Introduction to Social Enterprise Webinar

Presented by: enp
enterprising non-profits

September 13, 2013
Currently supports 7 new tools with website, workshops, and coaching

Innoweave.ca Website/Webinars
Learn about each tool and determine which tools are for you

Workshops
Determine how your team will apply the tool and questions that need to be answered

Coaches/Grants
Connect with coaches to help you implement and access funding
Agenda

Introduction to Social Enterprise

• Why
• What
• Plan, Manage, Measure
• Development Path
• Innoweave Social Enterprise Workshop
The Goal is to Advance Your Mission
Social Enterprise is a ‘VERB’!

Social Enterprise is a tool to support the success and sustainability of non-profits...
What is Social Enterprise?

A business operated by a non-profit...

• As a business sells goods or services to customers...generating income from sales...

• As a non-profit it is achieving its social, cultural or environmental mission...
Social Enterprise Seeks a Blended Return on Investment

- Social Return on Investment
- Financial Return on Investment
- Blended Value Return on Investment
Blended Value Mapping Matrix: Innoweave Workshop Focus

Social Impact

High

Financial ROI

Low

High Social & Low $$$

High Social & High $$$

Low Social & Low $$$

Low Social & High $$$
Business Model Continuum

Not-for-Profit Ownership
- Donations
- Fee for Service
- Social Enterprise
- Socially Responsible Business
- Community Contribution Company (BC / NS)

For Profit / Private Ownership
- Corporate Social Responsibility
- Strictly Seeks Profit

**Blended Return on Investment**
Non-Profit Continuum

Traditional Models

- Gifts
- Donations
- Fee for Service

Social Enterprise Models

- Subsidized: Supported in part with other funds.
- Self-Sustaining: Supports itself from sales income.
- Profitable: Income exceeds expenses.
Every Possible Type of Business

- Retail
- Catering
- Car Shares
- Farmers Markets
- Health Care
- Recycle
- Landscaping
- Arts
- Recreation
- Manufacturing
- Maintenance

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A Full Array of Potential Community Impacts.

Employment

Health

Care

Food

Security

Succession

Planning

Disabilities

Youth

Culture

Social

Inclusion

Education

Economic

Development

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Why non-profits start social enterprises...

• Advance their mission
• Contribute to financial sustainability
Mission

- Environment
- Community and Social Services
- Arts, Museums & Theatre Groups
- Targeted Employment Focus
- Sports & Recreation
Financial Sustainability
Increase Revenue & Leverage Assets

• Atira Property Management in Vancouver
• Restore: Habitat for Humanity
• Thrift Stores
• Prince George Aboriginal Friendship Centre
Social Enterprise is...

*Not a Quick & Easy Source of Cash*

*Not a Silver Bullet*

*Won’t Solve Dysfunctional Behaviour*
What to Plan, Manage, and Measure in a Social Enterprise...
Building a Social Enterprise: The Development Path

What could we do?
Opportunity Identification

How will it work?
Business Plan

Open the doors
Start-Up

What next?
Evaluation

Is the non-profit ready?
Organizational Readiness

Will it work?
Feasibility Study

Financing
Space
Staff
Marketing
Etc.

Business Success
& Social Impact
Social Enterprise Development Path

Opportunity Identification -> Business Plan -> Start-Up -> Strengthening

Organizational Readiness -> Feasibility Study -> Launch Preparation -> Evaluation
Social Enterprise Score Card
Indicate your score on each line

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**Organizational Readiness**

**Social Enterprise Concept Readiness**

**Business Skills Readiness**

What are the implications of this assessment?
Prior to Innoweave Workshop – Assessment Tools
On-line: [www.innoweave.ca](http://www.innoweave.ca)
The Social Enterprise Development Path

Opportunity Identification

Business Plan

Start-Up

Strengthening

Organizational Readiness

Feasibility Study

Launch Preparation

Evaluation

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Opportunities Assessment & Strategic Alignment

- What is our “Mission” goal?
- Will this enterprise contribute to achieving “Mission” goal?
- How will we measure impact?
Innoweave Workshop Focus

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Business Success & Social Impact
- Evaluation

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- Etc.
Thank you

www.innoweave.ca
info@innoweave.ca