

# A Survey of Social Enterprises in Manitoba

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This survey represents the first profile of social enterprises in Manitoba. Social enterprises work in communities to achieve training, income, social, cultural, and environmental missions. In this study, a social enterprise 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 primary purpose of creating a blended return on investment, both financial and social/environmental/cultural.



The purpose of this research was to provide preliminary measurements of the size, scope and scale of the social enterprise sector in Manitoba. In doing so, we demonstrate the benefits that this often-overlooked sector brings into our economy and our communities.

In 2010, the 118 social enterprises that responded to the survey generated at least **\$55.4 million in revenues**, including at least **\$41.5 million in sales**. They paid **\$25.3 million in wages to more than 3,750 people**, of whom **3,450 were employed as part of the mission** of the organization. They also **trained 6,890 people**, involved **5,870 volunteers**, and provided services to an average of **4,200 people**.

## Summary findings:

There are 266 confirmed social enterprises in Manitoba. We surveyed 118 of these social enterprises in the spring and summer of 2011. These surveys revealed that social enterprises are engaged in diverse market activities that often respond to unique community needs. Although their business activities may differ, all social enterprises in Manitoba share at least one of the following purposes in common:

- **30%** of social enterprises indicated they provide employment development and training support;
- **38%** of social enterprises generate income for a non-profit parent organization, thereby increasing its financial sustainability;
- **83%** of social enterprises operate to fulfill a social mission;
- **68%** of social enterprises operate to fulfill a cultural mission;
- **46%** of social enterprises operate to fulfill an environmental mission.



## Who they serve:

Social enterprises in Manitoba gravitate toward supporting low-income individuals, Aboriginal people, people with mental disabilities, elderly people, families, and youth. Two-thirds of respondents serve multiple populations. Social enterprises engage people in multiple ways, unlike the 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. In 2010, responding social enterprises engaged Manitobans in the following ways:

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|--|---|
| • <b>6,890</b> people trained              | • <b>3,750</b> full-time, part-time and seasonal employees                |
| • <b>5,870</b> volunteers                  | • <b>3,450</b> people employed as part of the mission of the organization |
| • <b>6,274</b> members                     |   |
| • Served an average of <b>4,200</b> people |   |

The survey respondents that provided complete financial data together created 909 full-time equivalent (FTE) positions and paid more than \$18.2 in combined wages and salaries. This suggests average earnings of \$20,078 per FTE in 2010.

### Financial results:

Total revenue for responding social enterprises in 2010 was at least **\$55.4 million**. This includes sales of **\$41.5 million**. Sales account for an average of **64%** of total revenue per social enterprise. In 2010, **79.5%** of all social enterprises generated more revenue than expenses, resulting in aggregate net profits of at least **\$4.4 million**. In financial terms, social enterprises in Winnipeg are larger than those in the rest of the province, averaging almost **\$1.3 million** (vs **\$175,000** outside of the city) in total revenues, nearly **\$1.1 million** (vs \$123,000 outside of the city) in sales, and **\$78,000** (vs **\$35,000** outside of the city) in net profits.

The most common market activities that Manitoba social enterprises participate in include:

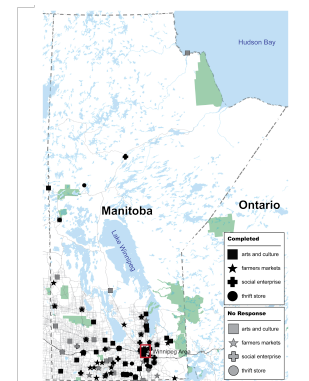
- **Resources / Construction**
- **Retail sales**
- **Food services / Food production**
- **Tourism**
- **Arts and culture**
- **Health / Social Services**

The main sources of financing (not revenues) for social enterprises in Manitoba were government, individual donors, and foundations. This financing was most commonly used to help fund business operations.

### Location of operations and services:

Social enterprises are present throughout the entire province of Manitoba. Of the 118 survey respondents, **36%** are located in Manitoba's largest urban centre of Winnipeg. The remaining **64%** operate in smaller cities, towns and rural communities throughout the province. Winnipeg may be home to fewer social enterprises, but those located within the province's capital are generally much larger in terms of revenue, employment, and individuals served.

More than **80%** of social enterprises serve their neighbourhood or local community. Slightly more than one in ten enterprises, however, operate on an international scale.



### Conclusions:

This survey revealed that social enterprise is an ambitious and competitive sector in Manitoba's economy. This research has also proven social enterprises play an important role – albeit potentially underestimated by policy-makers, the private sector and the general public – in making Manitoba more sustainable, equitable, and economically viable.

We have demonstrated that social enterprises are tremendously diverse, both in their social mandates and their market activities. Furthermore, this report makes clear it is financially feasible to operate a business while providing valuable employment or training opportunities and addressing complex issues like poverty and environmental sustainability.

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