

2025-1 Provincial Support for Social Enterprise Manitoba

Moved by: BUILD Inc.

Seconded by: SEED Winnipeg

This resolution replaces [2023-2 Renewing the Manitoba Social Enterprise Strategy](#).

The Government of Manitoba should immediately commit to supporting Social Enterprise Manitoba with a five-year provincial funding commitment to spur the start-up of more social enterprises and scale existing ones. This should include five years of funding with at least \$600,000 per year for a total of \$3 million to carry out the activities of Social Enterprise Manitoba. Funding would support Social Enterprise Manitoba to carry out activities throughout the entire province with a set of sector development activities planned by sector leadership. SEM activities will be focused on Six Key Pillars* of development. Together, these Pillars will allow social enterprises in Manitoba to achieve key outcomes of economic resilience, safe, healthy communities, and meaningful employment:

- i) **Enhancing Enterprise Skills:** coaching, peer development, and skill-building
- ii) **Ensuring Access to Capital and Investment:** social finance skills, access to start-up funds
- iii) **Expanding Market Opportunities:** expanding social procurement opportunities
- iv) **Promoting and Demonstrating the Value of Social Enterprise:** measure, monitor, and celebrate
- v) **Defining and Regulating Social Enterprises:** standard certification process
- vi) **Supporting Networks and Community Engagement:** supporting ecosystem development

Because: Social Enterprise is a powerful business model that is working to tackle the many social, economic, and environmental issues facing communities in Manitoba. They embed their purpose directly into their business model, contributing to positive outcomes for communities in every corner of the province. Social Enterprises help grow the economy with good Manitoba jobs. They

sell goods or services and reinvest the majority of profits or surplus into its purpose, increasing investment into economic and social outcomes for Manitobans. Social Enterprises are vital to Manitoba's economy. Prior to colonization, Indigenous peoples traded goods and services for mutual benefits and to support thriving, sustainable communities. Social Enterprise is a model and a verb: a way of doing business that contributes to the fabric of our communities and uplifts Indigenous economies.

Because: Social enterprises are defined as businesses that sell goods and services, with at least 50% of their revenue coming from sales of goods and services, are purpose-driven, with an embedded purpose to achieve social, cultural, or environmental goals through the sale of goods and services, and reinvest the majority of the business' profits or surplus (51% or more) into their social, cultural, or environmental purpose. This definition aligns with Buy Social Canada and the Social Enterprise Council of Canada.

Because: Social Enterprises, like any other business type, require access to business support, capacity-building advice, and capital. Right now, they don't have support from the Province of Manitoba to start or grow their businesses. The Department of Business, Mining, Trade, and Job Creation has a mandate to support Manitoba businesses and help them grow. Supporting SEM would help our business model flourish across the province. A huge opportunity to achieve positive social, economic, and environmental outcomes has been missed as a result of minimal provincial involvement. While we were ahead of other provinces for some time, Manitoba is now lagging in terms of government support and sector development. The Government of Canada has invested into the development, innovation, and financing of social enterprise. In the past, the Government of Manitoba has supported sector development, including the Manitoba Social Enterprise Strategy (2015-18). A new and innovative development approach through SEM can learn from the successes and challenges of past approaches.

Because: Social Enterprise Manitoba is a community initiative focused on the growth and development of Manitoba's social enterprise sector. Activities will occur throughout the entire province, building on existing social enterprise ecosystems and capacity building activities currently underway, such as CCEDNet's Manitoba Learns training program, Spark's social enterprise coaching matches, SEED's social enterprise development supports, and other informal peer-to-peer

connections and coaching. Activities will be carried out by staff of the SEM initiative. The initiative will be overseen by a Community Advisory Team composed of social enterprise leaders and practitioners and capacity building and ecosystem development networks who will set strategy, guide activities, and oversee spending. The Advisory Team will work collaboratively with relevant government departments. The initiative will be hosted by CCEDNet Manitoba who will support development, oversee project administration, and provide a primary contact for government. Other operations partners will be engaged to deliver certain SEM activities as required, such as SEED Winnipeg, Jubilee Fund and other funders, and Manitoba Cooperative Association.

Because: As a result of the Six Pillars of Social Enterprise Manitoba, there will be more social enterprises in Manitoba and existing ones will have scaled up their impact. More social enterprise activity helps achieve key government outcomes. Funding for SEM will help support outcomes such as:

1. **Enhancing Enterprise Skills:** 20 new Social Enterprises developed as a result of programming provided
2. **Ensuring Access to Capital and Investment:** 25% increase in social enterprise revenue and investment as a result of new financing opportunities
3. **Expanding Market Opportunities:** 25% increase in employment hours within social enterprises, through new market opportunities opened
4. **Promoting and Demonstrating the Value of Social Enterprise**
5. **Defining and Regulating Social Enterprises**
6. **Supporting Networks and Community Engagement**
 - a. Social Enterprises and the Province of Manitoba will benefit from a significant growth in public and government-wide understanding of the value of social enterprise, through activities in Pillars 4-6

Because: By collaborating and supporting SEM, the Province can better achieve its goals and address problems facing the province. The social, economic, and employment benefits created by social enterprises can be leveraged. Investing in the social enterprise sector helps grow the Manitoba economy, directly supporting the Minister's mandate. Social Enterprises create a more resilient, sustainable, and circular local economy. SEM aligns well with the Province's focus on

Trump-proofing Manitoba's economy by keeping money in Manitoba and creating more jobs. SEM can leverage provincial support to attract additional funders and levels of government.

Because: Social enterprises create wealth and social inclusion in communities facing high rates of poverty. They can help bring in revenue for nonprofits working to support Manitobans including those working to address the impacts of poverty. Social Enterprise Manitoba would support whole-of-government goals focused on community safety, transitioning people on social assistance into meaningful work, and fostering Indigenous economic inclusion.

Because: SEM would help the Department achieve its mandate to create more good Manitoba jobs in many industries, including the skilled trades. However, many Manitobans are excluded from the workforce because they face multiple barriers to participation. SEM helps workforce integration social enterprises grow their impact to help even more community members actively participate in the workforce and reduce their involvement in government support programs.

How the Resolution will be Advanced: Social Enterprise Manitoba will champion it through provincial advocacy, government relations and lobbying, and engaging allies to take action. SEM is made up of leaders throughout the social enterprise community in Manitoba. Convening Social Enterprise Manitoba and helping facilitate advocacy work will be supported with staff time of CCEDNet Manitoba. The Manitoba Social Finance Working Group will also support advocacy related to the financing recommendations of a Social Enterprise Manitoba, including all revenue structures to support social enterprise.