

## Support Resiliency & Sustainability

## Join the Movement

Never before has it been more important to support and champion community leaders with the vision to undertake the challenge, balance the risks, and seek the benefits of an innovative Social Enterprise.

You can invest in your community by offering:

**Expertise:** Bring your skills to address the unique challenges of Social Enterprise start up and expansion.

**Capital:** More than ever, Social Enterprises need Angel Investors to help develop an investment strategy for pioneering new ventures and expanding existing ones.

**Support:** If you believe that Social Enterprise provides a new opportunity for sector sustainably, use your network to support Social Enterprises active in your community – help them grow and prosper.

Building on the momentum that already exists within Calgary's Social Enterprise movement, the time has come to support its growth.

### *An Environmental Scan and Readiness Assessment of Calgary and Area Social Enterprise Activity*

This new report commissioned by The Calgary Foundation, United Way of Calgary and Area, and the City of Calgary's Family and Community Support Services found that there is **significant support in Calgary for socially-innovative ideas that provide new ways to enhance our city.**

To access the report visit:

[thecalgaryfoundation.org](http://thecalgaryfoundation.org)

[calgary.ca/fcss](http://calgary.ca/fcss)

[calgaryunitedway.org](http://calgaryunitedway.org)

“This is about **sustainability**. We need to support **entrepreneurism** that helps agencies sustain their activities.”

**Bruce Alger**  
PRESIDENT, ALGER & ASSOCIATES INC

To stay informed about future developments, e-mail:

[jfrancey@thecalgaryfoundation.org](mailto:jfrancey@thecalgaryfoundation.org)



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# MONEY & MISSION

## THE EMERGENCE OF SOCIAL ENTERPRISE

## Social Enterprise: Powerful & Practical

Social Enterprise is an innovative approach that blends social and business outcomes to help nonprofit agencies achieve their mission while generating income.

Social Enterprises are ventures that are exciting, challenging, and rewarding. They provide an excellent opportunity to connect businesses with nonprofit organizations in Calgary.

A powerful and practical tool, Social Enterprise ventures form an important cornerstone of our city's economic foundation – one that builds sustainability for both nonprofit and for-profit communities.

“Social enterprises create jobs, providing work opportunities that give people **pride** and a **sense of accomplishment.**”

**Charlie Fischer**  
RETIRED PRESIDENT & CEO, NEXEN INC

**MONEY**  
&  
**MISSION**

THE EMERGENCE OF SOCIAL ENTERPRISE

## Calgary's Vision

Calgary is no stranger to Social Enterprise.

There is significant entrepreneurial activity within our city's nonprofit sector and an appetite for more of the same.

A survey of a sample of local nonprofits is in the recently published report, *An Environmental Scan and Readiness Assessment of Calgary and Area Social Enterprise Activity*.

The results from this survey illustrate how the leaders in Calgary's charitable sector continue to seek innovative ways to sustain the impact of their work.

All respondents indicated:

**61%** earn money through the sale of goods & services

**31%** plan to implement a Social Enterprise or earned income initiative

Respondents who ran Social Enterprises indicated:

**72%** have been in business for 6+ years

**33%** earned \$100,000+/year

**54%** met or exceeded income expectations

## Benefits & Beyond

Social Enterprise creates new economies capable of generating resilient and successful ventures. These ventures offer unique benefits, such as:

- Proactive and inspiring leadership between public, private, and nonprofit sectors
- Increased diversification of nonprofit revenue streams through new and sustainable sources of income
- Enhanced social value delivered through business activities
- Valuable work experience for the under-employed

“When we describe to others what we do, we tell them we run a **profit with purpose** business and they understand right away what our venture is about.”

Fireworks Cooperative