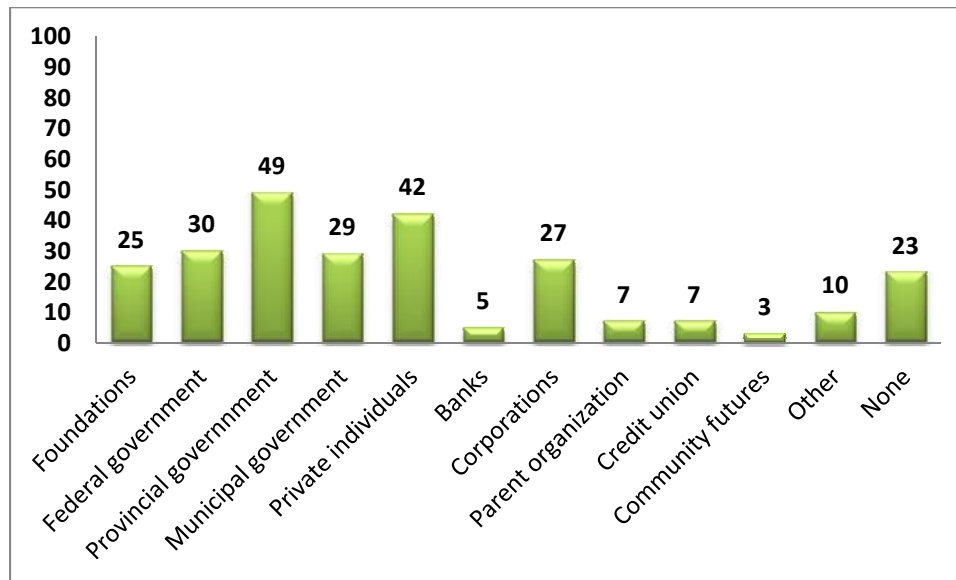
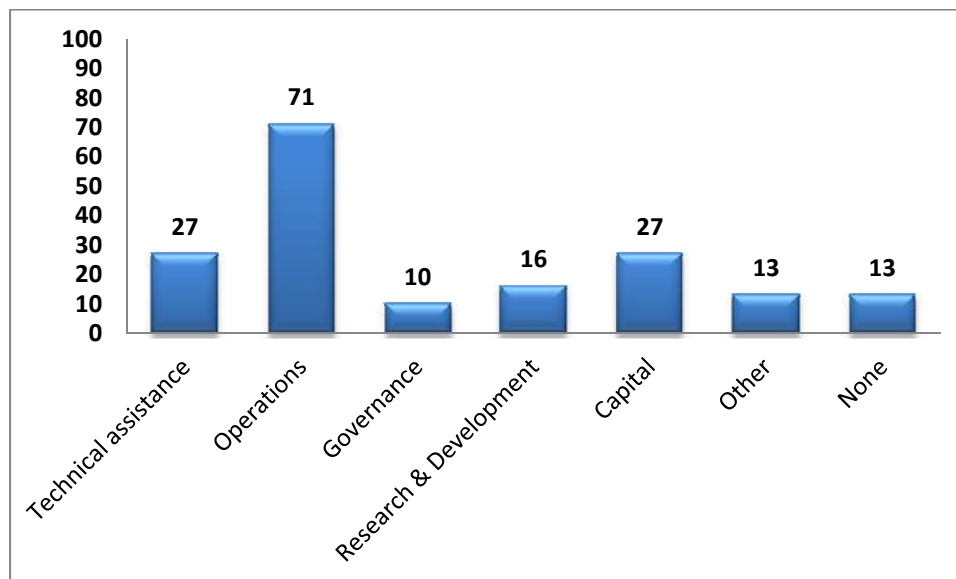


Figure 6: Purpose of Grants (percent)



SOURCES OF LOANS AND PURPOSE

74 percent of the responding social enterprises did not receive any loans (See figure 7). The few with loans used the funds for organizations' operations and capital investments (see figure 8).

Figure 7: Sources of Loans (percent)

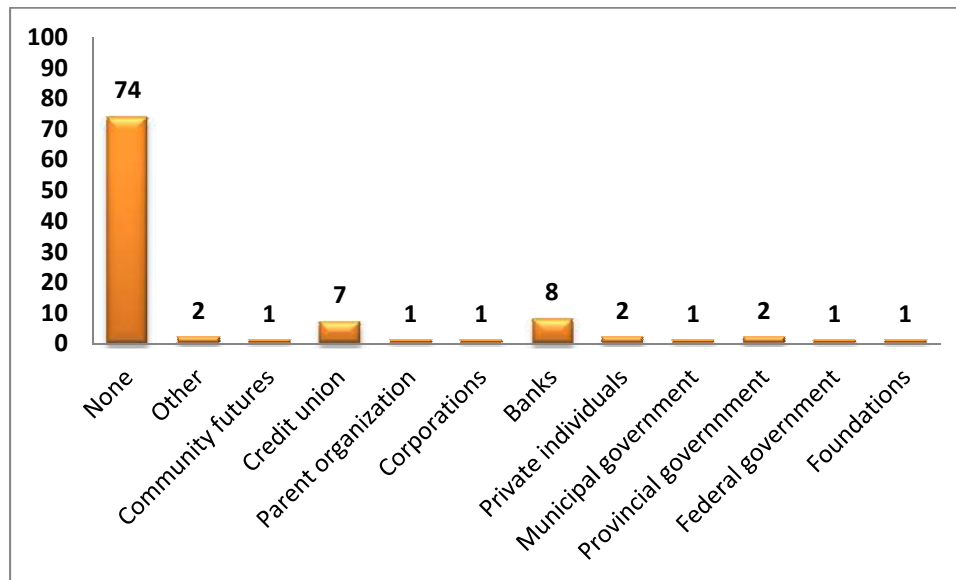
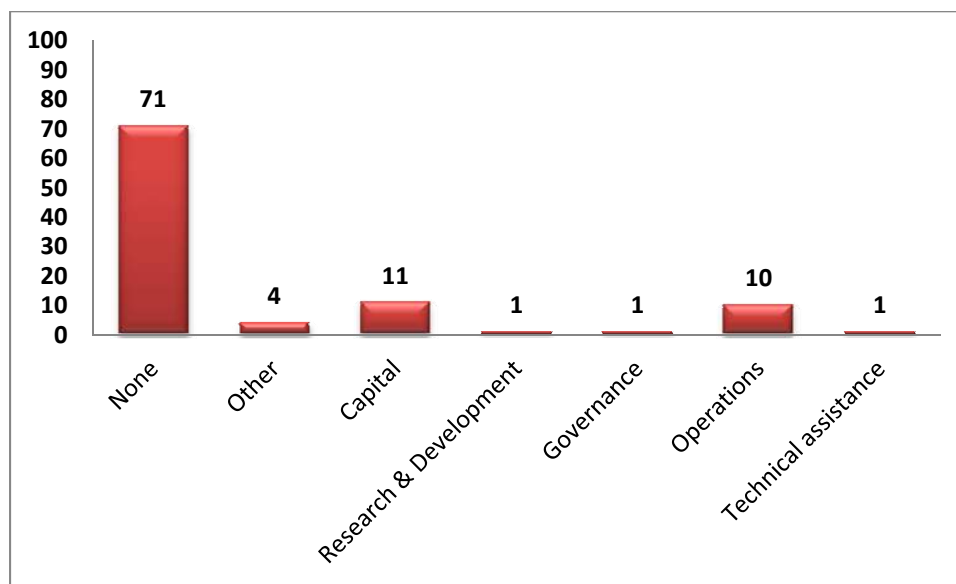


Figure 8: Purpose of Loans (percent)

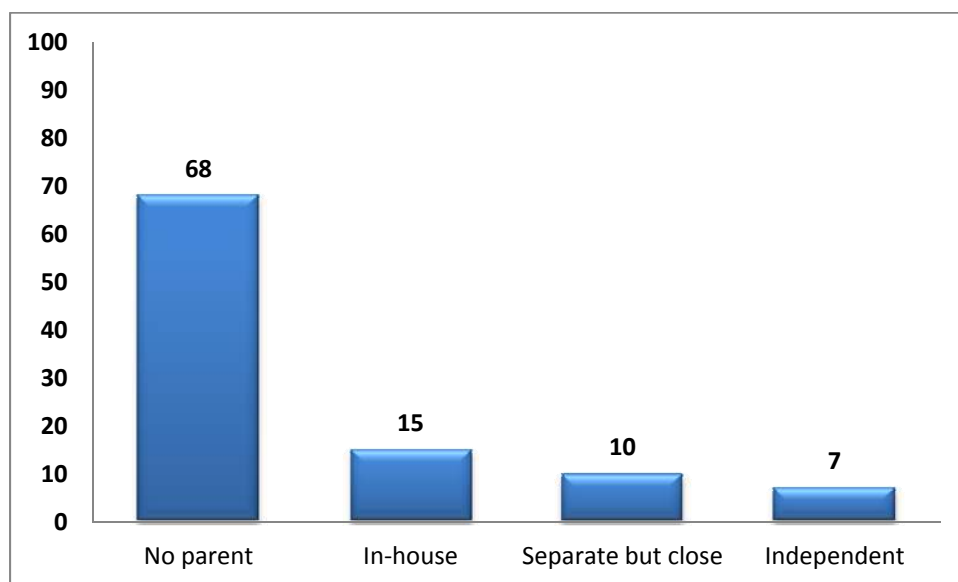


SOCIAL ENTERPRISE RELATIONSHIP WITH PARENT ORGANIZATION

Only 32 percent of responding SE's in Canada have a parent organization. As figure 9 shows, the majority of SE's (68%) are not owned or supported by a parent organization. Social enterprises with parent organizations characterized their relationship with their parent in the following ways:

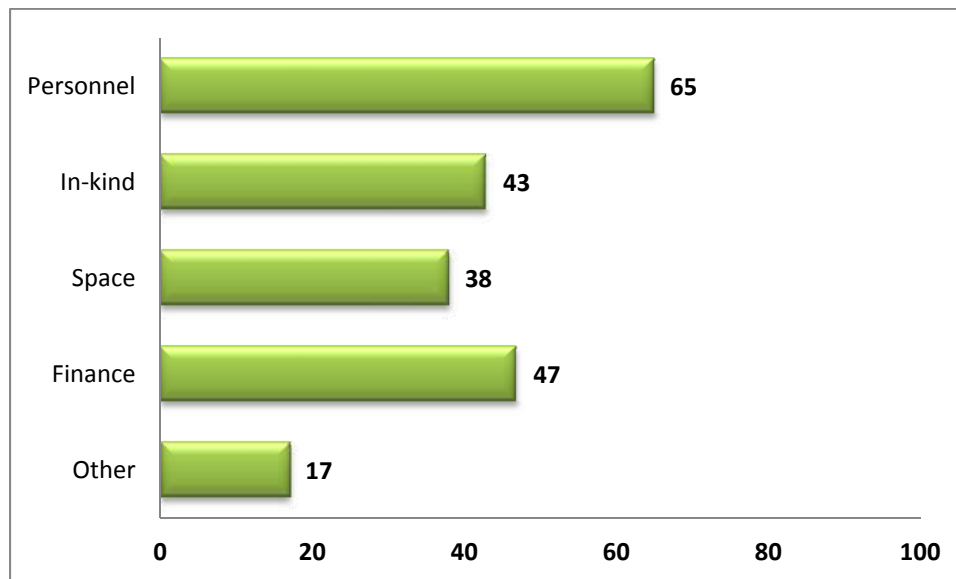
- In-house, program, project or department of the parent organization: 16%
- Separate organization working closely with parent organization: 10%
- Independent from parent organization: 8%

Figure 9: Relationship with Parent Organization (percent)



As revealed in Figure 9 above, 68 percent of the responding social enterprises did not have a parent organization. Of those with parent organization, 65 percent received support in the form of personnel. Approximately 43 percent of the social enterprises received support through in-kind contributions, and 38 percent of the support was in the form of physical space (See Figure 10).

Figure 10: Areas of Parent Support (only for those with parents) (percent) (n=428)



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 for workforce integration 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.

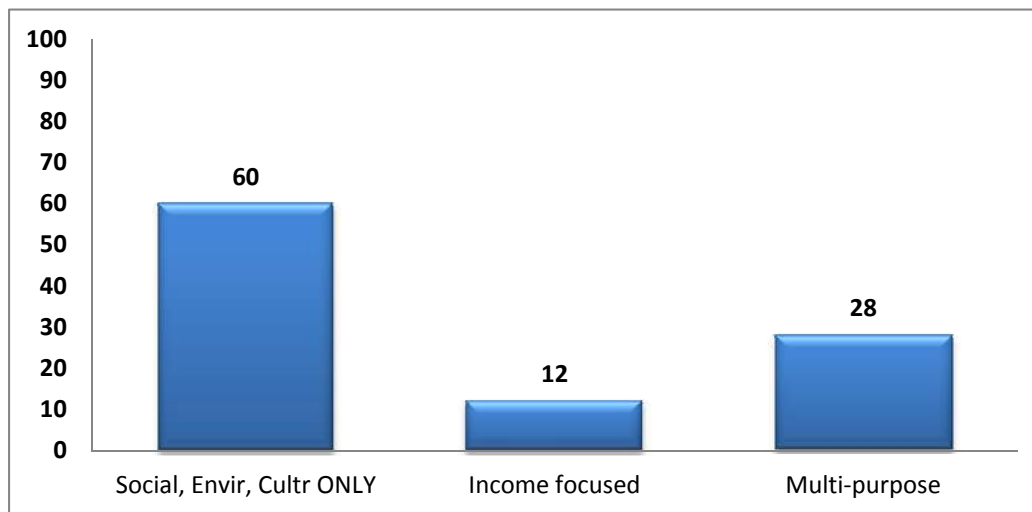
Socially, culturally or environmentally-focused: an organization with a social, cultural and/or environmental focus and which has neither income-generation nor employment as an additional focus.

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

Figure 11 shows a 3way purpose classification for the categories used in this study. 60 percent of social enterprises in Canada have a social, cultural and/or environmental purpose, 12 percent focus on generating income for a parent organization, while 28 percent have multiple areas of purpose.

Figure 11: 3way Purpose Classification (percent)

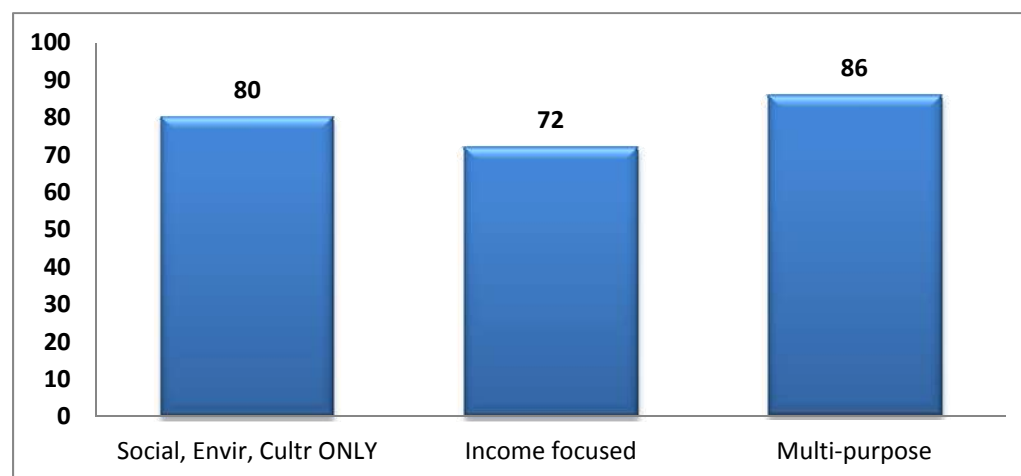


Specific analysis of each category shows overlap between the areas of focus in the responding social enterprises in Canada. The next section presents these findings.

Social Mission

As highlighted on figure 12 below, organizations with a social purpose (80%) focused primary on the social, environmental and cultural missions, and they also reported fulfilling the multi-purpose mission (86%). These organizations also had an income focus (72%).

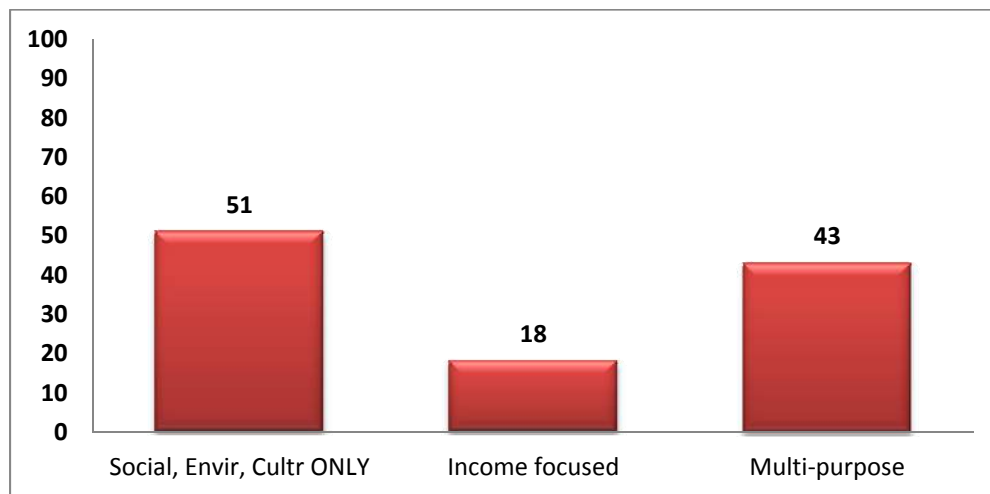
Figure 12: Purpose: Social mission by 3way purpose classification (percent)



Cultural Mission

Similar to the social mission enterprises, SE's with a cultural purpose were also involved in income generation for parent organizations (18%) and multiple activities (43%) (See Figure 13).

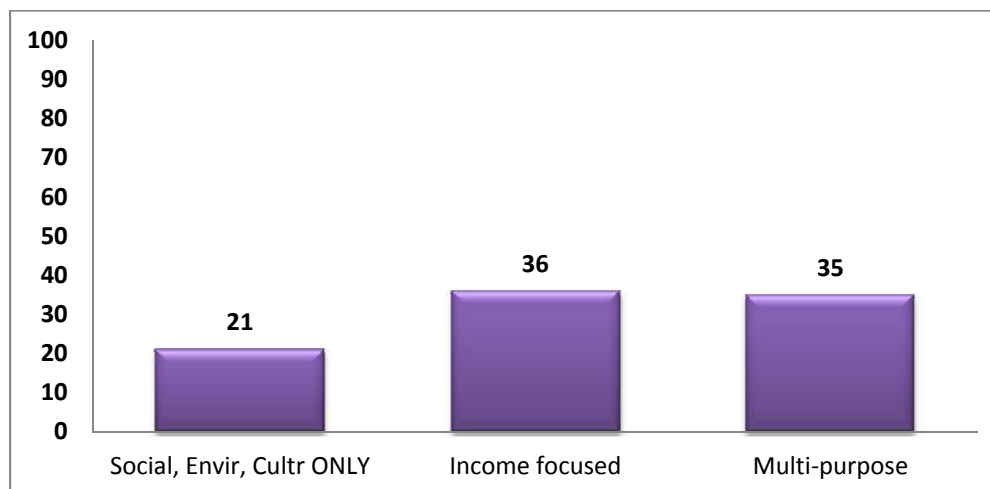
Figure 13: Purpose: Cultural mission by 3way purpose classification (percent)



Environment Mission

36 percent of the responding SE's that reported an environmental purpose also focused on income generation, while 35 percent were engaged in multiple activities (See Figure 14).

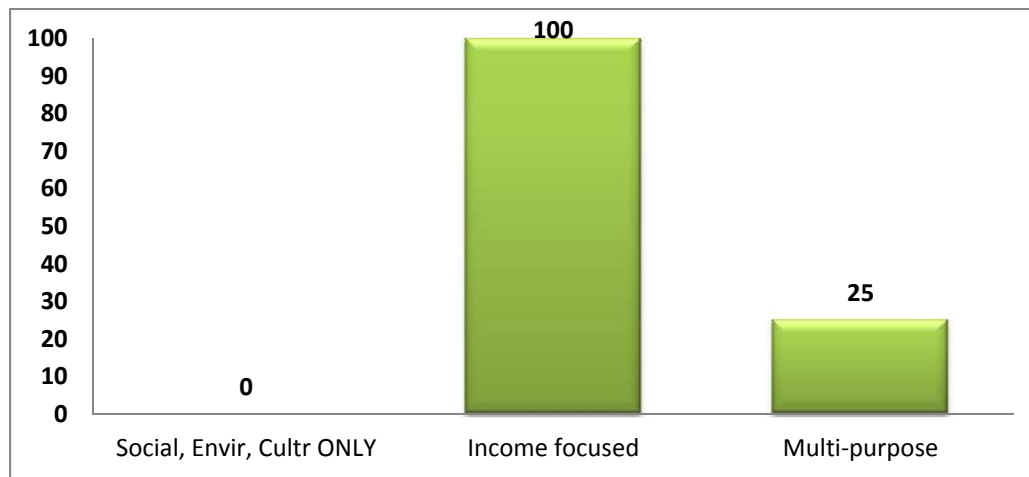
Figure 14: Purpose: Environmental mission by 3way purpose classification (percent)



Income Generation Mission

A quarter of the SE's with an income generation for parent organization mission engaged in multiple activities, although none of the SE's in this category were involved in the social environment and cultural mission (see Figure 15).

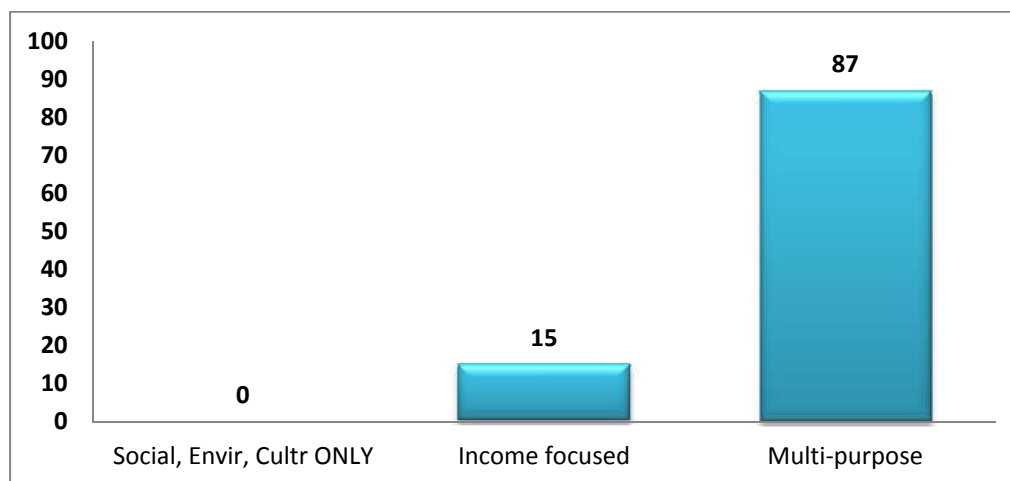
Figure 15: Purpose: Income generation for parent organization by 3way purpose classification (percent)



Employment Development Mission

Most of the SE's with an employment development mission (87%) engaged in the multi-purpose mission, while a few were involved in the income generation mission (See Figure 16).

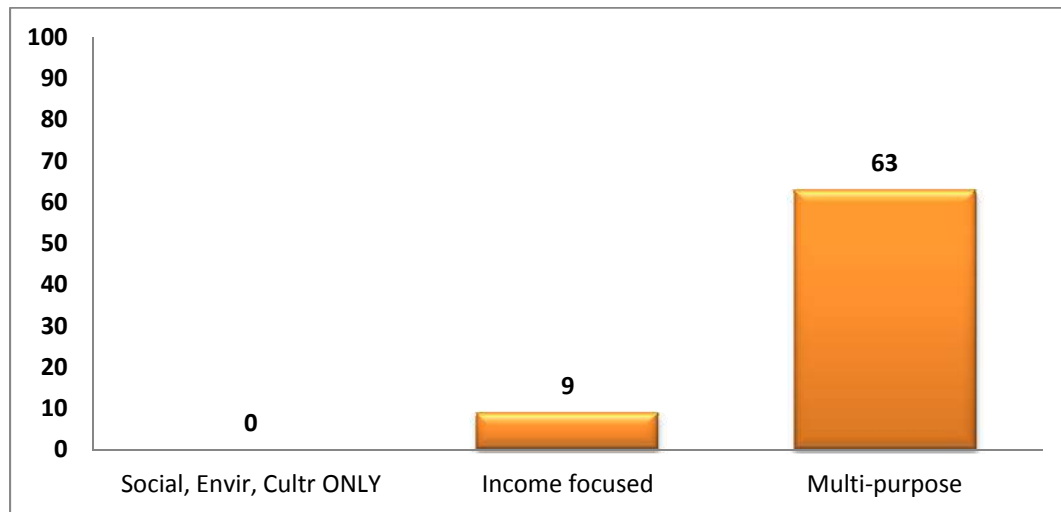
Figure 16: Purpose: Employment development by 3way purpose classification (percent)



Training Mission

SE's focusing on training for workforce integration had multi-purpose (63%) and few (9%) reported an income focus (See Figure 17).

Figure 17: Purpose: Training for workforce integration by 3way purpose classification (percent)



SOCIAL ENTERPRISES: PEOPLE

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.¹

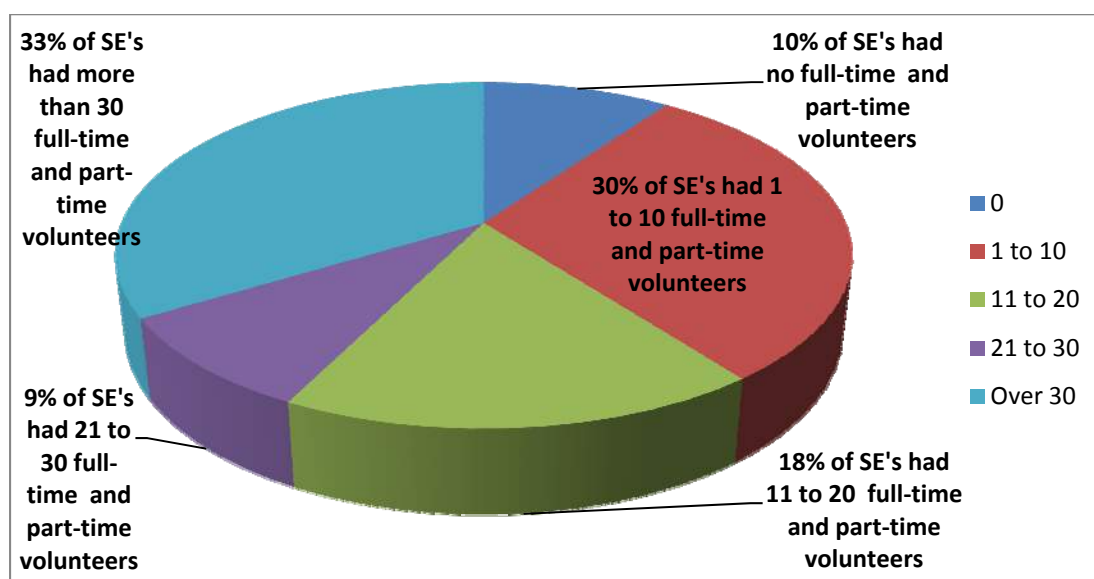
VOLUNTEERS

Social enterprises are key actors in mobilizing volunteers. This study defined full-time volunteers as individuals working 10 or more hours per month in 2013/14, while part-time volunteers worked less than 10 hours per month in 2013/14. Volunteers also include unpaid internships.

89 percent of the responding enterprises had volunteers. The total number of full-time and part-time volunteers in the responding social enterprises in Canada was 116,000. Many of the SE's (34%) had more than 30 part-time and full-time volunteers (See Figure 18).

¹ 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.

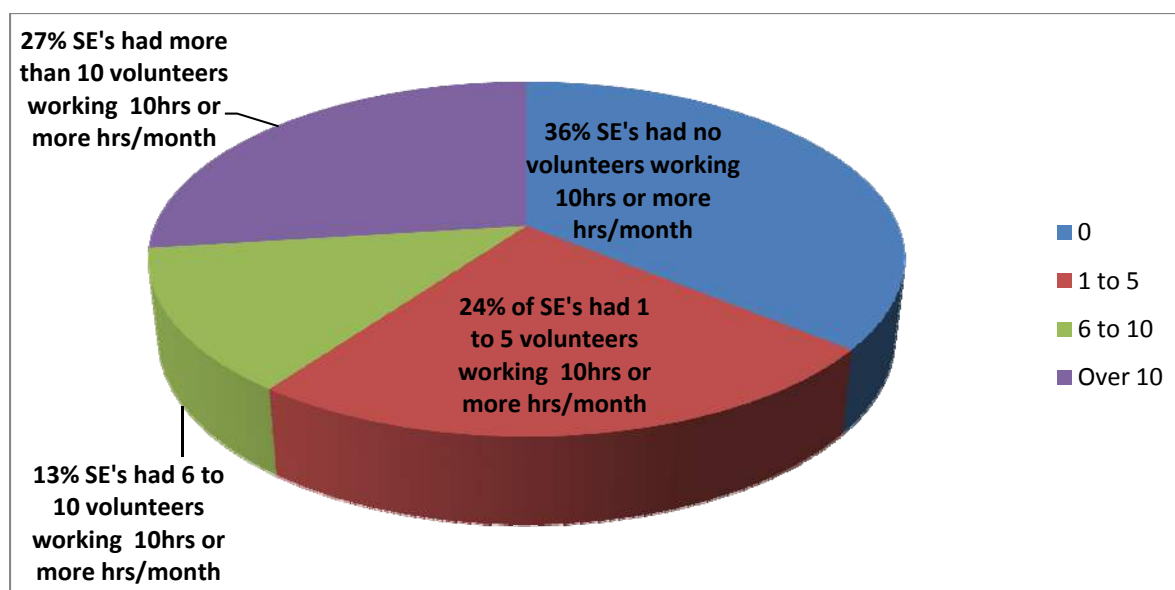
Figure 18: Distribution by Total volunteers (part and full-time added)



Note: part-time volunteers worked less than 10 hrs per month in 2013/14; full-time volunteers worked 10 or more hrs/month in 2013/14. Volunteers include those in unpaid internships, etc.

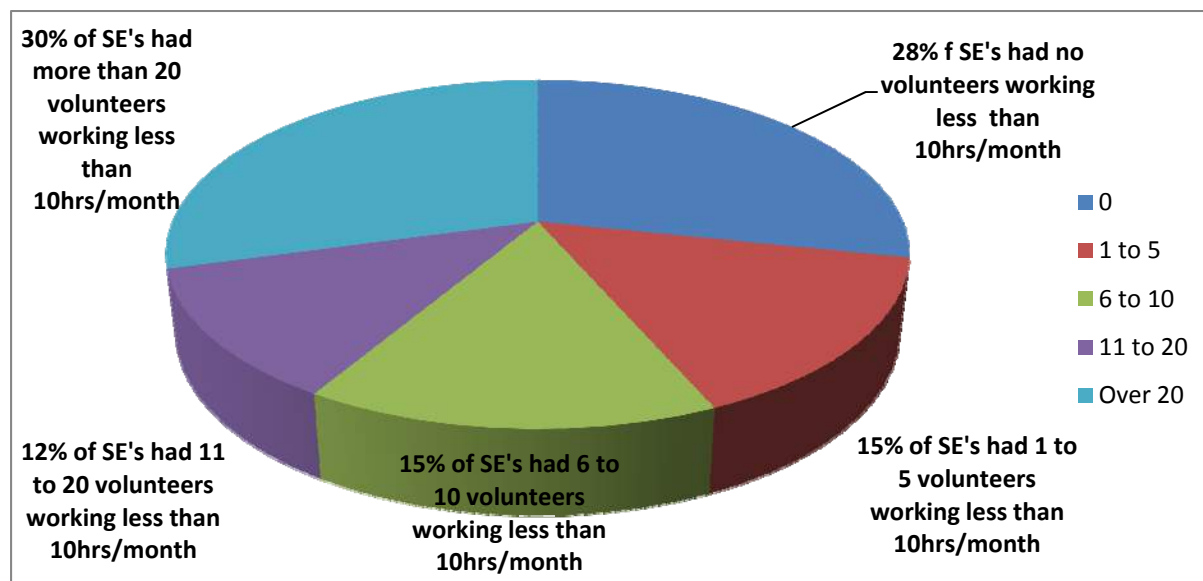
24 percent of the social enterprises surveyed included 1 to 5 volunteers in their activities 10 or more hours in a month (See Figure 19). More than a quarter of the SE's had over 10 volunteers working 10 or more hours per month.

Figure 19: Distribution by Volunteers (incl. unpaid interns, etc) who worked 10 or more hrs/month in 2013/14



29 percent of social enterprises had volunteers' more than 20 volunteers working less than 10hrs in a month (Figure 20).

Figure 20: Distribution by part-time Volunteers (incl. unpaid interns, etc) who worked less than 10 hrs/month in 2013/14



EMPLOYEES

Social enterprises are important direct employers in the communities. Social enterprises provided paid employment for at least 31,000 people in Canada. This includes fulltime, part-time, seasonal and freelance and contract workers, who together earned at least \$442 million in wages and salaries. Fulltime, part-time and seasonal workers represent an estimated 15, 000 fulltime equivalent employees.

Those employed include at least 23,000 who were employed as part of the mission of the social enterprise, such as those with disabilities and/or other employment barriers.

Table 1 reflects a breakdown of the employment statistics. The surveyed social enterprises were responsible for at least 11,770 full-time, 7,970 part-time, 4,490 seasonal and 6,600 freelance and contract positions.

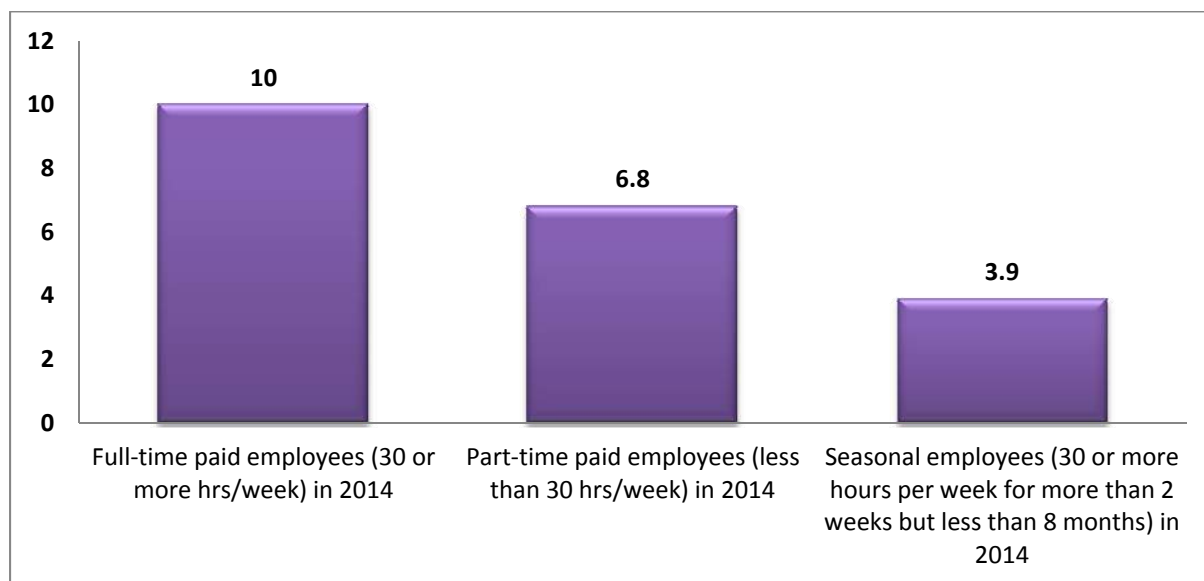
Table 1: Employment (n = 1350)

Number	Mean²	Range	Total
Members of designated groups employed in 2013/14 (included in the full-time, part-time, Seasonal and contract counts)	19.2	0 - 2,300	23,360
Full-time (work 30+ hrs per week)	10.0	0-600	11,770
Part-time (work<30hrs per week)	6.8	0-425	7,970
Seasonal employees (30 or more hours per week for more than 2 weeks but less than 8 months) in 2013/14	3.9	0-2,100	4,490
FTE (Estimate)	12.9	0-600	15,380
Freelance and contract workers (hired for a specific project or term) in 2013/14	6.0	0-2,300	6,600
Full-time volunteers (incl. unpaid interns, etc) who worked 10 or more hrs/month in 2013/14	20.1	0-1,500	20,620
Part-time volunteers (incl. unpaid interns, etc) who worked less than 10hrs/month in 2013/14	93.5	0-29,000	96,720

The responding SE's reported a mean of about 10 people were full time paid employees (See Figure 21), while 7 people were paid part-time employees and at least 4 people (mean) were seasonal employees.

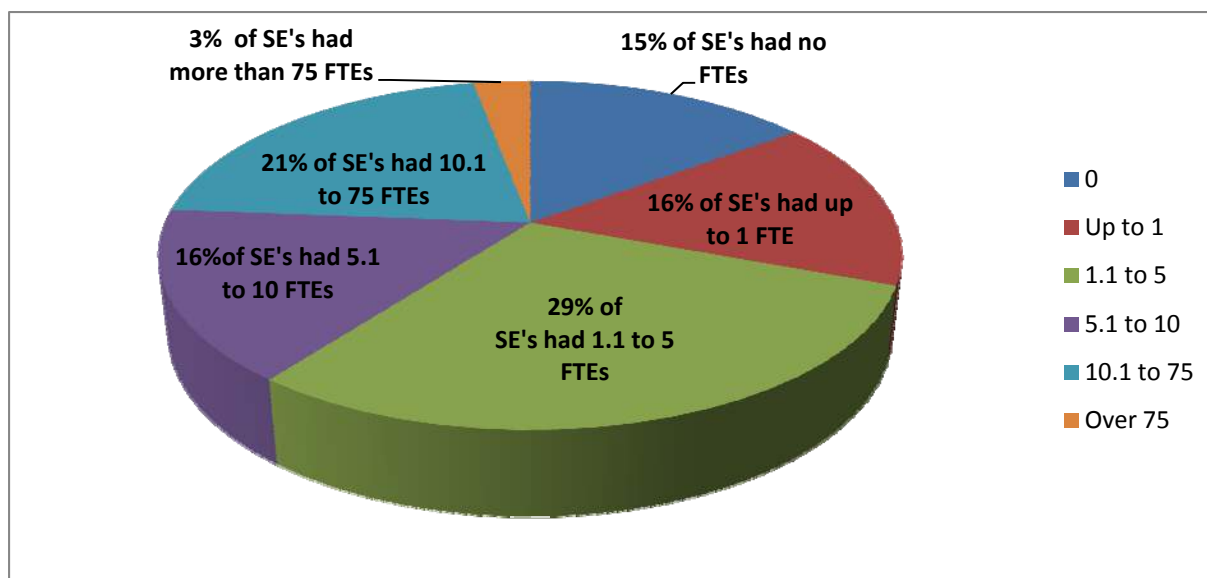
² These figures are based on reported data. The average could be impacted by missing data.

Figure 21: Employment per Social Enterprise, 2013/14 (mean)



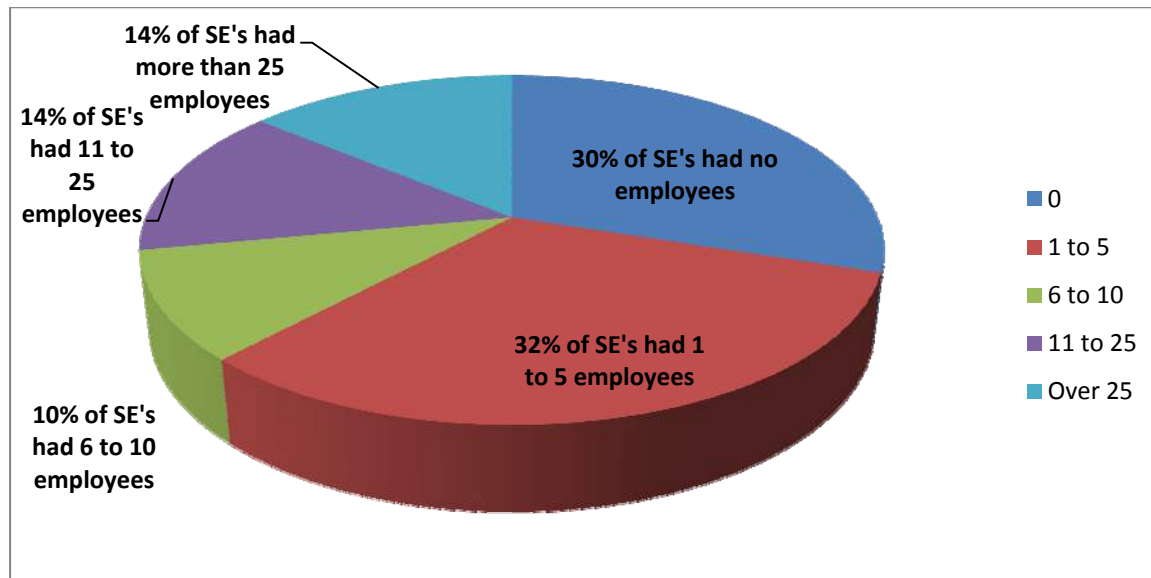
30 percent of responding social enterprises provided Full Time Equivalent (FTE) positions in a range of 1 to 5 employees (See Figure 22). 21% of the enterprises provided FTE positions in a range of 10 to 75 FTEs.

Figure 22: Distribution of Social Enterprises by Estimated FTEs in 2013/14



The social enterprises surveyed provided employment for the mission focused groups. 32 percent of the responding enterprises employed between 1 to 5 people from the mission focus population, while 30 percent of social enterprises provided no employment for mission focus groups, and (See Figure 23).

Figure 23: Distribution of Social Enterprises by Number Employed from Mission Focus Population



EMPLOYMENT AND POVERTY FOCUS

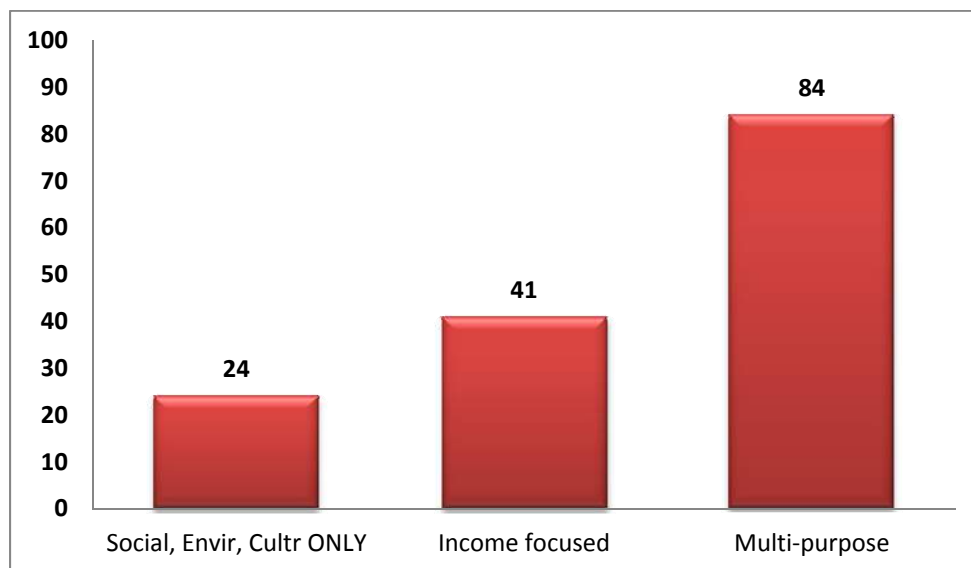
Many of the responding social enterprises reported having an employment purpose or targeting people with employment barriers, low income or people living with homelessness

Poverty Focus

43 percent of the responding social enterprises in Canada address poverty by targeting people with employment barriers, low income or the homeless.

In addition, 84 percent of SE's with multiple purposes have a poverty focus, while 41 percent of the income focused SE's, and 24 percent of the social, cultural and environmental focused organizations targeted people with employment barriers, low income and those living with homelessness in their work (See Figure 24).

Figure 24: Percentage in each three-way purpose classification group with a poverty focus (employment purpose or target people with employment barriers, low income or homeless) by 3way purpose classification (percent)



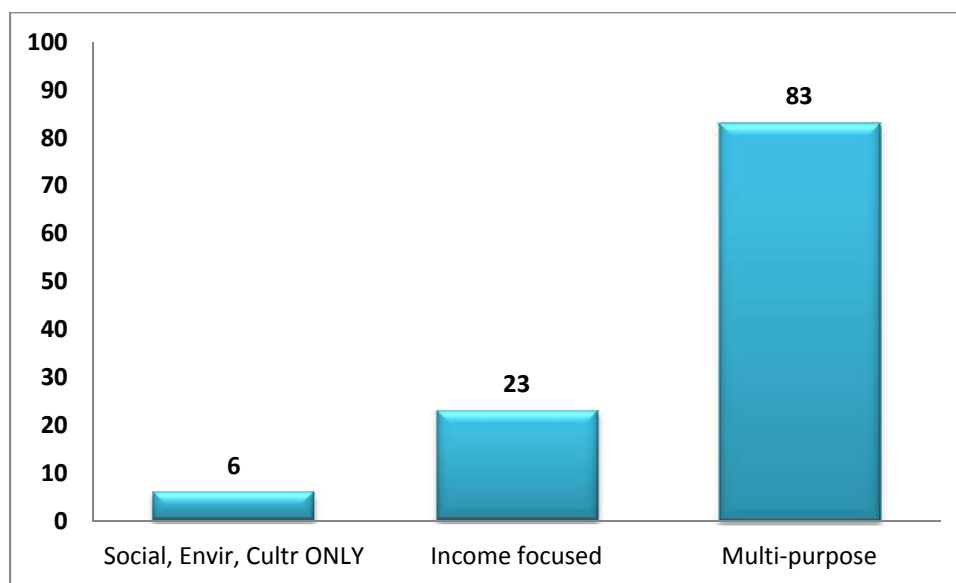
Employment focus

29 percent of the responding SE's reported having an employment focus revealing that they provided employment, trained or targeted people with employment barriers.

A 3way purpose classification also reveals that 83 percent of the multi-purpose focused SE's have an employment focus, while 23 of the SE's with an income focus also target employment training and people with employment barriers (See Figure 26).

Notably, there is minimal change within the employment and poverty subgroups as the percentage of multipurpose focused SE's barely changes, while there is significant change between the social, environmental and cultural and income focused SE's within the two subgroups (Refer to Figures 25 & 26 for comparison).

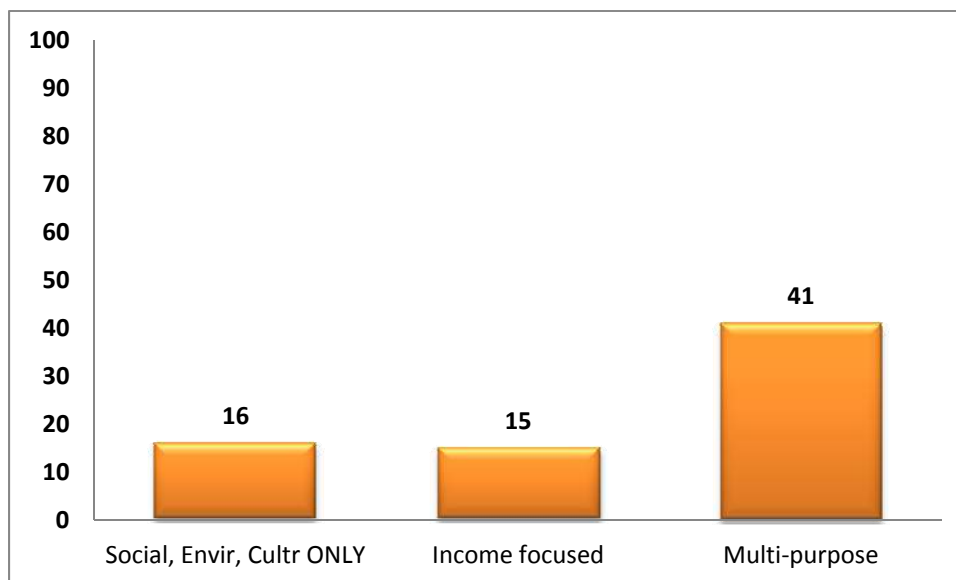
Figure 25: Percentage in each three-way purpose group with an employment focus (employment/training purpose or target people with employment barrier) by 3way purpose classification (percent)



DISABILITY FOCUS

23 of the responding social enterprises reported serving people with disabilities including intellectual, intellectual and psychological disabilities. A three way purpose classification shows that 41 percent of multi-focused SE's, 16 percent of social, cultural and environmental focused SE's, and 15 percent of income generating focused SE's served people living with disabilities (See Figure 26).

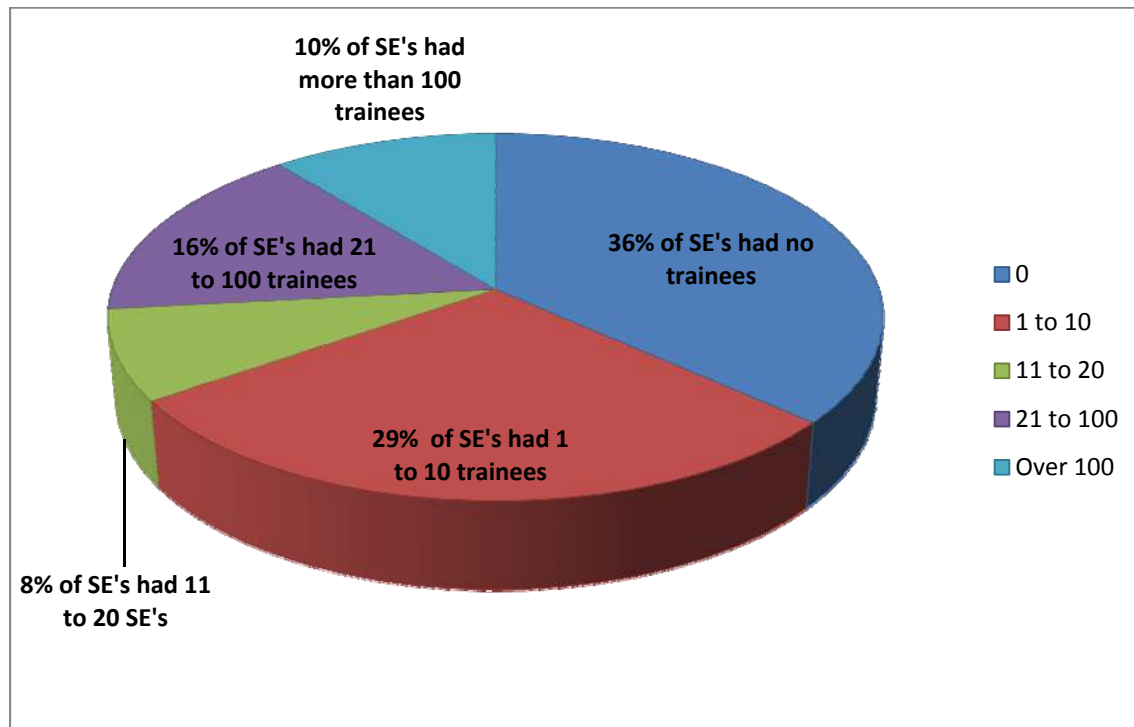
Figure 26: SE's Serving People living with Disabilities (physical, intellectual, psychological) 3way purpose classification (percent)



TRAINING

As part of their mission, social enterprises often train people for workforce integration and employ services to designated demographic groups. Figure 27 shows the distribution of people trained from mission focused population in 2013/14.

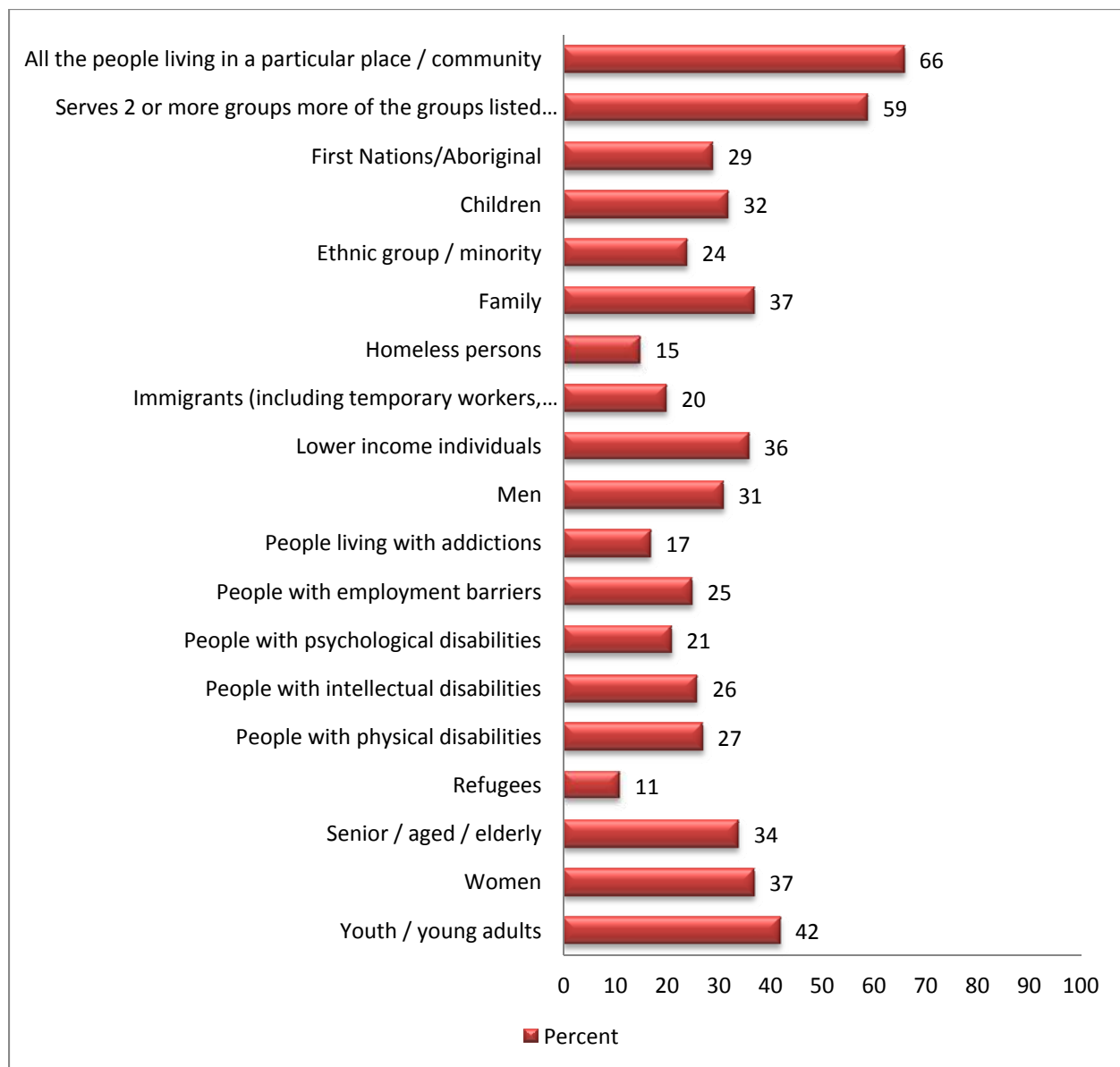
Figure: 27 Distribution of Number Trained from Mission Focus Population by Social Enterprises



POPULATION SERVED

A wide variety of groups are served by social enterprises. As Figure 28 reveals, 66 percent of social enterprises focus on those people living in the immediate neighbourhood as their target population. A high proportion of SE's focused on youth (42%). A significant proportion also focused on women, families and low income individuals.

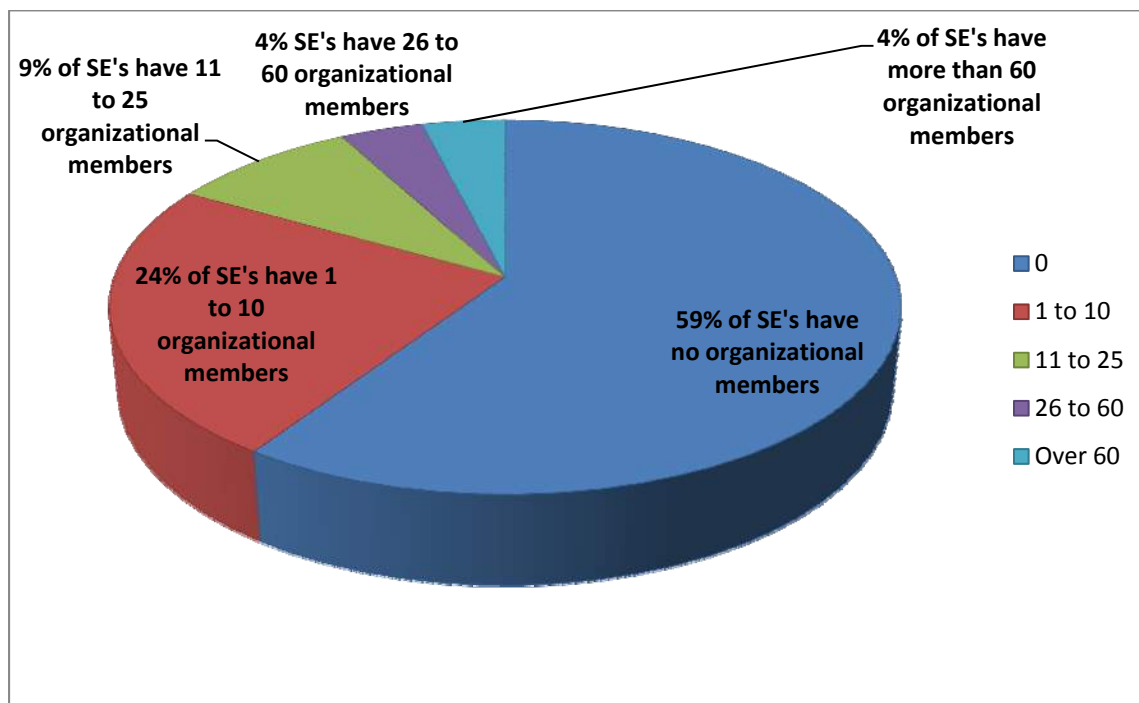
Figure 28: Population Served (percent)



MEMBERSHIP

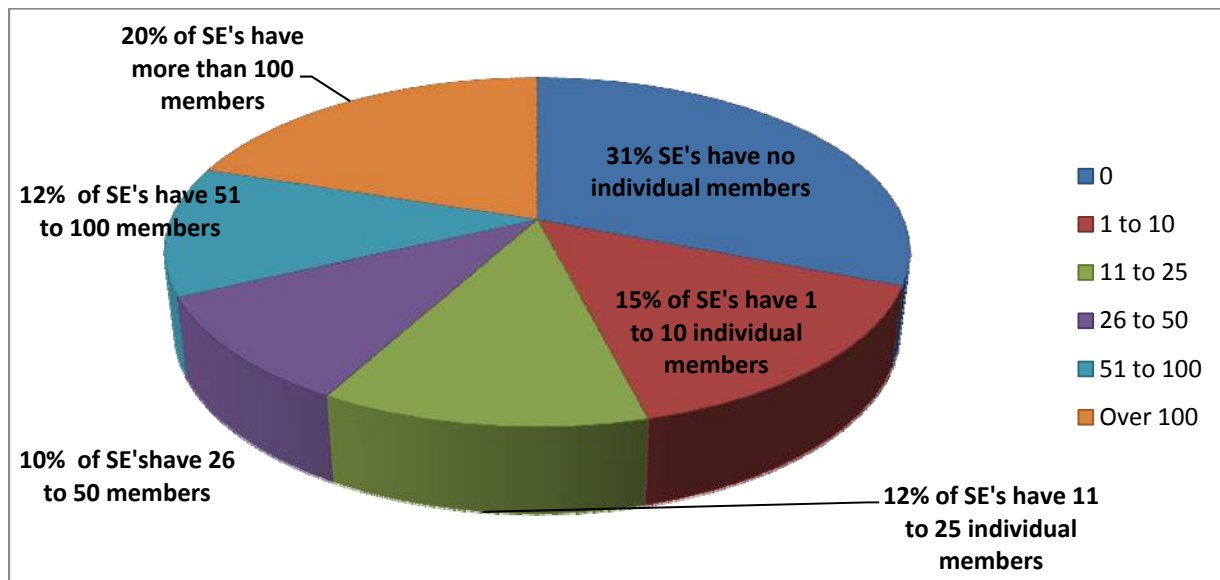
79 percent of the responding social enterprises in Canada reported having a membership base. The SE's had an average of 200 individual members per SE, combining for a total of at least 254,000 individual members, as well as at least 17,000 organizational memberships. The individual members per social enterprise ranged from zero to 12,000 members. Figure 29 illustrates distributions in organizational membership. 24 percent of social enterprises have one to ten organizational memberships. 60 percent of the enterprises had no organizational memberships.

Figure 29: Distribution of Social Enterprises by Number of Organizational Membership



15 percent of the SE's had 1 to 10 individual members, 12 percent had 11 to 25 individual members, while 20 percent of SE's had more than 100 individual members (See Figure 30).

Figure 30: Distribution of Social Enterprises by Individual Members



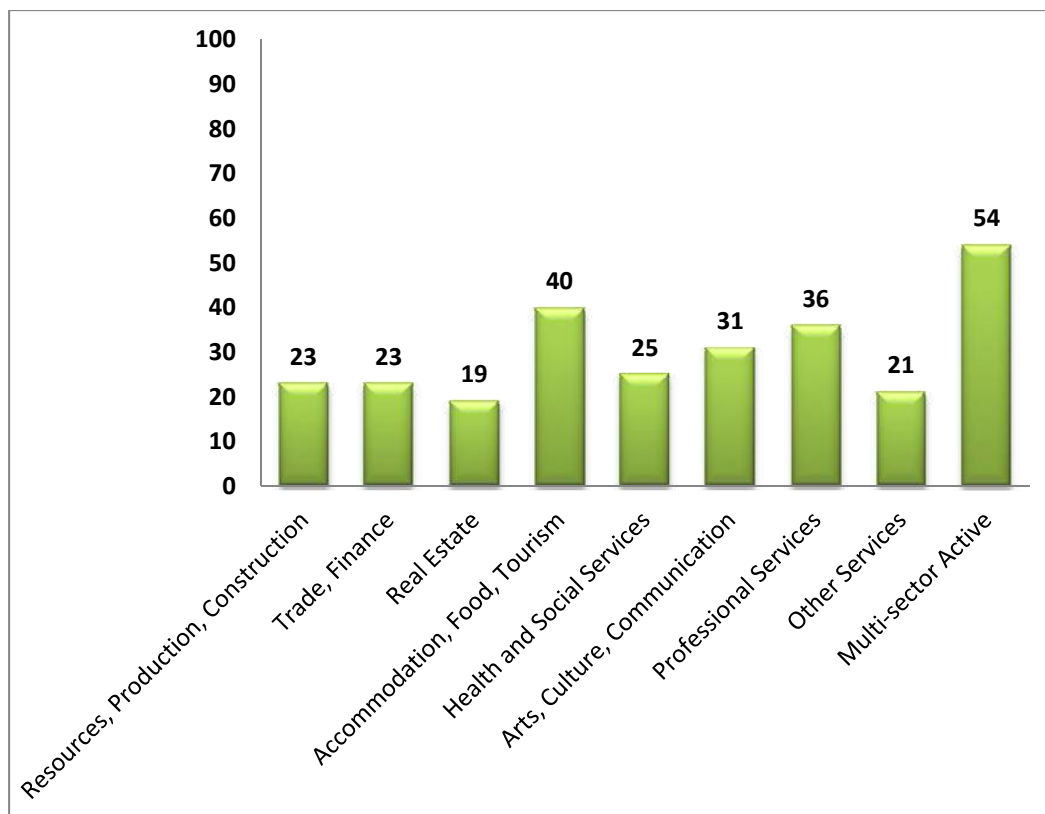
SOCIAL ENTERPRISES: PEOPLE + PRODUCT

BUSINESS SECTORS

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 H).

Figure 31 (below) shows the seven sectors, as well as the percentage and numbers of social enterprises operating in multiple sectors. In fact, more than half all social enterprises (54%) 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. A substantial proportion of social enterprises operated in the accommodation, food and tourism (40%), and the arts, culture and communication sectors (31%).

Figure 31: Sector of Operation (percent)



FINANCIAL RESULTS

Social enterprises make significant contributions to local economies. Moreover, social enterprise success is determined by their ability to generate profits. The total revenue for responding enterprises in 2013/14 was at least \$1.2 billion. This includes sales of goods and services of at least \$828 million (See Table 2).

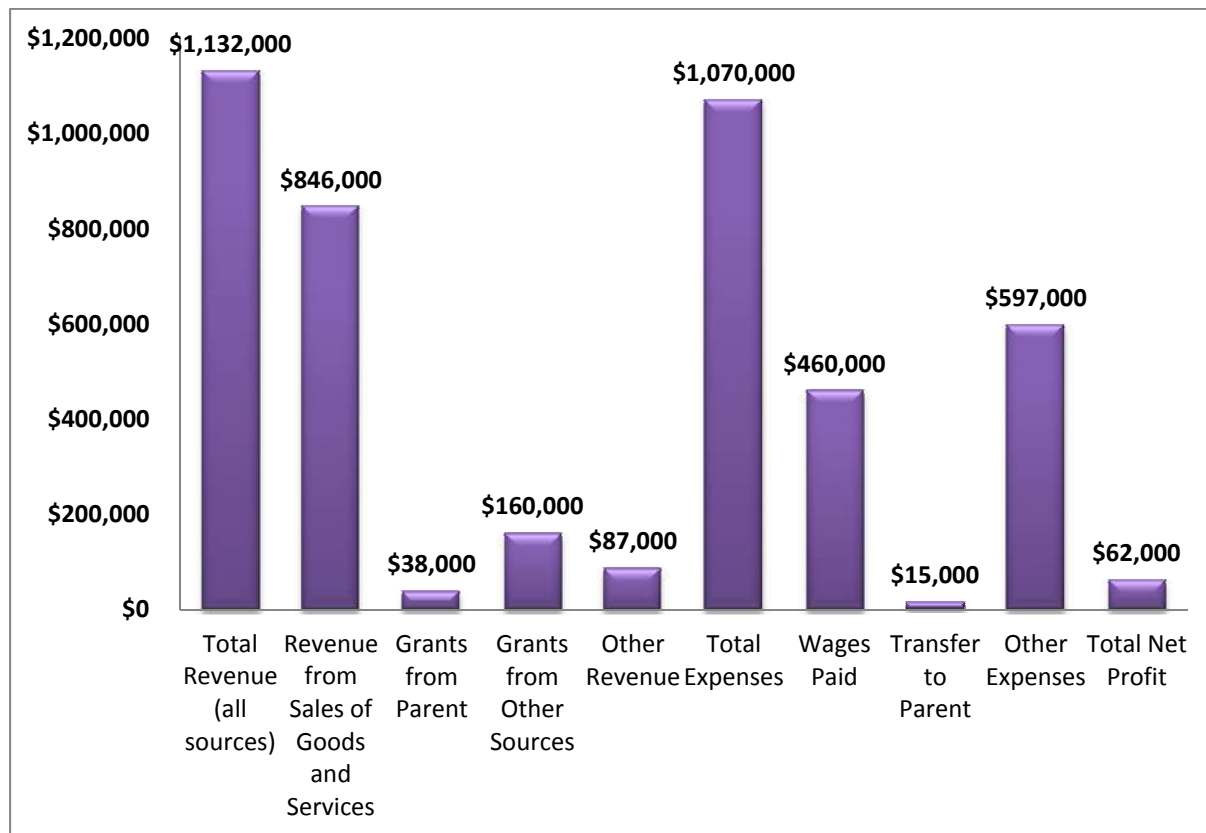
Table 2: Finances: At least total Revenue and Expenses in 2013/14 reported by responding SE's (n= 1,350) (millions)

Total Revenue (all sources)	\$ 1,191
Revenue from Sales of Goods and Services	\$ 828
Grants from Parent	\$44
Grants from Other Sources	\$ 189
Other Revenue	\$ 91
Total Expenses	\$ 1,113
Wages Paid	\$ 442
Transfer to Parent	\$ 14
Other Expenses	\$ 577
Total Net Profit	\$ 58

AVERAGE REVENUE AND EXPENSES IN 2013/14

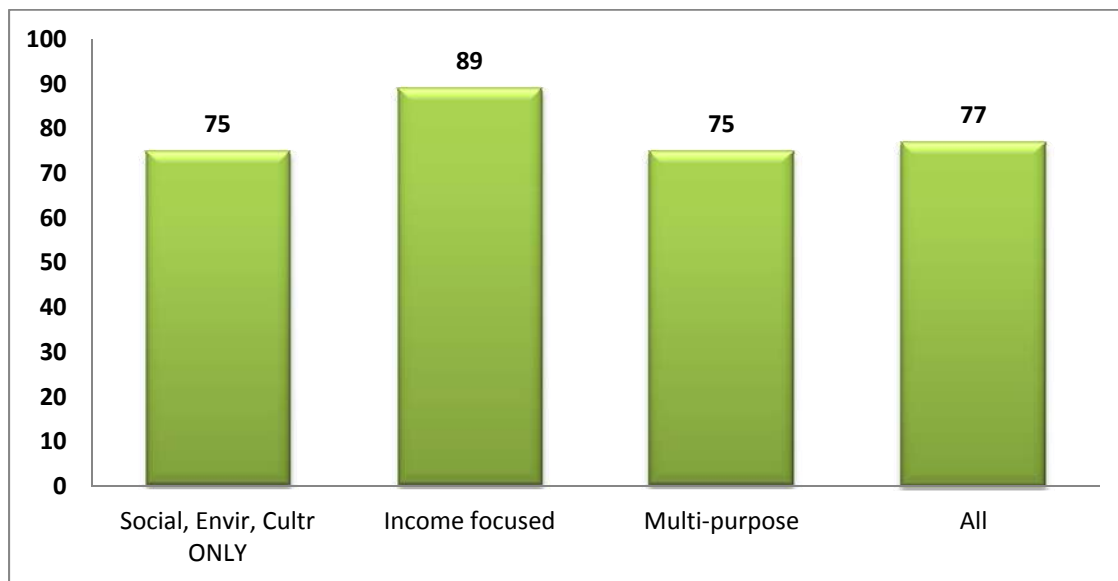
In this survey, the average revenue from all sources for the surveyed social enterprises in 2013/14 was at least \$1.1 million (See Figure 32). The responding social enterprises generated more revenue than expenses (an average positive net profit) of \$62,000 million.

Figure 32: Finances: Average Revenue and Expenses in 2013/14 reported by responding SE's (n= 932)



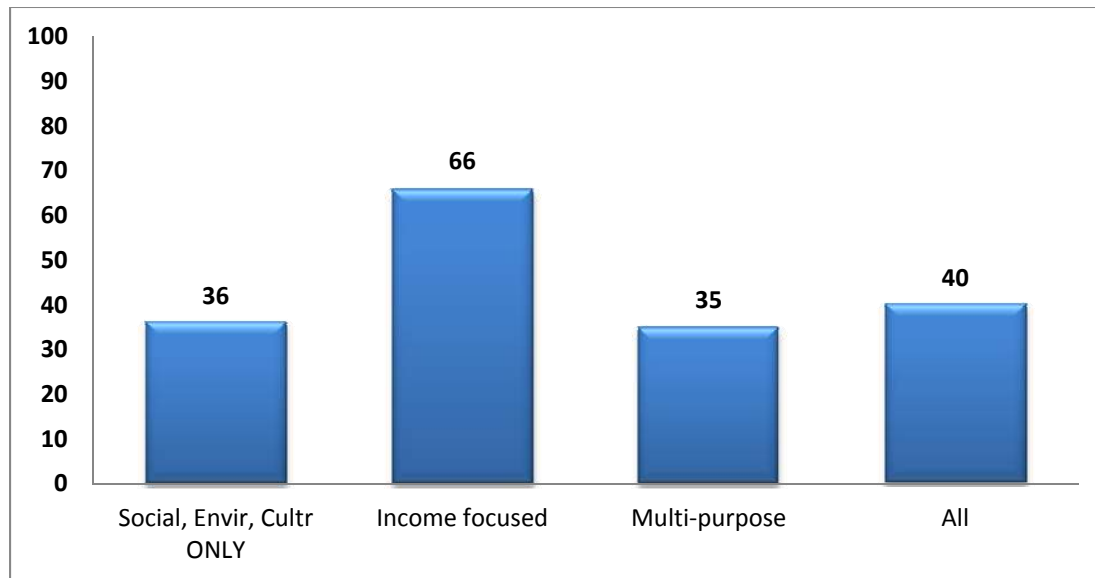
77 percent of responding SE's broke even in 2013/14, while 40 percent of the enterprises broke even without grants. As figure 33 shows, most of the social enterprises in all three purpose classifications broke even.

Figure 33: SE's that Broke even in 2013/14 by 3way Purpose Classification (percent)



However, without grants 66 percent of the income focused enterprises broke even, while less than half of the multipurpose (36%) and social, environment and cultural (35) SE's broke even (See Figure 34). This latter finding underlines the importance of ongoing support to allow social enterprises to achieve their social mission.

Figure 34: Social Enterprises that Broke even without Grants by 3way Purpose Classification in 2013/14 (percent)



CONCLUSION

This report represents the culmination of six years of work (2010 -2016) by Peter Hall and Peter Elson. In many ways it could be called the journey of unanticipated consequences. What started as a survey of social enterprises in Alberta and British Columbia grew to become a cross-Canada social enterprise community development project. It grew because the initial survey work, undertaken at the request of local social enterprise sector leaders, resonated with sector leaders across Canada who saw the benefit of a similar survey for their province. We worked throughout on the premise that we would only conduct surveys in provinces where we were invited to do so.

Such a survey is only one of several tools that can be used to support the social enterprise sector community in Canada. Supportive funding and procurement policies together with research and development, skill and experience building, and access to capital are others.

The data itself is a snapshot in time. The sample size changed, not only from province to province, but also within those provinces where the survey was repeated. We had the opportunity to conduct the survey three times in BC and Alberta, and twice in Manitoba, Ontario, New Brunswick, and Nova Scotia. Our understanding of the context in which social enterprises are seeded, grow, and mature grew as the surveys expanded the country. We became aware, as you will, that the contextual difference from province to province is important to understand and appreciate. For insights and survey results from all of the provincial and territorial surveys, we invite you to visit: www.sess.ca

This report is, by design, an overview. The survey database on which it is based will become, we hope, a rich source of analysis for researchers and students who may wish to ask their own questions. At the very least, it is a new resource for statistics courses. This use and others are welcome and anyone interested in using the data should contact either Peter Hall or Peter Elson.

While we brought some financing, technical expertise, and logistical support to the table, none of this work would have been possible without the talent, support and dedication of the provincial and territorial partners with whom it has been our privilege to work.

Peter R Elson

Peter Hall

Priscilla Wamucii

May, 2016

APPENDIX A: PROVINCIAL COMPARISONS

	2014 Surveys							2015 Surveys			ALL (n=1350)
	AB (n=101)	BC (n=121)	MB (n=111)	NB (n=129)	NS (n=232)	PE * (n=16)	TR ** (n=47)	SK (n=113)	ON *** (n=450)	NFLD* (n=30)	
Demographic profile											
Year of formation: median	1984	1997	1985	1990	1991	1993.5	1990	1982	1992	1990	1990
Year of first sale: median	1988	2000	1988.5	1991	1992	1995	1995.5	1988.5	1993	1993	1993
Number of business sectors (1-17): average	1.7	1.9	1.9	1.7	1.5	2.0	2.2	1.9	2.3	2.4	2.0
Number of targeted populations (0-17): average	4.3	5.4	4.3	5.3	1.8	4.0	6.1	5.7	5.1	5.1	4.6
Individual members: average in 2013/4	67.6	150.5	255.2	605.5	87	15	205.5	73	226.9	69.8	195.9
Organizational members: average in 2013/4	22.4	14	6.9	29.3	10.9	9.4	16	13.7	8.3	4.1	13.1
Trained: average for 2013/4	464.6	43.8	88.9	51.8	102.5	74	52.8	23.1	103.3	51.7	95.4
Employed (from target group): average for 2013/4	35.8	11.8	37.5	14.3	20	16.9	11.7	15.4	20.3	21.1	19.2
Served: average for 2013/4	6916.9	8109.4	7688.5	4154.6	3733.7	1959.6	2247.3	3823.9	4114.2	2806.7	4498.4
FTEs: average in 2013/4	28.4	9.0	19.4	16.5	14.4	13.4	9.2	15.2	8.8	9.1	12.9
Volunteers (full-and part-time): average in 2013/4	175.6	50.0	75.2	60.2	120.4	42.6	40.9	429.6	58.6	30.5	114.8
Revenue from sales of goods and services: \$ average 2013/4	407,690	611,256	579,614	737,719	857,346	285,976	3,784,184	470,324	649,277	301,402	845,948
Revenue from grants and donations received from parent organization: \$ average 2013/4	17,624	28,090	6,894	21,606	38,470	8,929	97,036	55,841	39,849	22,592	37,996
Revenue from grants and donations from other organizations and private individuals: \$ average 2013/4	138,954	112,020	108,654	50,688	373,784	18,024	126,969	112,824	179,840	107,530	160,164
Total revenue: \$ average in 2013/4	702,900	792,895	750,792	962,494	1,318,872	579,954	4,047,917	712,296	958,544	457,762	1,132,059
Total wages and salaries: \$ average in 2013/4	404,792	396,916	407,895	578,215	616,315	409,687	566,327	378,198	415,754	253,890	460,038
Transfers to parent: \$ average in 2013/4	19,229	12,102	1,295	938	33,988	6,786	22,146	1,133	21,649	190	15,207

	2014 Surveys							2015 Surveys			ALL (n=1350)
	AB	BC	MB	NB	NS	PE *	TR **	SK	ON ***	NFLD*	
	(n=101)	(n=121)	(n=111)	(n=129)	(n=232)	(n=16)	(n=47)	(n=113)	(n=450)	(n=30)	
Total expenditure: \$ average in 2013/4	694,164	764,304	695,395	936,872	1,179,887	580,453	3,642,839	697,500	946,881	452,710	1,070,398
Revenue exceeds expenses in 2013/4: percent	76.4	80.9	800	77.4	76.2	78.6	76.9	73.6	76.8	57.1	76.7
Sales as percent of revenue: average per organization 2013/4	46.6	60.7	57.0	60.2	54.5	62.1	48.4	47.8	71.0	56.4	60
Revenue less grants/loans/donations exceeds expenses in 2013/4: percent	34.8	33.7	28.9	34.4	40.6	42.9	31.6	31.4	51.6	23.8	40.0
Purpose (percent of nonprofit social enterprises):											
Employment development	19.8	32.2	33.3	29.5	28.4	37.5	25.5	15.9	23.8	26.7	25.9
Training for workforce integration	14.9	23.1	29.7	20.2	19.8	25.0	17.0	10.6	16.9	26.7	18.6
Income generation for parent organization	22.8	22.3	29.7	19.4	8.2	50.0	17.0	11.5	21.6	13.3	19.2
Social mission	79.2	82.6	77.5	80.6	82.8	68.8	78.7	84.1	82.2	63.3	81.0
Cultural mission	64.4	48.8	58.6	37.2	35.3	50.0	53.2	59.3	37.8	50.0	44.8
Environmental mission	24.8	28.1	24.3	24.8	25.4	18.8	23.4	14.2	34.5	23.3	26.7
Scale of activity (percent of nonprofit social enterprises):											
Neighbourhood / local community	60.6	56.8	64.9	47.3	70.8	56.3	38.3	58.5	58.3	46.4	58.2
City / Town	69.0	55.4	67.9	52.7	61.1	62.5	47.5	70.8	61.6	57.1	61.1
Regional	50.7	52.2	40.4	58.0	49.1	43.8	39.3	42.7	51.3	46.4	49.1
Provincial	23.9	15.1	38.6	27.7	31.5	56.3	45.9	19.3	21.6	57.1	26.7
National	18.3	10.1	15.8	10.8	9.3	25.0	9.8	9.9	15.3	14.3	13.0
International	13.9	10.1	17.5	4.6	9.3	12.2	8.2	1.8	13.0	14.3	9.9

	2014 Surveys							2015 Surveys			ALL (n=1350)
	AB (n=101)	BC (n=121)	MB (n=111)	NB (n=129)	NS (n=232)	PE * (n=16)	TR ** (n=47)	SK (n=113)	ON *** (n=450)	NFLD* (n=30)	
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	92.0	58.0	90.0	76.0
Registered charity	61.0	65.5	51.8	52.7	53.7	62.5	52.3	66.7	48.0	75.9	55.5
Target groups (percent of nonprofit social enterprises):											
All the people living in a particular place / community	73.3	65.3	63.1	62	59.5	87.5	76.6	70.8	63.8	66.7	65.8
First Nations / Indigenous people	25.7	41.3	34.2	27.9	6.0	18.8	68.1	43.4	24.5	36.7	28.6
Children	47.5	40.5	25.2	37.2	9.5	18.8	51.1	52.2	28.9	40.0	32.4
Ethnic minority	21.8	29.8	24.3	28.7	6.9	25.0	27.7	36.3	23.3	16.7	23.6
Families	42.6	37.2	25.2	41.9	9.1	25.0	57.4	46.0	44.0	43.3	36.8
People living without homes	8.9	20.7	11.7	16.3	3.0	12.5	25.5	12.4	19.3	13.3	14.8
Immigrants	15.8	22.3	23.4	23.3	6.0	25.0	23.4	27.4	22.7	16.7	20.3
Lower income individuals	23.8	38.8	31.5	41.9	8.2	25.0	42.6	41.6	47.6	33.3	35.9
Men	29.7	33.9	28.8	37.2	7.8	25.0	51.1	38.9	34.9	40.0	31.1
People living with addictions	8.9	22.3	13.5	19.4	5.6	18.8	21.3	19.5	20.2	13.3	16.9
People living with employment barriers	17.8	30.6	22.5	28.7	10.8	18.8	23.4	27.4	29.1	26.7	24.6
People living with psychiatric disabilities	13.9	28.1	16.2	24.8	15.9	6.3	14.9	23.9	22.7	16.7	20.7
People living with intellectual disabilities	14.9	31.4	26.1	29.5	24.1	25.0	19.1	31.9	26.0	20.0	26.4
People living with physical disabilities	20.8	33.1	24.3	32.6	19.4	31.3	17.0	29.2	27.1	33.3	26.7
Refugees	7.9	9.9	12.6	10.1	1.7	12.5	8.5	9.7	16.0	13.3	10.6
Senior / aged / elderly	41.6	37.2	33.3	37.2	13.8	37.5	40.4	38.1	36.4	50.0	33.9
Women	36.6	41.3	35.1	45.7	11.6	31.3	55.3	45.1	39.8	43.3	36.8
Youth / Young adults	49.5	43.8	36.9	50.4	23.3	43.8	63.8	48.7	41.9	53.3	42.3
Serves two or more groups (above)	64.8	63.8	56.1	65.6	34.7	56.3	73.8	66.5	61.3	64.3	58.8

	2014 Surveys							2015 Surveys			ALL (n=1350)
	AB (n=101)	BC (n=121)	MB (n=111)	NB (n=129)	NS (n=232)	PE * (n=16)	TR ** (n=47)	SK (n=113)	ON *** (n=450)	NFLD* (n=30)	
Sources of grants and donations received in 2013/4											
Foundations	25.3	43.5	33.3	25.6	20.7	31.3	12.8	14.5	24.2	22.2	24.6
Federal Government	21.1	27.0	30.6	35.7	31.9	43.8	42.6	28.2	24.9	59.3	29.9
Provincial Government	67.4	44.3	50.9	58.1	50.4	68.8	63.8	68.2	30.2	63.0	48.7
Municipal Government	50.5	38.3	25	26.4	23.3	25	36.2	28.2	27.0	22.2	28.9
Private individuals, philanthropists, donors	48.4	47.0	47.2	46.5	42.7	37.5	46.8	52.7	32.3	59.3	42.2
Bank	7.4	7.8	4.6	6.2	5.2	6.3	2.1	3.6	3.9	7.4	5.0
Corporations/Private businesses	36.8	28.7	30.6	35.7	19.4	18.8	29.8	30.9	22.4	40.7	26.6
Parent organization	7.4	7.0	13.9	4.7	5.2	18.8	12.8	10.9	4.4	11.1	7.3
Credit Union	2.1	21.7	14.8	7.8	1.7	6.3	0	16.4	2.3	7.4	7.2
Community futures	3.2	2.6	7.4	0	3.9	0	4.3	0.9	3.2	0	2.8
No grants/donations	13.7	18.3	16.7	17.8	28.0	25.0	12.8	10.0	34.4	0	23.2
Purposes of grants and donations received in 2013/4:											
Training and technical assistance grants	21.1	15.7	23.1	24.8	22.8	18.8	19.1	31.3	38.2	33.3	26.8
Operational grants	73.7	62.6	68.5	66.7	63.8	62.5	80.9	81.8	75.4	59.3	70.5
Governance and management	10.5	13	7.4	11.6	6.5	12.5	19.1	10.1	9.5	14.8	10.5
Research and development	13.7	13.9	15.7	16.3	10.3	0	23.4	10.1	24.9	14.8	15.6
Capital project	38.9	25.2	32.4	15.5	15.5	25	31.9	40.4	33	22.2	27.4
Sources of loans/ debt instruments taken out in 2013/4											
Foundations	2.1	0	1.9	0	0.4	0	0	0.9	1.8	0	1.0
Federal Government	1.1	0	0.9	1.6	0	0	0	0.9	2.3	0	1.1
Provincial Government	1.1	1.7	2.8	3.1	0.9	0	0	4.5	0.9	3.7	1.8
Municipal Government	3.2	0.9	0	0.8	0.4	0	2.1	0.9	1.8	0	1.1
Private individuals, philanthropists, donors	1.1	0.9	9.3	3.9	1.3	6.3	2.1	1.8	2.3	0	2.4

	2014 Surveys							2015 Surveys			ALL (n=1350)
	AB	BC	MB	NB	NS	PE *	TR **	SK	ON ***	NFLD*	
	(n=101)	(n=121)	(n=111)	(n=129)	(n=232)	(n=16)	(n=47)	(n=113)	(n=450)	(n=30)	
Bank	10.5	6.1	4.6	9.3	7.8	12.5	8.5	3.6	8.8	0	7.7
Corporations/Private businesses	0	0.9	7.4	0.8	0.4	0	2.1	0	2.5	0	1.5
Parent organization	2.1	3.5	2.8	0.8	0	0	2.1	0	0.7	0	.9
Credit Union	1.1	4.3	15.7	13.2	2.2	31.3	0	10.0	5.5	3.7	7.0
Community futures	1.1	0.9	0.9	0.8	1.3	0	2.1	0	0.5	0	.7
No loans / debt instruments	73.7	73.9	64.8	63.6	80.6	50	85.1	78.2	74.9	81.5	74.1
Purposes of loans/ debt instruments taken out in 2013/4:											
Training and technical assistance Loans	0	0.9	0	2.3	0.4	0	0	0	0.2	0	.5
Operational Loans	8.4	10.4	21.3	17.8	5.6	18.8	6.4	4.9	9.3	4.0	9.8
Governance and management	0	0.9	0	1.6	0.4	0	2.1	1.2	0.5	0	.7
Research and development	1.1	0.9	1.9	0.8	0.9	0	2.1	0	0.7	0	.8
Capital project	9.5	7.8	16.7	9.3	7.8	25.0	10.6	11.0	10.8	4.0	10.5
Sector of products and services sold											
Resources, production, construction	16.8	25.6	26.1	27.9	19.8	25.0	23.4	16.8	26.0	20.0	23.4
Trade, finance	13.9	24.8	27.9	17.1	12.9	43.8	17.0	7.1	36.2	23.3	23.5
Real estate	8.9	14.0	18.0	13.2	5.2	6.3	10.6	17.7	33.1	10.0	18.4
Accommodation, food, tourism	60.4	43.8	45.0	33.3	32.8	56.3	61.7	39.8	34.5	56.7	39.9
Health and social services	18.8	24.0	15.3	37.2	37.1	18.8	31.9	31.9	16.2	16.7	25.3
Art, culture, communication	35.6	36.4	45.9	27.9	23.3	31.3	44.7	31.0	28.0	43.3	30.8
Professional services	36.6	41.3	35.1	51.9	25.9	62.5	59.6	31.0	29.2	46.7	36.0
Other services	15.8	19.8	15.3	17.1	14.2	18.8	27.7	14.2	30.4	26.7	21.3
Active in two or more sectors (above)	46.3	58.7	54.4	54.5	37.7	53.8	68.3	56.9	56.6	75.0	53.8

	2014 Surveys							2015 Surveys			ALL (n=1350)
	AB (n=101)	BC (n=121)	MB (n=111)	NB (n=129)	NS (n=232)	PE * (n=16)	TR ** (n=47)	SK (n=113)	ON *** (n=450)	NFLD* (n=30)	
Age at time of survey											
0-5 years	10.0	31.1	19.6	14.7	16.3	18.8	16.0	11.3	17.5	0.0	16.9
6-15 years	20.0	22.6	17.6	27.6	20.1	25.0	30.0	19.4	19.4	24.0	21.4
16 years or more	70.0	46.2	62.7	57.8	63.6	56.3	54.0	69.4	63.2	76.0	61.8
Location											
Rural and small town	54.2	47.1	49.1	68.5	64.8	100.0	100.0	75.3	36.5	39.3	56.8
Urban (CMA of 100k + population)	45.8	52.9	50.9	31.5	35.2	0.0	0.0	24.7	63.5	60.7	43.2
Focus ****											
Employment	24.8	38.0	36.0	36.4	32.3	37.5	27.7	20.4	39.8	26.7	29.4
Poverty	36.6	48.8	47.7	47.3	34.5	43.8	51.1	35.4	59.2	40.0	42.7
Disability	19.8	30.6	20.7	23.3	29.7	18.8	12.8	20.4	33.7	20.0	22.6
Mission *****											
Social / environmental / cultural mission	67.3	54.5	51.4	55.8	64.7	25.0	63.8	75.2	58.7	56.7	60.0
Income-generation mission	9.9	11.6	12.6	14.0	3.9	43.8	10.6	5.3	15.8	10.0	12.2
Multi-purpose mission	22.8	33.9	36.0	30.2	31.5	31.3	25.5	19.5	25.6	33.3	27.8

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.

*** Includes only non-profit social enterprises, excluding child care providers. Data for Ontario are weighted by sub-sector.

**** Focus - 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. The calculation method changed from 2014 to 2015; results reported here are consistent based on the revised method, which excludes those respondents who reported 13 or more target populations.

***** Mission - three mutually exclusive categories used to classify nonprofit social enterprises based on their stated purposes.

APPENDIX B: MISSION COMPARISONS

	Cultural		Environmental		Income-generation		Training for workforce integration		
	No	Yes	No	Yes	No	Yes	No	Yes (WISE)	ALL
Demographic profile									
Year of formation: median	1991.0	1988.0	1987.0	2000.0	1990.0	1996.0	1989.0	1995.0	1990.0
Year of first sale: median	1993.3	1992.0	1990.0	2003.0	1992.0	1996.7	1992.0	1999.9	1993.0
Number of business sectors (1-17): average	1.8	2.2	1.8	2.5	1.8	2.6	1.8	2.6	2.0
Number of targeted populations (0-17): average	4.9	4.3	4.5	5.0	4.3	5.9	4.3	6.2	4.6
Individual members: average in 2013/4	133.5	272.4	168.5	271.8	187.9	230.1	192.8	210.0	195.9
Organizational members: average in 2013/4	13.0	13.2	12.9	13.5	12.4	16.2	14.4	7.2	13.1
Trained: average for 2013/4	91.2	100.6	86.3	120.2	101.4	70.7	79.7	162.2	95.4
Employed (from target group): average for 2013/4	20.0	18.2	21.1	13.8	17.5	26.1	15.1	36.3	19.2
Served: average for 2013/4	2321.8	7147.8	4782.0	3719.1	4780.0	3332.1	5111.0	1901.5	4498.4
FTEs: average in 2013/4	15.6	9.5	13.2	12.3	12.0	17.0	10.6	22.8	12.9
Volunteers (full-and part-time): average in 2013/4	165.0	64.2	57.8	255.7	126.9	64.1	125.3	67.9	114.8
Revenue from sales of goods and services: \$ average 2013/4	1,210,512	405,856	931,142	619,808	547,118	1,871,842	559,643	1,948,172	845,948
Revenue from grants and donations received from parent organization: \$ average 2013/4	22,273	56,975	43,410	23,623	45,899	10,864	41,204	25,645	37,996
Revenue from grants and donations from other organizations and private individuals: \$ average 2013/4	148,068	174,766	156,651	169,490	196,385	35,815	132,841	265,351	160,164
Total revenue: \$ average in 2013/4	1,479,131	713,083	1,236,403	855,087	891,258	1,958,739	817,281	2,343,897	1,132,059
Total wages and salaries: \$ average in 2013/4	571,429	325,570	474,544	421,532	437,187	538,486	382,489	758,588	460,038
Transfers to parent: \$ average in 2013/4	22,437	6,480	8,004	34,327	8,303	38,910	18,106	4,046	15,207
Total expenditure: \$ average in 2013/4	1,389,815	684,805	1,152,916	851,359	857,424	1,801,545	772,400	2,217,635	1,070,398
Revenue exceeds expenses in 2013/4: percent	78.9	74.0	76.3	78.2	75.1	83.0	75.9	79.8	76.7
Sales as percent of revenue: average per organization 2013/4	69	49	57	67	55	76	59	62	60
Revenue less grants/loans/donations exceeds expenses in 2013/4: percent	49.5	28.4	36.9	48.1	35.8	54.5	40.6	37.8	40.0

	Cultural		Environmental		Income-generation		Training for workforce integration		
	No	Yes	No	Yes	No	Yes	No	Yes (WISE)	ALL
Purpose (percent of nonprofit social enterprises):									
Employment development	27.7	23.8	24.0	31.3	22.2	41.9	12.6	84.4	25.9
Training for workforce integration	20.6	16.3	17.3	22.3	15.3	32.6			18.6
Income generation for parent organization	23.4	14.0	14.5	31.8			15.9	33.5	19.2
Social mission	86.4	74.4	77.9	89.4	80.8	82.2	79.1	89.6	81.0
Cultural mission			44.2	46.1	47.6	32.6	46.0	39.0	44.8
Environmental mission	25.9	27.4			22.4	44.4	25.5	31.9	26.7
Scale of activity (percent of nonprofit social enterprises):									
Neighbourhood / local community	54.2	63.3	54.9	67.6	57.0	63.6	58.5	57.2	58.2
City / Town	60.9	61.5	59.4	66.0	58.9	70.5	60.3	64.9	61.1
Regional	46.4	52.5	45.8	58.4	46.7	59.3	46.7	59.8	49.1
Provincial	23.1	31.2	24.4	33.2	25.2	33.3	26.0	29.9	26.7
National	9.3	17.4	11.7	16.5	11.5	19.4	12.3	15.5	13.0
International	7.3	13.1	8.1	14.5	7.7	19.0	9.4	12.0	9.9
Legal structure (percent of nonprofit social enterprises):									
Non-profit legal structure	71.5	81.6	77.2	72.7	73.9	84.9	74.0	84.8	76.0
Registered charity	53.7	57.8	57.4	50.4	53.7	63.4	53.1	66.1	55.5
Target groups (percent of nonprofit social enterprises):									
All the people living in a particular place / community	57.1	76.7	62.2	75.8	64.2	73.2	69.7	49.0	65.8
First Nations / Indigenous people	28.4	28.9	27.5	31.6	27.0	35.3	25.8	40.6	28.6
Children	24.9	41.7	32.4	32.4	32.8	30.6	35.1	20.7	32.4
Ethnic minority	21.8	25.7	23.9	22.8	22.4	28.7	21.6	32.0	23.6
Families	35.1	39.0	34.9	42.2	35.8	41.2	39.5	24.8	36.8
People living without homes	20.2	8.1	14.1	17.0	12.5	24.4	13.5	20.4	14.8
Immigrants	20.8	19.6	20.5	19.8	19.0	25.7	17.4	33.1	20.3

	Cultural		Environmental		Income-generation		Training for workforce integration		
	No	Yes	No	Yes	No	Yes	No	Yes (WISE)	ALL
Lower income individuals	42.6	27.6	34.6	39.4	34.3	42.6	33.4	47.0	35.9
Men	32.1	29.9	29.8	34.9	28.3	43.0	29.7	37.5	31.1
People living with addictions	21.4	11.5	15.9	19.8	14.9	25.6	13.8	30.7	16.9
People living with employment barriers	31.2	16.4	23.5	27.7	21.5	37.6	18.4	51.4	24.6
People living with psychiatric disabilities	27.2	12.8	20.4	21.5	18.4	30.6	16.6	38.6	20.7
People living with intellectual disabilities	33.7	17.1	25.7	27.9	23.8	37.2	20.5	52.0	26.4
People living with physical disabilities	31.9	20.3	26.1	28.1	24.0	38.0	22.7	44.0	26.7
Refugees	12.1	8.8	9.3	14.2	9.2	16.7	9.3	16.4	10.6
Senior / aged / elderly	31.3	37.0	33.6	34.5	33.5	35.3	34.5	31.1	33.9
Women	37.6	35.9	36.2	38.4	34.3	47.5	35.2	44.2	36.8
Youth / Young adults	36.7	49.3	40.7	46.8	41.1	47.3	39.5	54.2	42.3
Serves two or more groups (above)	60.3	57.0	58.2	60.4	57.1	65.9	55.5	73.2	58.8
Sources of grants and donations received in 2013/4									
Foundations	24.0	25.2	22.6	29.8	24.5	25.0	23.3	30.1	24.6
Federal Government	21.1	41.0	33.4	20.2	32.5	19.0	28.8	35.0	29.9
Provincial Government	37.0	63.4	52.7	37.8	52.2	34.0	46.8	57.1	48.7
Municipal Government	17.6	43.1	31.1	22.7	32.6	13.1	29.5	25.9	28.9
Private individuals, philanthropists, donors	35.0	51.4	43.0	40.1	43.1	38.5	40.7	49.2	42.2
Bank	4.4	5.9	5.1	4.8	4.7	6.0	4.4	7.5	5.0
Corporations/Private businesses	22.0	32.4	26.0	28.3	26.8	25.4	26.3	27.6	26.6
Parent organization	8.2	6.1	7.0	8.0	6.3	11.1	6.8	9.2	7.3
Credit Union	4.9	9.9	6.4	9.3	8.0	3.6	7.2	7.1	7.2
Community futures	1.5	4.3	2.5	3.4	3.2	.8	2.7	2.9	2.8
No grants/donations	29.6	15.2	21.4	28.1	20.0	36.8	24.7	16.7	23.2
Purposes of grants and donations received in 2013/4:									
Training and technical assistance grants	24.6	29.4	24.8	32.5	25.0	35.1	22.8	43.2	26.8
Operational grants	66.6	75.1	70.6	70.2	71.6	65.1	70.1	71.8	70.5
Governance and management	7.2	14.1	9.7	12.5	10.1	12.0	9.3	15.4	10.5
Research and development	12.0	19.8	14.5	18.6	15.3	16.3	13.5	23.8	15.6
Capital project	23.6	31.8	23.9	37.6	26.5	31.7	26.6	30.4	27.4

	Cultural		Environmental		Income-generation		Training for workforce integration		
	No	Yes	No	Yes	No	Yes	No	Yes (WISE)	ALL
Sources of loans/ debt instruments taken out in 2013/4									
Foundations	.7	1.2	.5	2.0	.7	2.4	1.1	.4	1.0
Federal Government	1.5	.5	1.4	.3	1.0	1.2	1.2	.8	1.1
Provincial Government	1.9	1.4	2.0	1.1	1.8	1.2	1.7	2.1	1.8
Municipal Government	1.5	.9	.7	2.5	1.1	1.6	1.1	1.7	1.1
Private individuals, philanthropists, donors	1.6	3.5	1.4	5.4	1.9	4.8	1.4	7.1	2.4
Bank	8.9	6.2	6.9	9.9	7.7	7.9	6.9	11.3	7.7
Corporations/Private businesses	2.3	.3	.5	3.7	1.2	2.0	1.4	1.7	1.5
Parent organization	1.2	.5	.7	1.7	.3	3.6	.6	2.5	.9
Credit Union	6.5	7.8	5.7	10.5	6.7	8.3	7.0	7.5	7.0
Community futures	.8	.7	.4	1.4	.7	.8	.7	1.3	.7
No loans / debt instruments	73.3	75.3	77.2	65.6	74.3	73.4	75.7	67.1	74.1
Purposes of loans/ debt instruments taken out in 2013/4:									
Training and technical assistance Loans	.4	.7	.5	.6	.6	.4	.3	1.7	.5
Operational Loans	8.7	11.1	8.8	12.5	8.9	13.5	8.3	15.9	9.8
Governance and management	.4	1.0	.6	1.1	.9	.0	.5	1.7	.7
Research and development	.7	.9	.6	1.1	.8	.4	.7	.8	.8
Capital project	12.4	8.1	7.5	18.7	9.2	15.9	8.9	17.5	10.5
Sector of products and services sold									
Resources, production, construction	23.1	23.8	16.1	43.7	21.0	33.7	19.6	40.2	23.4
Trade, finance	25.0	21.4	17.2	40.5	16.9	50.8	20.8	35.1	23.5
Real estate	26.7	8.3	21.2	11.1	18.6	18.2	19.5	14.3	18.4
Accommodation, food, tourism	26.1	57.0	39.5	41.2	39.0	43.8	38.6	45.8	39.9
Health and social services	30.5	18.9	27.0	20.6	25.8	23.3	19.6	50.2	25.3
Art, culture, communication	6.6	60.8	33.3	24.0	32.3	24.4	32.0	25.9	30.8
Professional services	32.7	40.2	33.9	41.8	34.3	43.4	32.8	50.2	36.0
Other services	25.4	16.3	12.8	45.1	17.0	39.5	18.7	33.1	21.3
Active in two or more sectors (above)	43.7	66.1	49.1	66.3	50.6	66.3	50.4	68.2	53.8

	Cultural		Environmental		Income-generation		Training for workforce integration		
	No	Yes	No	Yes	No	Yes	No	Yes (WISE)	ALL
Age at time of survey									
0-5 years	16.9	16.7	12.9	28.1	15.6	21.9	14.0	28.3	16.9
6-15 years	21.7	21.1	18.1	31.2	20.6	24.6	21.2	22.1	21.4
16 years or more	61.5	62.2	69.0	40.8	63.8	53.6	64.8	49.6	61.8
Location									
Rural and small town	51.4	63.5	57.5	54.9	57.0	55.8	58.2	50.6	56.8
Urban (CMA of 100k + population)	48.6	36.5	42.5	45.1	43.0	44.2	41.8	49.4	43.2
Focus ****									
Employment	34.1	23.6	29.3	29.8	26.2	42.8	17.0	83.7	29.4
Poverty	49.9	33.9	42.7	42.6	39.9	54.5	33.3	83.7	42.7
Disability	29.6	13.9	24.4	17.5	22.1	24.4	17.8	43.4	22.6
Mission *****									
Social / environmental / cultural mission	53.4	68.3	55.8	53.9	74.3	.0	73.8	.0	60.0
Income-generation mission	18.0	5.0	44.2	46.1	.0	63.6	13.7	5.6	12.2
Multi-purpose mission	28.6	26.7	100.0	100.0	25.7	36.4	12.5	94.4	27.8

Notes:

**** Focus - 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. The calculation method changed from 2014 to 2015; results reported here are consistent based on the revised method, which excludes those respondents who reported 13 or more target populations.

***** Mission - three mutually exclusive categories used to classify nonprofit social enterprises based on their stated purposes.

APPENDIX C: FOCUS AND LOCATION COMPARISONS

	Employment		Poverty		Disability		Location		
	No	Yes	No	Yes	No	Yes	Rural	Urban	ALL
Demographic profile									
Year of formation: median	1988.0	1989.9	1987.0	1992.0	1990.0	1991.0	1989.0	1992.0	1990.0
Year of first sale: median	1992.0	1992.3	1991.0	1996.0	1992.0	1993.0	1992.0	1993.0	1993.0
Number of business sectors (1-17): average	1.8	2.3	1.8	2.2	1.9	2.2	2.0	2.0	2.0
Number of targeted populations (0-17): average	4.6	4.7	4.3	5.0	4.2	6.2	4.2	5.1	4.6
Individual members: average in 2013/4	205.3	173.0	222.1	160.4	216.4	126.8	138.9	270.1	195.9
Organizational members: average in 2013/4	14.6	9.5	13.3	12.8	14.8	7.2	12.2	14.2	13.1
Trained: average for 2013/4	99.5	85.9	103.5	85.0	108.4	54.1	33.2	177.7	95.4
Employed (from target group): average for 2013/4	15.4	27.9	17.2	21.7	17.2	25.4	13.2	27.1	19.2
Served: average for 2013/4	5407.5	2372.5	5749.3	2871.3	4589.5	4208.3	2393.5	7267.1	4498.4
FTEs: average in 2013/4	9.9	20.3	10.2	16.6	9.8	23.0	10.7	15.7	12.9
Volunteers (full-and part-time): average in 2013/4	140.2	48.0	155.0	56.2	135.2	42.7	41.4	211.8	114.8
Revenue from sales of goods and services: \$ average 2013/4	593,355	1,416,746	600,623	1,155,169	850,317	832,120	911,669	752,402	845,948
Revenue from grants and donations received from parent organization: \$ average 2013/4	42,776	27,193	40,416	34,944	32,545	55,246	28,598	51,372	37,996
Revenue from grants and donations from other organizations and private individuals: \$ average 2013/4	174,219	128,404	196,782	114,009	176,596	108,152	96,853	250,280	160,164
Total revenue: \$ average in 2013/4	894,435	1,669,029	901,761	1,422,339	1,125,023	1,154,332	1,104,046	1,171,934	1,132,059
Total wages and salaries: \$ average in 2013/4	402,261	590,600	417,872	513,187	390,267	680,879	356,480	607,441	460,038
Transfers to parent: \$ average in 2013/4	18,710	7,291	13,205	17,731	16,007	12,676	13,248	17,997	15,207
Total expenditure: \$ average in 2013/4	851,219	1,565,685	859,047	1,336,796	1,047,981	1,141,350	1,014,414	1,150,083	1,070,398
Revenue exceeds expenses in 2013/4: percent	76.0	78.6	76.3	77.4	77.7	73.6	74.6	79.6	76.7
Sales as percent of revenue: average per organization 2013/4	59	61	58	62	59	62	57	64	60

	Employment		Poverty		Disability		Location		
	No	Yes	No	Yes	No	Yes	Rural	Urban	ALL
Revenue less grants/loans/donations exceeds expenses in 2013/4: percent	40.2	39.2	39.3	40.8	41.6	34.4	37.9	43.0	40.0
Purpose (percent of nonprofit social enterprises):									
Employment development	4.9	76.5	6.1	52.6	20.3	45.2	25.3	26.9	25.9
Training for workforce integration	4.3	53.0	5.3	36.5	13.6	35.9	16.6	21.3	18.6
Income generation for parent organization	15.5	27.8	15.2	24.4	18.7	20.8	18.8	19.6	19.2
Social mission	78.8	86.3	76.7	86.8	79.4	86.5	81.4	80.6	81.0
Cultural mission	48.4	35.9	51.6	35.5	49.8	27.6	50.0	37.9	44.8
Environmental mission	26.5	27.0	26.7	26.6	28.4	20.7	25.8	27.8	26.7
Scale of activity (percent of nonprofit social enterprises):									
Neighbourhood / local community	60.4	53.0	59.0	57.2	58.1	58.7	60.4	55.4	58.2
City / Town	59.7	64.6	58.7	64.5	58.1	71.7	60.2	62.4	61.1
Regional	46.8	54.5	47.3	51.7	48.7	50.7	52.7	44.5	49.1
Provincial	25.2	30.4	26.1	27.7	27.0	25.7	23.3	31.3	26.7
National	12.4	14.1	12.7	13.4	13.8	9.9	9.8	17.2	13.0
International	9.8	10.1	10.2	9.4	10.4	7.9	7.1	13.6	9.9
Legal structure (percent of nonprofit social enterprises):									
Non-profit legal structure	74.8	78.8	75.4	76.9	73.9	83.2	80.0	70.7	76.0
Registered charity	56.3	53.7	55.6	55.5	52.0	67.4	54.4	56.9	55.5
Target groups (percent of nonprofit social enterprises):									
All the people living in a particular place / community	71.9	51.4	72.8	56.5	73.1	41.1	70.4	59.8	65.8
First Nations / Indigenous people	27.8	30.6	25.6	32.6	27.4	32.7	28.9	28.2	28.6
Children	38.5	17.7	36.6	26.8	33.5	28.7	33.8	30.6	32.4
Ethnic minority	25.1	20.2	23.2	24.0	23.6	23.7	20.5	27.7	23.6
Families	43.3	21.2	35.8	38.3	38.3	31.9	36.6	37.0	36.8
People living without homes	15.4	13.4	15.6	13.8	14.2	17.1	12.7	17.7	14.8

	Employment		Poverty		Disability		Location		
	No	Yes	No	Yes	No	Yes	Rural	Urban	ALL
Immigrants	20.5	19.7	20.1	20.6	20.5	19.5	16.1	25.8	20.3
Lower income individuals	34.1	40.4	19.9	57.3	32.1	49.0	30.8	42.5	35.9
Men	31.8	29.5	28.4	34.7	29.8	35.9	29.7	33.0	31.1
People living with addictions	16.4	17.9	18.9	14.1	15.5	21.8	13.9	21.0	16.9
People living with employment barriers	16.3	44.6	20.1	30.7	19.2	43.1	20.4	30.1	24.6
People living with psychiatric disabilities	18.1	27.0	21.0	20.4	14.0	43.8	17.4	25.0	20.7
People living with intellectual disabilities	21.6	37.9	22.7	31.1	14.1	68.3	25.8	27.1	26.4
People living with physical disabilities	24.9	30.9	24.6	29.4	14.2	69.4	25.2	28.6	26.7
Refugees	12.1	7.1	13.7	6.4	11.8	6.6	5.6	17.2	10.6
Senior / aged / elderly	37.4	25.5	35.2	32.0	32.7	37.8	32.3	35.9	33.9
Women	36.6	37.4	31.1	44.5	34.8	43.8	34.5	39.9	36.8
Youth / Young adults	41.3	44.8	39.4	46.2	40.7	48.2	40.1	45.2	42.3
Serves two or more groups (above)	55.2	67.4	46.0	76.0	50.2	88.2	57.3	60.8	58.8
Sources of grants and donations received in 2013/4									
Foundations	24.0	25.9	22.9	26.7	23.1	29.5	19.1	32.0	24.6
Federal Government	29.8	30.2	31.3	27.9	30.6	27.5	29.6	30.3	29.9
Provincial Government	48.4	49.4	50.5	46.2	46.8	55.0	54.1	41.5	48.7
Municipal Government	30.5	24.8	32.1	24.4	29.5	26.5	30.4	26.8	28.9
Private individuals, philanthropists, donors	43.3	39.5	42.8	41.4	41.1	46.0	43.0	41.1	42.2
Bank	4.8	5.7	4.5	5.5	4.4	6.7	3.3	7.2	5.0
Corporations/Private businesses	28.7	21.5	27.6	25.2	26.5	27.1	26.1	27.3	26.6
Parent organization	6.2	10.1	6.0	8.9	6.0	11.4	7.7	6.8	7.3
Credit Union	7.0	7.2	7.7	6.4	7.6	5.4	7.3	7.0	7.2
Community futures	3.0	2.1	3.1	2.3	2.6	3.4	4.2	.9	2.8
No grants/donations	23.9	21.7	23.1	23.5	24.2	19.8	22.4	24.2	23.2
Purposes of grants and donations received in 2013/4:									
Training and technical assistance grants	22.8	35.5	20.8	34.7	24.1	35.7	24.2	30.6	26.8
Operational grants	72.3	66.7	71.5	69.0	69.5	73.9	71.1	69.6	70.5
Governance and management	10.0	11.4	10.0	11.1	10.4	10.8	10.2	10.8	10.5
Research and development	14.0	18.9	14.6	16.7	15.5	15.7	12.0	20.8	15.6
Capital project	28.8	24.2	26.1	29.0	25.8	32.7	29.9	23.8	27.4

	Employment		Poverty		Disability		Location		
	No	Yes	No	Yes	No	Yes	Rural	Urban	ALL
Sources of loans/ debt instruments taken out in 2013/4									
Foundations	1.2	.3	1.2	.7	1.0	1.0	.9	1.1	1.0
Federal Government	1.2	.8	.7	1.6	1.1	1.0	.8	1.4	1.1
Provincial Government	1.6	1.8	1.6	2.0	1.7	1.7	2.4	.9	1.8
Municipal Government	.8	2.3	.4	2.3	1.0	1.7	1.2	1.1	1.1
Private individuals, philanthropists, donors	1.2	5.4	1.3	3.9	2.4	2.7	2.7	2.2	2.4
Bank	7.1	9.0	6.9	8.7	7.0	10.0	7.0	8.6	7.7
Corporations/Private businesses	.9	2.8	.7	2.5	1.8	.3	.7	2.5	1.5
Parent organization	.3	2.6	.4	1.8	.6	2.0	.7	1.3	.9
Credit Union	6.4	8.5	6.3	8.0	5.9	11.0	6.9	7.2	7.0
Community futures	.8	.8	.8	.7	.7	1.0	.7	.7	.7
No loans / debt instruments	76.8	67.7	77.3	69.9	75.8	68.6	74.1	74.2	74.1
Purposes of loans/ debt instruments taken out in 2013/4:									
Training and technical assistance Loans	.1	1.6	.1	1.1	.3	1.3	.5	.5	.5
Operational Loans	8.1	13.7	7.9	12.3	10.2	8.1	8.2	11.8	9.8
Governance and management	.5	1.3	.4	1.2	.5	1.3	.9	.4	.7
Research and development	.6	1.0	.7	.9	.6	1.0	.5	1.1	.8
Capital project	8.1	16.3	8.0	13.7	8.8	16.4	11.2	9.5	10.5
Sector of products and services sold									
Resources, production, construction	19.1	33.8	18.7	29.9	22.0	28.6	25.8	20.3	23.4
Trade, finance	20.7	29.8	21.0	26.8	21.9	28.6	21.8	25.6	23.5
Real estate	20.0	14.9	14.9	23.3	17.9	20.1	14.5	23.6	18.4
Accommodation, food, tourism	38.8	42.4	41.1	38.3	41.7	33.9	45.7	32.4	39.9
Health and social services	19.0	40.4	19.0	33.8	19.4	45.9	26.6	23.7	25.3
Art, culture, communication	32.7	26.3	34.8	25.4	33.2	22.7	32.1	29.2	30.8
Professional services	31.8	46.2	32.5	40.8	35.8	37.0	36.0	36.1	36.0
Other services	18.5	28.3	17.6	26.4	19.4	28.1	20.3	22.7	21.3
Active in two or more sectors (above)	49.7	63.1	50.6	57.8	53.0	56.3	57.1	49.6	53.8

	Employment		Poverty		Disability		Location		
	No	Yes	No	Yes	No	Yes	Rural	Urban	ALL
Age at time of survey									
0-5 years	13.8	23.7	12.7	21.8	16.3	18.8	16.2	17.7	16.9
6-15 years	21.8	20.4	21.7	21.1	22.6	17.6	21.8	20.8	21.4
16 years or more	64.4	55.9	65.6	57.1	61.2	63.6	62.0	61.5	61.8
Location									
Rural and small town	57.1	56.3	57.9	55.3	57.6	53.9			56.8
Urban (CMA of 100k + population)	42.9	43.7	42.1	44.7	42.4	46.1			43.2
Focus ****									
Employment			.0	68.9	19.0	65.1	29.2	29.8	29.4
Poverty	18.8	100.0			31.0	82.9	41.6	44.2	42.7
Disability	11.1	50.0	6.7	43.8			21.4	24.1	22.6
Mission *****									
Social / environmental / cultural mission	80.0	11.9	79.6	33.8	65.3	41.9	61.0	58.7	60.0
Income-generation mission	13.2	9.6	12.5	11.7	13.4	7.9	12.4	11.9	12.2
Multi-purpose mission	6.7	78.5	7.9	54.5	21.3	50.2	26.6	29.4	27.8

Notes:

**** Focus - 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. The calculation method changed from 2014 to 2015; results reported here are consistent based on the revised method, which excludes those respondents who reported 13 or more target populations.

***** Mission - three mutually exclusive categories used to classify nonprofit social enterprises based on their stated purposes.

APPENDIX D: AGE AND PURPOSE COMPARISONS

	Age			Purpose			
	0-5 years	6-15 years	16 years or more	Social, Environmental, Cultural Only	Income focused	Multi-purpose	ALL
Demographic profile							
Year of formation: median	2010.0	2004.0	1982.0	1987.0	1995.4	1994.0	1990.0
Year of first sale: median	2011.0	2005.0	1984.0	1990.0	1999.0	1997.0	1993.0
Number of business sectors (1-17): average	2.1	2.1	2.0	1.6	2.4	2.5	2.0
Number of targeted populations (0-17): average	4.6	4.3	4.4	3.9	5.8	5.6	4.6
Individual members: average in 2013/4	185.6	85.0	254.0	178.1	174.8	244.5	195.9
Organizational members: average in 2013/4	4.0	10.4	16.0	13.5	11.7	12.9	13.1
Trained: average for 2013/4	69.2	176.7	93.2	86.0	65.5	128.3	95.4
Employed (from target group): average for 2013/4	10.0	25.6	22.5	13.0	24.4	30.0	19.2
Served: average for 2013/4	2032.5	3926.0	5600.4	5653.9	3017.5	2712.6	4498.4
FTEs: average in 2013/4	6.0	10.0	16.2	9.9	13.1	19.4	12.9
Volunteers (full-and part-time): average in 2013/4	52.8	129.9	146.1	152.8	55.3	55.8	114.8
Revenue from sales of goods and services: \$ average 2013/4	256,245	622,630	1,197,710	528,612	1,921,477	902,067	845,948
Revenue from grants and donations received from parent organization: \$ average 2013/4	17,923	30,543	39,797	54,543	9,158	20,932	37,996
Revenue from grants and donations from other organizations and private individuals: \$ average 2013/4	58,426	184,846	207,240	157,974	16,413	238,994	160,164
Total revenue: \$ average in 2013/4	367,919	875,353	1,575,805	847,881	1,973,374	1,245,533	1,132,059
Total wages and salaries: \$ average in 2013/4	156,931	291,944	644,208	395,787	423,783	603,207	460,038
Transfers to parent: \$ average in 2013/4	9,683	19,515	14,961	10,689	53,014	4,334	15,207
Total expenditure: \$ average in 2013/4	347,751	811,154	1,493,835	810,767	1,784,940	1,202,141	1,070,398
Revenue exceeds expenses in 2013/4: percent	77.3	82.0	74.2	74.6	88.7	74.7	76.7
Sales as percent of revenue: average per organization 2013/4	56	59	63	54	81	61	60
Revenue less grants/loans/donations exceeds expenses in 2013/4: percent	44.5	37.2	37.8	35.8	66.4	34.5	40.0

	Age			Purpose			
	0-5 years	6-15 years	16 years or more	Social, Environmental, Cultural Only	Income focused	Multi- purpose	ALL
Purpose (percent of nonprofit social enterprises):							
Employment development	41.8	27.1	23.8	.0	15.2	86.6	25.9
Training for workforce integration	33.2	20.3	15.8	.0	8.5	63.4	18.6
Income generation for parent organization	25.4	22.4	16.9	.0	100.0	25.1	19.2
Social mission	90.2	82.5	76.9	80.3	72.0	86.4	81.0
Cultural mission	45.6	45.1	46.1	50.9	18.3	43.0	44.8
Environmental mission	42.5	37.0	16.7	21.0	36.0	34.5	26.7
Scale of activity (percent of nonprofit social enterprises):							
Neighbourhood / local community	58.2	57.3	58.2	57.3	62.8	58.3	58.2
City / Town	62.2	65.9	61.3	56.7	71.8	66.1	61.1
Regional	52.3	51.6	46.9	43.9	54.9	57.9	49.1
Provincial	23.3	24.3	27.4	24.1	32.3	29.9	26.7
National	11.9	10.2	13.0	10.8	18.3	15.2	13.0
International	7.3	10.1	9.6	7.9	18.4	10.2	9.9
Legal structure (percent of nonprofit social enterprises):							
Non-profit legal structure	67.9	84.2	73.1	71.5	87.8	80.5	76.0
Registered charity	44.6	47.9	59.5	52.9	62.0	58.5	55.5
Target groups (percent of nonprofit social enterprises):							
All the people living in a particular place / community	64.2	63.8	66.5	69.3	78.7	52.8	65.8
First Nations / Indigenous people	28.4	30.8	25.2	24.0	34.4	35.7	28.6
Children	25.8	28.7	32.1	37.3	29.3	23.5	32.4
Ethnic minority	25.9	26.3	20.6	19.8	29.4	29.1	23.6
Families	35.1	33.2	36.6	39.1	47.6	27.0	36.8
People living without homes	15.0	14.2	12.4	10.8	25.6	18.7	14.8
Immigrants	18.6	19.9	19.4	15.1	25.8	28.9	20.3

	Age			Purpose			
	0-5 years	6-15 years	16 years or more	Social, Environmental, Cultural Only	Income focused	Multi- purpose	ALL
Lower income individuals	38.3	34.1	33.9	30.3	45.7	43.7	35.9
Men	30.6	32.1	29.7	26.1	46.3	35.2	31.1
People living with addictions	18.0	13.8	14.8	10.9	26.4	25.7	16.9
People living with employment barriers	29.4	19.5	22.8	14.0	31.7	44.4	24.6
People living with psychiatric disabilities	19.1	17.5	19.6	13.8	28.7	32.3	20.7
People living with intellectual disabilities	27.3	22.4	25.6	16.9	31.9	44.3	26.4
People living with physical disabilities	25.3	21.5	27.6	20.5	33.5	36.9	26.7
Refugees	9.8	4.5	10.8	6.7	17.8	16.0	10.6
Senior / aged / elderly	24.4	29.1	36.0	35.1	35.4	30.5	33.9
Women	39.9	39.7	34.2	31.6	52.4	41.2	36.8
Youth / Young adults	48.7	40.7	39.9	38.4	41.7	51.1	42.3
Serves two or more groups (above)	63.7	60.2	56.2	53.7	62.6	68.3	58.8
Sources of grants and donations received in 2013/4							
Foundations	30.7	27.9	23.3	23.3	25.0	27.3	24.6
Federal Government	24.7	26.6	35.9	32.5	13.4	31.8	29.9
Provincial Government	37.0	44.9	52.8	51.1	24.5	54.3	48.7
Municipal Government	22.8	26.3	30.8	33.1	9.1	28.7	28.9
Private individuals, philanthropists, donors	39.7	46.1	41.5	43.8	33.5	42.5	42.2
Bank	3.7	5.3	5.5	4.7	4.3	6.1	5.0
Corporations/Private businesses	27.5	31.7	23.7	28.4	22.6	24.3	26.6
Parent organization	9.5	7.8	6.6	6.1	9.2	8.8	7.3
Credit Union	6.9	9.1	6.1	7.6	1.2	8.8	7.2
Community futures	3.7	2.1	2.0	3.2	.6	2.8	2.8
No grants/donations	26.3	23.0	23.6	20.8	42.9	19.9	23.2
Purposes of grants and donations received in 2013/4:							
Training and technical assistance grants	27.3	32.0	24.2	19.7	29.7	40.3	26.8
Operational grants	64.4	68.9	71.8	72.2	60.6	70.7	70.5
Governance and management	11.9	14.0	8.3	8.4	11.7	14.3	10.5
Research and development	21.6	15.8	15.0	13.7	5.5	23.0	15.6
Capital project	27.8	22.5	28.0	26.7	30.7	27.5	27.4

	Age			Purpose			
	0-5 years	6-15 years	16 years or more	Social, Environmental, Cultural Only	Income focused	Multi- purpose	ALL
Sources of loans/ debt instruments taken out in 2013/4							
Foundations	.5	.0	.4	.8	3.0	.6	1.0
Federal Government	1.1	.4	1.2	1.3	1.2	.6	1.1
Provincial Government	1.6	1.6	1.7	1.7	.6	2.2	1.8
Municipal Government	1.1	.4	1.3	1.3	.6	1.4	1.1
Private individuals, philanthropists, donors	9.0	1.2	1.3	1.4	.0	5.8	2.4
Bank	4.8	9.8	8.0	7.4	7.9	8.3	7.7
Corporations/Private businesses	1.6	.8	1.6	1.3	.6	2.2	1.5
Parent organization	3.2	.0	1.0	.1	3.0	1.9	.9
Credit Union	4.7	8.2	8.0	6.0	7.9	8.8	7.0
Community futures	2.1	.8	.6	.9	.0	.8	.7
No loans / debt instruments	72.5	71.3	75.5	75.9	79.9	67.7	74.1
Purposes of loans/ debt instruments taken out in 2013/4:							
Training and technical assistance Loans	1.6	.4	.3	.1	.0	1.7	.5
Operational Loans	16.9	8.6	8.9	7.5	7.9	15.5	9.8
Governance and management	1.1	.0	1.0	.6	.0	1.4	.7
Research and development	3.2	.4	.4	.6	.6	1.1	.8
Capital project	8.5	8.6	12.4	8.3	12.2	14.6	10.5
Sector of products and services sold							
Resources, production, construction	35.2	30.4	21.4	15.5	25.6	39.7	23.4
Trade, finance	28.4	24.7	21.5	12.3	57.9	32.5	23.5
Real estate	7.7	11.8	26.0	20.8	21.3	12.3	18.4
Accommodation, food, tourism	43.3	41.1	42.3	38.5	36.0	44.5	39.9
Health and social services	27.5	25.5	27.3	19.2	12.8	43.9	25.3
Art, culture, communication	29.9	34.6	34.5	33.4	20.1	29.9	30.8
Professional services	38.7	36.6	35.2	30.1	40.2	47.2	36.0
Other services	23.8	29.3	17.3	14.2	38.4	29.1	21.3
Active in two or more sectors (above)	55.1	58.7	50.4	45.6	65.0	65.6	53.8

	Age			Purpose			
	0-5 years	6-15 years	16 years or more	Social, Environmental, Cultural Only	Income focused	Multi-purpose	ALL
Age at time of survey							
0-5 years				12.8	19.4	24.2	16.9
6-15 years				20.1	30.6	20.6	21.4
16 years or more				67.1	50.0	55.2	61.8
Location							
Rural and small town	53.6	56.9	56.0	57.7	57.9	54.3	56.8
Urban (CMA of 100k + population)	46.4	43.1	44.0	42.3	42.1	45.7	43.2
Focus ****							
Employment	43.8	29.7	28.2	5.8	23.2	82.9	29.4
Poverty	58.0	43.9	41.2	24.0	41.1	83.7	42.7
Disability	26.3	19.5	24.4	15.7	14.6	40.6	22.6
Mission *****							
Social / environmental / cultural mission	45.4	55.9	64.9				60.0
Income-generation mission	13.4	16.6	9.4				12.2
Multi-purpose mission	41.2	27.5	25.6				27.8

Notes:

**** Focus - 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. The calculation method changed from 2014 to 2015; results reported here are consistent based on the revised method, which excludes those respondents who reported 13 or more target populations.

***** Mission - three mutually exclusive categories used to classify nonprofit social enterprises based on their stated purposes.

APPENDIX E: SURVEY HIGHLIGHTS

Canadian Social Enterprise Sector Survey Highlights

Cultural-Purpose

Social enterprise is defined here as a nonprofit organization that sells goods or provides services in the market for the primary purpose of creating a blended return on investment, both financial and social/environmental/cultural.

Social enterprises with a cultural-purpose are engaged in operations such as local museums, art galleries, heritage sites, agricultural societies, community choirs and nonprofit theatres.

Survey Purpose

These highlights of social enterprise surveys represent all provinces/territories except Quebec, and report on activities and finances for 2013-14. They provide the first snapshot-in-time profile of the impact of social enterprise across Canada to inform procurement, training, investment and supporting policy action. 7,000 social enterprises were invited to participate and 1,350 responded.

The responding social enterprises reported at least \$1.19 billion in revenues, including over \$828 million in sales. They paid at least \$442 million in wages and salaries to 30,800 employees, of whom 76% were mission-focused employees. These social enterprises trained 116,000 people, provided services to over 5.48 million individuals, and engaged 116,000 volunteers.

Community Partners

Funding, guidance and support for the Social Enterprise Sector Survey included the Institute for Community Prosperity, Mount Royal University, Simon Fraser University, Enterprising Non-Profits Canada, and generous local sponsors and supporters in every Province and Territory. A full list of funders and partners is available at www.sess.ca.



Institute for
Community Prosperity



SIMON FRASER UNIVERSITY
THINKING OF THE WORLD

Community Impact

Canada's Cultural-Purpose Social Enterprises...



Canada's Cultural-purpose Social Enterprises...

Include more Non-profits and Charities

More Canadian cultural-purpose social enterprises are nonprofits, compared to other SEs.

Operate on a Broad Scale

Cultural-purpose social enterprises are almost twice as likely as others to operate on a national or international scale.

Balance Multiple Purposes

27% of cultural-purpose social enterprises are working to balance multiple purposes.

Are Socially Driven

74% of cultural-purpose social enterprises also have a social purpose.

Generate Sales Revenue

Sales revenues of cultural-purpose social enterprises are, on average, \$406k.

Are Supported by Individual Donors

51% of cultural-purpose social enterprises receive financial support from individual donors.

Operate in a Range of Sectors

Cultural-purpose social enterprises sell diverse goods and services.

Receive Government Grants

Cultural-purpose social enterprises receive less on average in operating grants than other SEs.



Key Findings

Canada's Cultural-purpose Social Enterprises...

Fight Poverty

34% of cultural-purpose social enterprises are also poverty-related.

Are WISE trainers

16% of cultural-purpose social enterprises also have a training purpose, providing Workforce Integration through Social Enterprise (WISE).

Have an Employment Focus

23% of cultural-purpose social enterprises have an employment focus.

Support the Environment

Cultural-purpose social enterprises are just as likely as others to also have an environmental purpose.

Support Rural Communities

Cultural-purpose social enterprises are almost twice as prevalent in rural than in urban communities.

Support Nonprofits

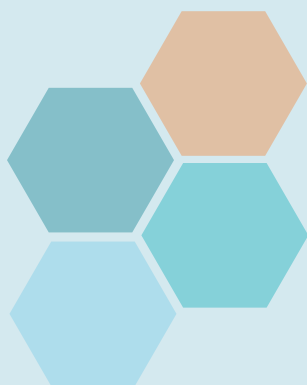
Cultural-purpose social enterprises, on average, provide a "parent" organizations with \$7k in revenue.

Support Multiple Disability Communities

Cultural-purpose SEs train, employ or provide services to people living with physical disabilities (20%), with intellectual disabilities (17%) and with psychological disabilities (13%).

Are Both Young and Well Established

17% of cultural-purpose social enterprises are 0-5 years old and 62% are 16+ years old.



Canadian Social Enterprise Sector Survey Highlights

Disability-Focus

Social enterprise is defined here as a nonprofit organization that sells goods or provides services in the market for the primary purpose of creating a blended return on investment, both financial and social/environmental/cultural.

Disability-focused social enterprises are defined as those that train, employ or provide services to people living with physical, psychiatric or intellectual disabilities.

Survey Purpose

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The responding social enterprises reported at least \$1.19 billion in revenues, including over \$828 million in sales. They paid at least \$442 million in wages and salaries to 30,800 employees, of whom 76% were mission-focused employees. These social enterprises trained 116,000 people, provided services to over 5.48 million individuals, and engaged 116,000 volunteers.

Community Partners

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Community Impact

Canada's Disability-Focused Social Enterprises...



Canada's Disability-focused Social Enterprises...

Are focused on particular needs

41% of disability-related social enterprises work with all people living in a particular community.

Work with Low Income People and Women

Disability-focused social enterprises are almost twice as likely to train, employ or provide services to low income individuals.

Balance Multiple Purposes

Most of Disability-focused social enterprises work to balance multiple purposes

Create New Enterprises

Disability - focused social enterprises are a little more likely than other SEs to be less than 5 years old.

Are Profitable

Disability-focused social enterprises, on average, have a net profit of \$13k.

Create More Jobs

On average, Disability-focused social enterprises employ more people than other SEs.

Have an Employment Development Purpose

Almost half (45%) of disability - focused social enterprises have an employment development purpose.

Receive Fewer & Lower Government Grants

Disability-focused social enterprises reported receiving less on average in operating grants than other SEs.



Key Findings

Canada's Disability-focused Social Enterprises...

Are Young

More disability-focused social enterprises, are less than five years old than other SEs.

Are WISE trainers

More than one-third of disability-focused social enterprises are also a Workforce Integration Social Enterprise (WISE).

Get Parental Support

41% of disability-focused social enterprises have a "parent" organization.

Address Employment Barriers

Responding disability-focused SEs are more than twice as likely to train, employ or provide services to people living with employment barriers.

Support Arts and Culture

28% of disability-focused social enterprises have a cultural purpose.

More Urban than Rural

Disability-focused social enterprises are more likely to be Urban than other SEs.

Protect the Environment

21% of disability-focused social enterprises have an environmental purpose. This compares with 28% for other SEs.

Fight Poverty

83% of disability-focused social enterprises are also poverty-focused.



Canadian Social Enterprise Sector Survey Highlights

Employment-Focus

Social enterprise is defined here as a nonprofit organization that sells goods or provides services in the market for the primary purpose of creating a blended return on investment, both financial and social/environmental/cultural.

Employment-focused social enterprises are those with an employment or training purpose or that employ, train or provide services to people with employment barriers.

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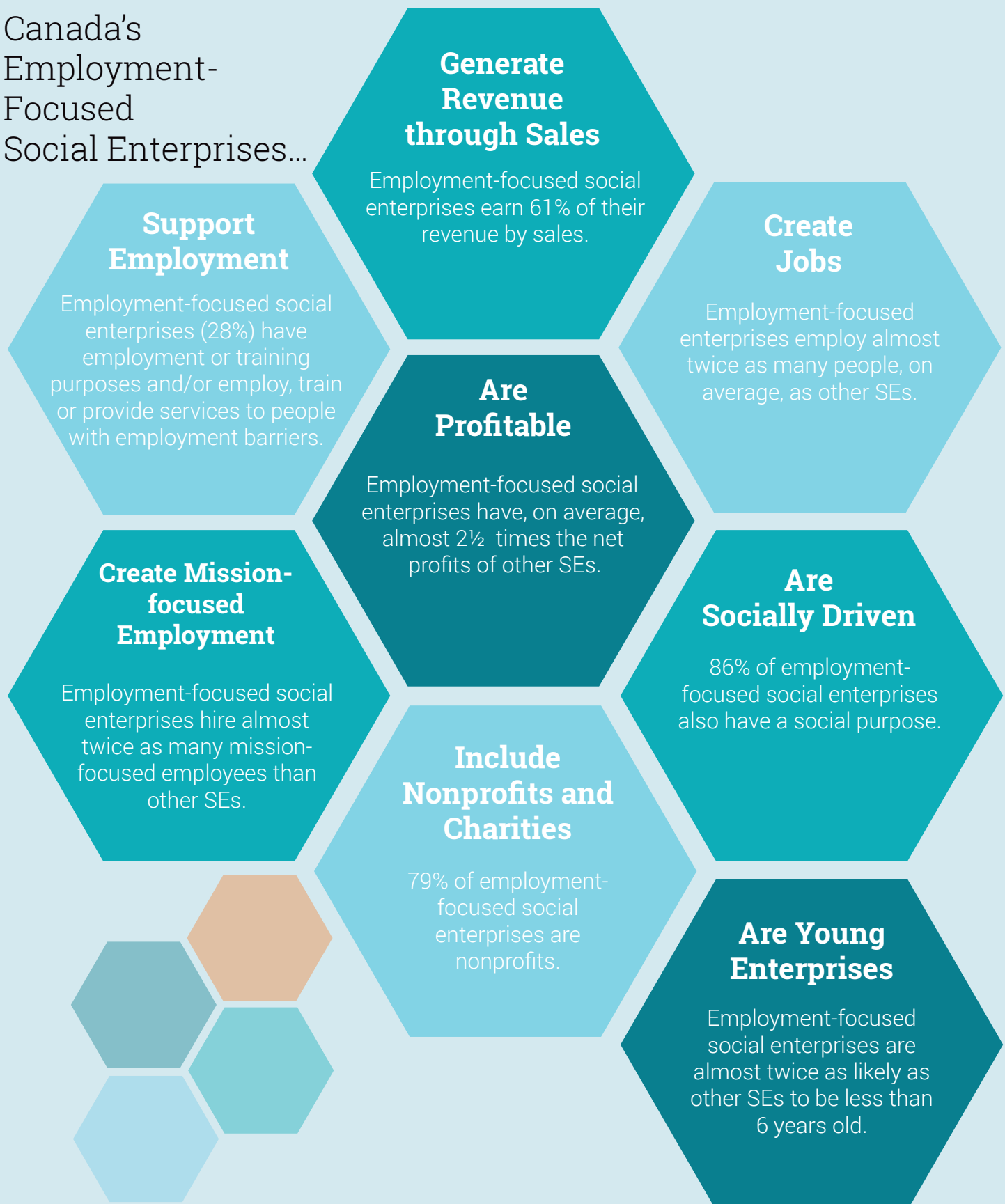
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Canada's Employment- Focused Social Enterprises...



Canada's Employment-Focused Social Enterprises...

Pay Employee Wages

On average, employment-focused social enterprises pay almost 1½ times more in wages and salaries.

Operate on a Regional Scale

Employment-focused social enterprises operate at a regional scale 8% more often than other SEs.

Operate in a range of sectors

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

Address Employment Barriers

Employment-focused enterprises are almost 3 times as likely as other SEs to work with people living with employment barriers.

Receive Support from "Parents"

Employment-focused social enterprises are 10% more likely than other SEs to receive financial support from a "parent" organization.

Receive Government Grants

Employment-focused enterprises report receiving less than other SEs in operating grants.

Have an Employment Development Purpose

84% of Canada's Employment-focused social enterprises also have an employment development purpose.

Work with Low Income Individuals

Employment-focused social enterprises are about 6% more likely than other SEs to train, employ or provide services to low income individuals.



Key Findings

Canada's Employment-Focused Social Enterprises...

Are both Rural and Urban

Employment-focused social enterprises, similar to other SEs, are more likely to be rural than urban.

Are Well Established

The median age of employment-focused enterprises is 18 years.

Are WISE trainers

53% of employment-focused social enterprises are also a Workforce Integration Social Enterprise (WISE).

Support Arts and Culture

36% of employment-focused social enterprises have a cultural purpose.

Protect the Environment

Employment-focused social enterprises are 12% more likely than other SEs to have an environmental purpose.

Fight Poverty

Employment-focus is a subset of poverty-focus so 100% of these social enterprises also have a poverty focus.

Support Multiple Disability Communities

50% of Canada's employment-focused social enterprises serve people living with disabilities.

Generate income for "Parent"

Employment-focused enterprises are, on average, 10% more likely to have a "parent" organization.



Canadian Social Enterprise Sector Survey Highlights

Environmental-Purpose

Social enterprise is defined here as a nonprofit organization that sells goods or provides services in the market for the primary purpose of creating a blended return on investment, both financial and social/environmental/cultural.

Social enterprises with an “environmental purpose” are engaged in commercially-based activities such as environmental education and training, recycling, thrift stores, and alternative energy production and distribution.

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Canada's Environmental- Purpose Social Enterprises...

Protect the Environment

Environmental-purpose social enterprises are 27% of Canada's responding 1,350 SEs.

Engage Volunteers

Environmental-purpose social enterprises engaged a total of 74,000 volunteers; more than 4 times the average of other SEs.

Address Employment Barriers

Environmental-purpose enterprises work with people living with employment barriers (28%).

Are Profitable

Environmental-purpose social enterprises are 11% more likely than other SEs to break even when grants are excluded.

Develop New Enterprises

Environmental-purpose social enterprises are more than twice as likely as other SEs to be less than 6 years old.

Are Socially Driven

89% of environmental-purpose social enterprises also have a social purpose.

Generate Sales Revenue

Environmental-purpose social enterprises earn 68% of their revenue through sales.

Create Mission- focused Employment

64% of the employees of environmental-purpose social enterprises are mission-focused employees.

Key Findings

Canada's Environmental-Purpose Social Enterprises...

Pay Employee Wages

Environmental-purpose social enterprises pay somewhat less in wages and salaries, on average, compared to other SEs.

Work with Local and Diverse Communities

76% of environmental-purpose social enterprises train, employ or provide services to everyone in a local community.

Operate in a range of sectors

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

Include Nonprofits and Charities

73% of environmental-purpose social enterprises are nonprofits.

Receive Support from "Parents"

Environmental-purpose social enterprises as likely as other SEs to receive financial support from "parent" organizations.

Receive Government Grants

In total, environmental-purpose social enterprises report receiving more than other SEs in grants and donations.

Have an Employment Development Purpose

31% of Canada's environmental-purpose social enterprises also have an employment development purpose.

Operate on a Local and Regional Scale

Environmental-purpose social enterprises operate 12% more often than other SEs at a neighbourhood or regional scale.



Key Findings

Canada's Environmental-Purpose Social Enterprises...

Generate income for "Parent"

Environmental-purpose enterprises are, on average, 7% more likely than other SEs to have a "parent" organization.

Are WISE trainers

Environmental-purpose social enterprises, on average, train more people than other SEs.

Create New Jobs

Environmental-purpose social enterprises employ an average of 24 people, of which 10 are full-time positions.

Support Arts and Culture

Environmental-purpose social enterprises are just as likely as other SEs to also have a cultural purpose.

Are both Rural and Urban

Environmental-purpose social enterprises are more likely than other SEs to be rural.

Fight Poverty

Environmental-purpose social enterprises are just as likely as other SEs to have a poverty focus.

Support Multiple Disability Communities

18% of Canada's environmental-purpose social enterprises serve people living with disabilities.

Are Both Young and Well Established

41% of environmental-purpose social enterprises are 16+ years old, with a median age of 12 years.



Canadian Social Enterprise Sector Survey Highlights

Income-focus

Social enterprise is defined here as a nonprofit organization that sells goods or provides services in the market for the primary purpose of creating a blended return on investment, both financial and social/ environmental/cultural.

An income-focused social enterprise operates under the auspices and generates income for a “parent” organization. A parent organization in turn provides governance oversight and resource support.

Survey Purpose

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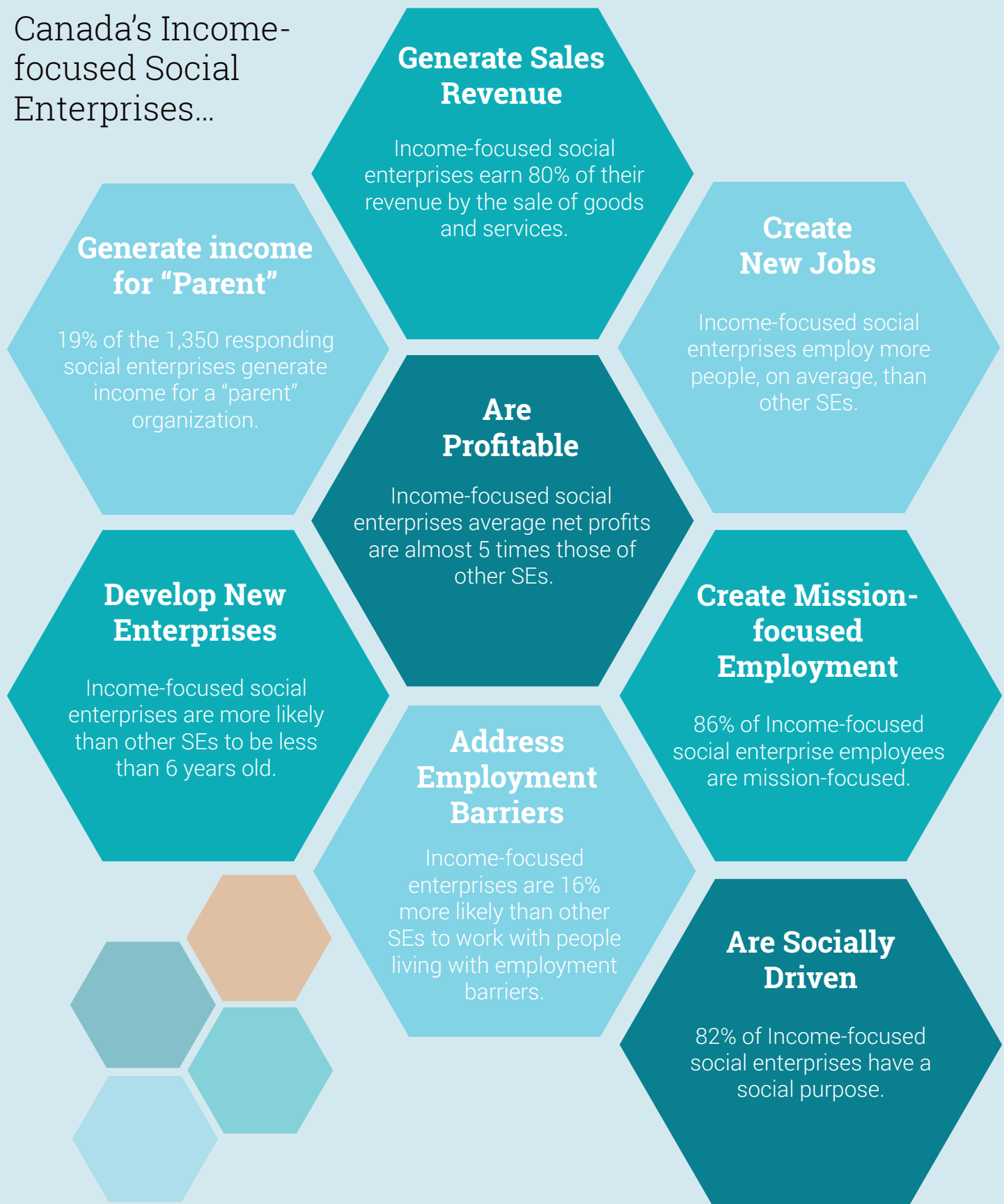
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Canada's Income-focused Social Enterprises...



Canada's Income-focused Social Enterprises...

Pay Employee Wages

In total, income-focused social enterprises spend 20% more on wages and salaries than other SEs.

Operate in a range of sectors

Income-focused social enterprises provide a wider range of goods and services than other SEs.

Work with Local Communities

73% of Income-focused social enterprises train, employ, or provide services to everyone in a local community.

Engage Volunteers

Income-focused social enterprises engaged a total of 17,000 volunteers; 30% less, on average, than other SEs.

Receive Support from "Parents"

As well as providing financial support to parents, income-focused social enterprises receive grants from parents, although less than other SEs.

Receive Government Grants

Income-focused enterprises report receiving 5 times less than other SEs in grants and donations.

Have an Employment Development Purpose

42% of income-focused social enterprises have an employment development purpose.

Include Nonprofits and Charities

85% of income-focused social enterprises are nonprofits, 11% more than other SEs.



Canada's Income-focused Social Enterprises...

Protect the Environment

Income-focused social enterprises are twice as likely as other SEs to also have an environmental purpose.

Are WISE trainers

Income-focused social enterprises are more than twice as likely as other SEs to have a training and workplace integration purpose.

Have an Employment Focus

43% of income-focused social enterprises have an employment focus, compared with 28% of other SEs.

Support Arts and Culture

33% of income-focused social enterprises also have a cultural purpose; 15% less than other SEs.

Are both Rural and Urban

Income-focused social enterprises are just as likely as other SEs to be rural and urban.

Are Established

54% of income-focused social enterprises are 16 years or older.

Support Arts and Culture

33% of income-focused social enterprises also have a cultural purpose.

Fight Poverty

Income-focused social enterprises are 15% more likely than other SEs to have a poverty focus.



Canadian Social Enterprise Sector Survey Highlights

Poverty-focus

Social enterprise is defined here as a nonprofit organization that sells goods or provides services in the market for the primary purpose of creating a blended return on investment, both financial and social/environmental/cultural.

Poverty-focused social enterprises have an employment development or training purpose and/or target people with low incomes, homeless people or people with employment barriers.

Survey Purpose

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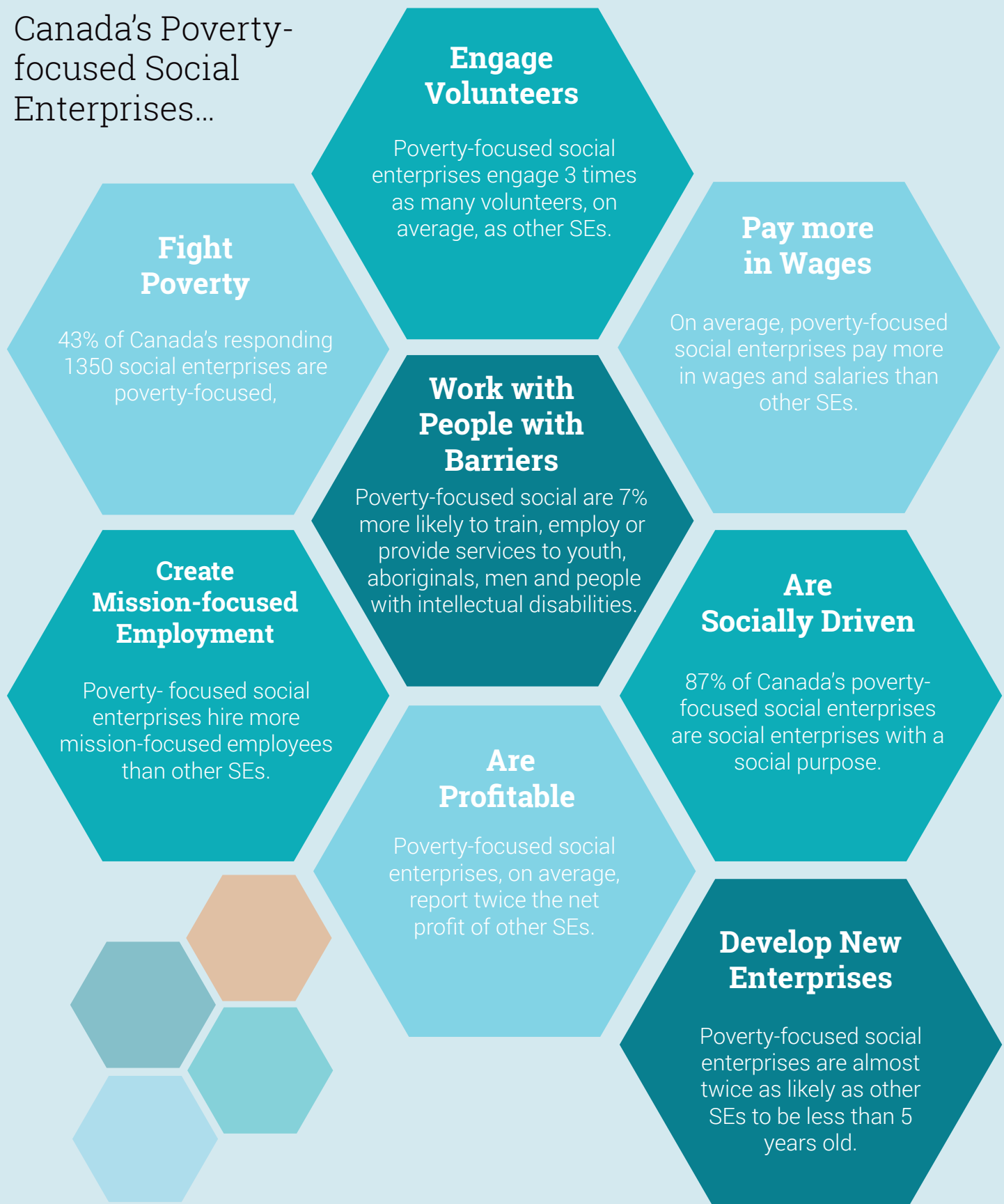
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Canada's Poverty-focused Social Enterprises...



Canada's Poverty-focused Social Enterprises...

Work with Low Income People

Canada's poverty-focused social enterprises are almost 3 times as likely to train, employ or provide services to low income individuals as part of their mission.

Work with Local Communities

Poverty-focused social enterprises are much more likely to train, employ or provide services to all people living in a particular community.

Create More Jobs

On average, Poverty-focused social enterprises employ more people than others.

Generate Sales Revenue

Poverty-focused social enterprises earn, on average, almost twice the sales revenues of other SEs.

Work with women

Poverty-focused social enterprises are more likely to train, employ or provide services to women as part of their mission.

Balance Multiple Purposes

Poverty is multi-dimensional. Most poverty-focused social enterprises are trying to balance multiple purposes.

Address Employment Barriers

Poverty-focused social enterprises are more likely to train, employ or provide services to people living with employment barriers.

Receive Fewer Government Grants

On average fewer poverty-focused social enterprises reported receiving operating grants from all 3 levels of government when compared when to all other SEs.



Canada's Poverty-focused Social Enterprises...

Are Well Established

The median age of poverty-focused social enterprises is 20 years and 57% of them are 16 years or older.

Are WISE trainers

More than one-third of Canada's poverty-focused social enterprises provide labour market training (Workforce Integration Social Enterprise).

Have an Employment Focus

69% of poverty-focused social enterprises have an employment focus.

Support Arts and Culture

36% of Poverty-focused social enterprises have a cultural purpose.

Support Nonprofits

Poverty-focused social enterprises are 10% more likely to have a "parent" organization.

Protect the Environment

Poverty-focused social enterprises are as likely as other SEs to have an environmental purpose.

Support Disability Communities

44 % of poverty-focused social enterprises also train, employ or provide services to people living with physical, psychiatric or intellectual disabilities.

Are More Urban and Less Rural

Poverty-focused social enterprises are 3% more likely to be urban than other SEs and 3% less likely to be rural.



Canadian Social Enterprise Sector Survey Highlights

Rural & Urban

Social enterprise is defined here as a nonprofit organization that sells goods or provides services in the market for the primary purpose of creating a blended return on investment, both financial and social/environmental/cultural.

Urban social enterprises operate in centres with populations of 100,000 or more (Statistics Canada, 2011). For our purposes all places with populations of less than 100,000, are defined as rural.

Survey Purpose

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Canada's Rural & Urban Social Enterprises...

Are Socially Driven

Canada's responding 1350 social enterprises are 57% Rural and small town and 43% Urban. 81% of both groups have a social purpose.

Rural SEs Have High Sales Revenue

Collectively rural social enterprises added at least \$512M in sales to rural Canada.

Urban SEs have High Payroll

In total, urban social enterprises pay almost twice as much in wages and salaries compared to rural SEs.

Balance Multiple Purposes

Both Rural and Urban social enterprises balance multiple purposes (28%).

Urban SEs & Mission-focused Employment

Urban social enterprises employ more than twice as many people as part of their mission as Rural SEs.

Rural SEs are Profitable

Rural social enterprises generate \$90k in net profits, 4 times more than the \$22k of Urban SEs.

Create New Jobs

Of the 12,000 fulltime jobs created 7k are Urban and 5k Rural. On average, urban SEs employ a total of 34 people and rural SEs 20.

Operate in Multiple Sectors

Both Urban and Rural social enterprises sell diverse range goods and services and operate in multiple sectors.

Canada's Rural & Urban Social Enterprises...

Receive Government Grants

Canada's Urban and Rural social enterprises are equally likely to receive federal grants. Rural SEs receive more from grants from provinces and municipalities.

Vary in Geographic Focus

Rural social enterprises are more likely to operate on a local community or regional scale. They are equally likely to operate on the scale of city or town.

Engage Volunteers

Urban social enterprise engage 260 volunteers on average and Rural SEs engage 45. Together they engage a total of 116,000 volunteers.

Receive Support from "Parents"

Rural and Urban social enterprises are equally likely to have and receive support from a "parent" organization.

Provide Support to "Parents"

In total, rural and urban social enterprises provide some \$7m to support the mission of their "parent" organizations.

Work in Communities

70 % of rural and 60% of urban social enterprises train, employ or provide services to everyone in their local community.

Work with Multiple Populations

Urban SEs are much more likely to work with low income, refugees, immigrants, ethnic groups and those with addictions and employment barriers.

Rural are less Reliant on Grants

Urban SEs receive over 2.5 times more in grants than Rural SEs and are a more likely to break even without grants.



Key Findings

Canada's Rural & Urban Social Enterprises...

Protect the Environment

27% of all Canada's social enterprises, including rural and urban SEs, have an environmental purpose.

Operate in a range of sectors

Rural social enterprises are more likely to provide environmental, cultural and social services.

Support Disability Communities

27% of both Rural and Urban social enterprises are likely to work with people with intellectual disabilities.

Fight Poverty

43% of all social enterprises focus on employment development, training, and/or people with low incomes, homeless people or employment barriers.

Support Culture - a Rural Strength

50% of Rural SEs and 38% of Urban social enterprises have a cultural purpose.

Are Well Established

Both rural and urban social enterprises are equally likely to be 16+ years old.

Have an Employment Focus

30% of both Rural and Urban social enterprises employ, train or provide services to people with employment barriers.

Urban SEs are WISE Trainers

21% of Urban social enterprises provide Workforce Integration through Social Enterprise (WISE).



Canadian Social Enterprise Sector Survey Highlights

Social Enterprises by Age

Social enterprise is defined here as a nonprofit organization that sells goods or provides services in the market for the primary purpose of creating a blended return on investment, both financial and social/environmental/cultural.

Social enterprises were analyzed by three age groups: less than 6 years old; 6-15 years of age; and 16 years of age or more.

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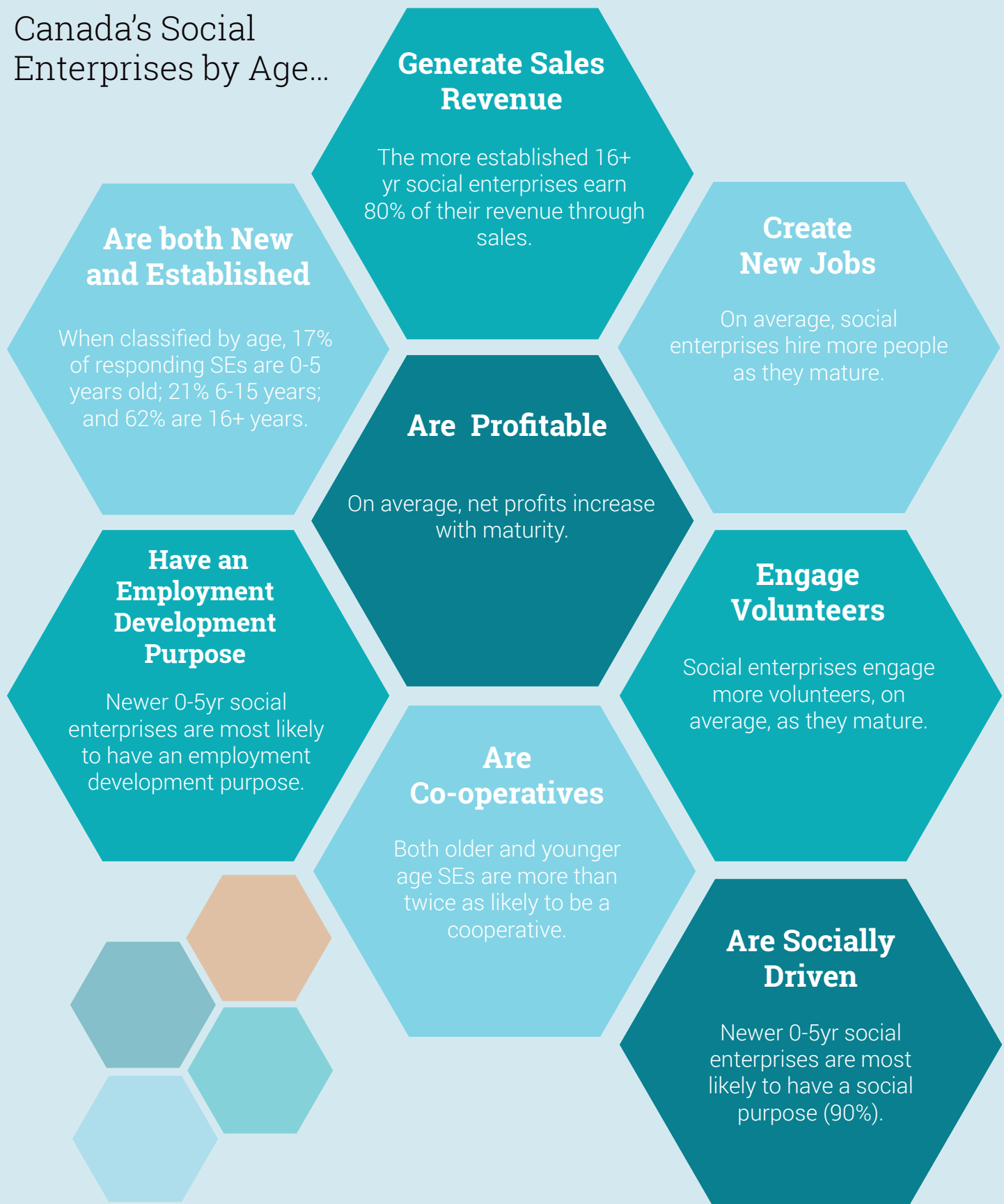
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Canada's Social Enterprises by Age...



Canada's Social Enterprises by Age...

Address Employment Barriers

Canada's newer 0-5yr social enterprises are most likely to work with people living with employment barriers.

Include Nonprofits and Charities

84% of 6-15yr social enterprises are nonprofits, but newer SEs are less likely to be registered charities.

Receive Support from "Parents"

On average, social enterprises in the 6-15 year range provide most financial support to parents.

Operate in a Range of Sectors

Social enterprises sell a diverse range of goods and services.

Pay Employee Wages

The more established 16+ yr social enterprises pay, on average, \$664k in wages and salaries.

Receive Grants and Donations

As social enterprises mature they receive, on average, a higher amount of grants and donations.

Create Mission-focused Employment

Mission-focused employees account for 77% of total employees in all SEs.

Work with Diverse Communities

For most of the surveyed 17 target groups social enterprises employ, train or provide services to there is little difference based on age.



Canada's Social Enterprises by Age...

Support Multiple Disability Communities

Canada's social enterprises, train, employ or provide services to people with physical, psychological, and intellectual disabilities.

Are WISE trainers

6-15yr social enterprises train about twice as many people as other ages.

Protect the Environment

Newer 0-5yr social enterprises are most likely to have an environmental purpose (43%).

Have an Employment Focus

44% of 0-5yr social enterprises are likely to be employment-focused.

Support Arts and Culture

Social enterprises in all 3 age groups are equally likely to have a cultural purpose. (46%).

Are both Urban & Rural

All age groups of social enterprises are similar in their Rural and Urban distribution.

Fight Poverty

Newer 0-5yr social enterprises are most likely to have a poverty focus (58%).

Generate income for "Parent"

On average, social enterprises in the 6-15 year range provide "parent" organizations with the highest revenue.



Canadian Social Enterprise Sector Survey Highlights

Training-Purpose

Social enterprise is defined here as a nonprofit organization that sells goods or provides services in the market for the primary purpose of creating a blended return on investment, both financial and social/environmental/cultural.

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

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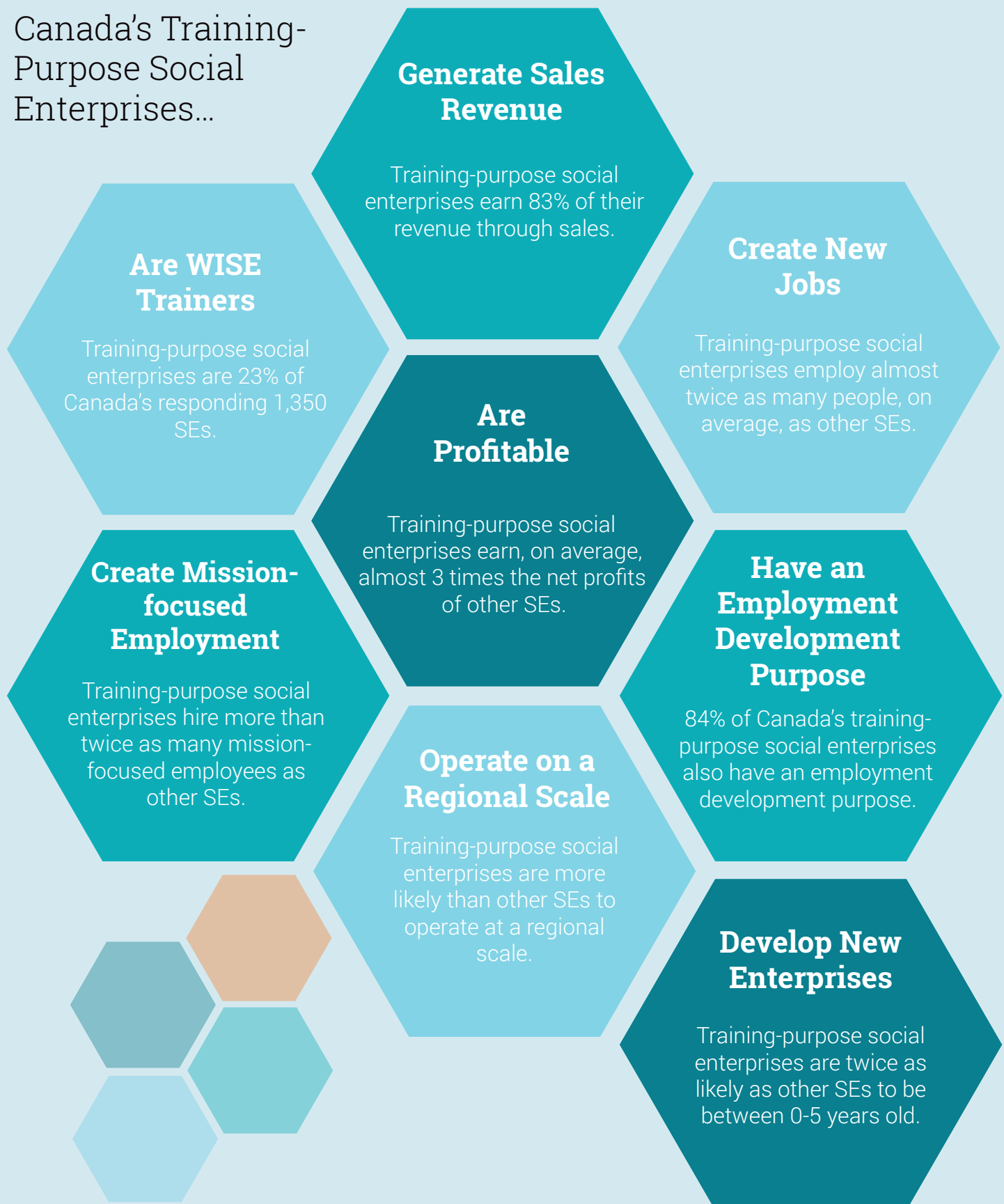
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Canada's Training-Purpose Social Enterprises...



Canada's Training-Purpose Social Enterprises...

Pay Employee Wages

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

Are Socially Driven

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

Balance Multiple Purposes

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

Work with People with Barriers

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

Operate in a Range of Sectors

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

Are Nonprofits and Charities

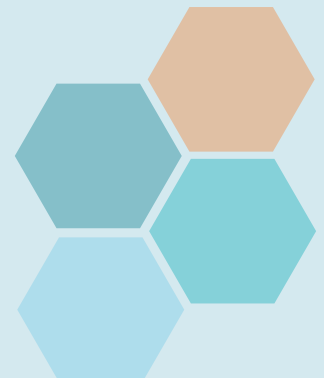
85% of training-purpose social enterprises are nonprofits and more likely to be a registered charity.

Receive Support from "Parents"

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

Receive Government Grants

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



Canada's Training-Purpose Social Enterprises...

Are More Urban than Rural

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

Live with a "Parent"

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

Have an Employment Focus

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

Support Arts and Culture

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

Protect the Environment

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

Are Well Established

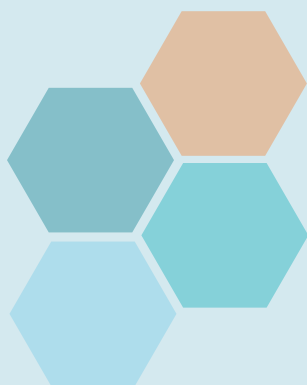
The median age of Training-purpose enterprises is 16 years.

Support Multiple Disability Communities

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

Fight Poverty

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



APPENDIX G: DISTRIBUTION TABLES³

Distribution of Social Enterprises by Number Employed from Mission Focus Population

Number of People Employed in 2013/14	Percent of Social Enterprises
0	30
1 to 5	32
6 to 10	10
11 to 25	14
Over 25	14

Distribution of Social Enterprises by Full-time paid employees (30 or more hrs/week)

Number of Full-time Employees, 2013/14	Percent of Social Enterprises
0	26
1 to 2	26
3 to 5	17
6 to 10	14
Over 10	17

Distribution of Social Enterprises by Freelancers and contract workers (hired for a specific project or term) in 2013/14

Number of Freelancers and Contract Workers, 2013/14	Percent of Social Enterprises
0	62
1 to 5	25
6 to 10	6
Over 10	7

³ The sum (n) for the distribution tables in this section is 1350.

Distribution of Social Enterprises by Seasonal employees (30 or more hours per week for more than 2 weeks but less than 8 months) in 2013/14

Number of Seasonal Employees, 2013/14	Percent of Social Enterprises
0	63
1 to 2	18
3 to 5	9
Over 5	10

Distribution of Social Enterprises by paid Part-time employees (less than 30 hrs/week) in 2013/14

Number of Paid Part-Time Employees, 2013	Percent of Social Enterprises
0	35
1 to 2	29
3 to 5	13
6 to 10	10
Over 10	12

Distribution of Social Enterprises by Estimated FTEs in 2013/14

Estimated FTEs in 2013/14	Percent of Social Enterprises
0	15
Up to 1	16
1.1 to 5	30
5.1 to 10	16
10.1 to 75	21
Over 75	3

Distribution of Social Enterprises by Total volunteers (part and full-time added)

Number of Total Volunteers	Percent of Social Enterprises
0	10
1 to 10	30
11 to 20	18
21 to 30	9
Over 30	34

Distribution by Volunteers (incl. unpaid interns, etc) who worked 10 or more hrs/month in 2013/14

Number of Volunteers working 10 or more hrs/month	Percent of Social Enterprises
0	36
1 to 5	24
6 to 10	13
Over 10	27

Number of volunteers working less than 10 hrs/month in 2013/14

Number of volunteers working less than 10 hrs/month in 2013/14	Percent of Social Enterprises
0	28
1 to 5	15
6 to 10	15
11 to 20	12
Over 20	29

Distribution of Number Trained from Mission Focus Population by Social Enterprises

Number Trained, 2013/14	Percent of Social Enterprises
0	37
1 to 10	29
11 to 20	8
21 to 100	16
Over 100	10

Distribution of Number Served by Social Enterprises

Number of People served in 2013/14	Percent of Social Enterprises
0	15
1 to 10	6
11 to 30	7
31 to 100	17
Over 100	55

Distribution of Social Enterprise by Years of Operation

Years of Operation	Total	Percent
0-3 years	118	10
4-9 years	193	17
10-19 years	215	19
20-39 years	427	37
40+ years	193	17

Distribution of Social Enterprises by Individual Members

Number of Individual Members 2013/14	Percent of Social Enterprises
0	31
1 to 10	15
11 to 25	12
26 to 50	10
51 to 100	12
Over 100	20

Distribution of Social Enterprises by Number of Organizational Membership

Number of Organizational Members in 2013/14	Percent of Social Enterprises
0	60
1 to 10	24
11 to 25	9
26 to 60	4
Over 60	4

APPENDIX H: BUSINESS SECTOR CLASSIFICATIONS

Broad Sector Grouping based on Bouchard et al., 2008 (R-2008-01)	Detailed Sector Description (from questionnaire)	Percentage of Social Enterprises Active in this Sector
Resources, production and construction	Agriculture, forestry, fishing, mining Construction Food production Printing and publishing Production/manufacturing/sewing Repair and maintenance	23%
Trade and finance	Finance and insurance Retail sales (incl. thrift stores) Wholesale sales	23%
Real estate	Housing Property management Real estate	19%
Accommodation, tourism and food service	Accommodation Facilities (banquet, conference, etc.) Food service/catering Food distribution Sports and recreation Tourism	40%
Health and social services	Emergency and relief Employment services Environment and animal protection Health care Social services	25%
Arts, culture and communication	Arts, culture and communication Gallery/arts Theatre/performing arts	31%

Broad Sector Grouping based on Bouchard et al., 2008 (R-2008-01)	Detailed Sector Description (from questionnaire)	Percentage of Social Enterprises Active in this Sector
Professional Services	Administrative services, Consulting Law, advocacy, politics Professional services Public administration services Research/education Scientific/technical services Services for businesses/social enterprises/co-ops/non profits	36%
Other services	Janitorial/cleaning Landscaping/gardening Movers/hauling Personal services Transportation and storage Waste management	21%
Multi-sector (social enterprises which sell goods or services in two or more of the above)		54%



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