



SOCIAL ENTERPRISE

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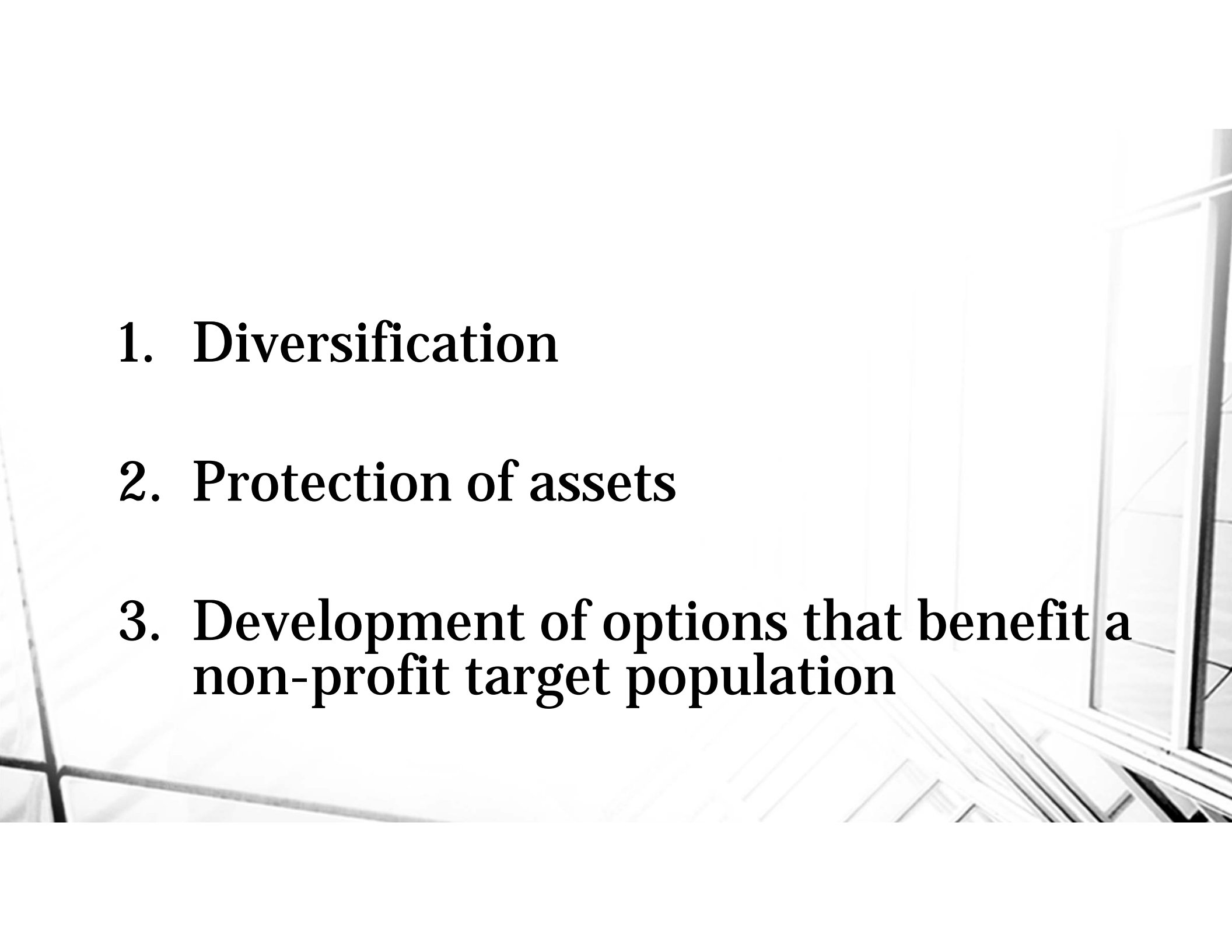
SOCIAL ENTERPRISE

What is it?

“Any organization or business that uses market oriented production and sale of goods and/or services to pursue a public benefit mission.” - The Canadian Task Force on Social Finance



9 REASONS TO START A SOCIAL ENTERPRISE

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- 1. Diversification**
 - 2. Protection of assets**
 - 3. Development of options that benefit a non-profit target population**



4. Fundraising

5. Creating or enhancing the concept of healthy communities



6. Demonstrating a cultural, environmental or social benefit through the actual delivery of a product of service to market

7. Image enhancement



8. Social enterprise assists in the accelerated achievement of a mission or set of goals important to the non-profit

9. Financial autonomy

CASE STUDY 1:

DAC Catering



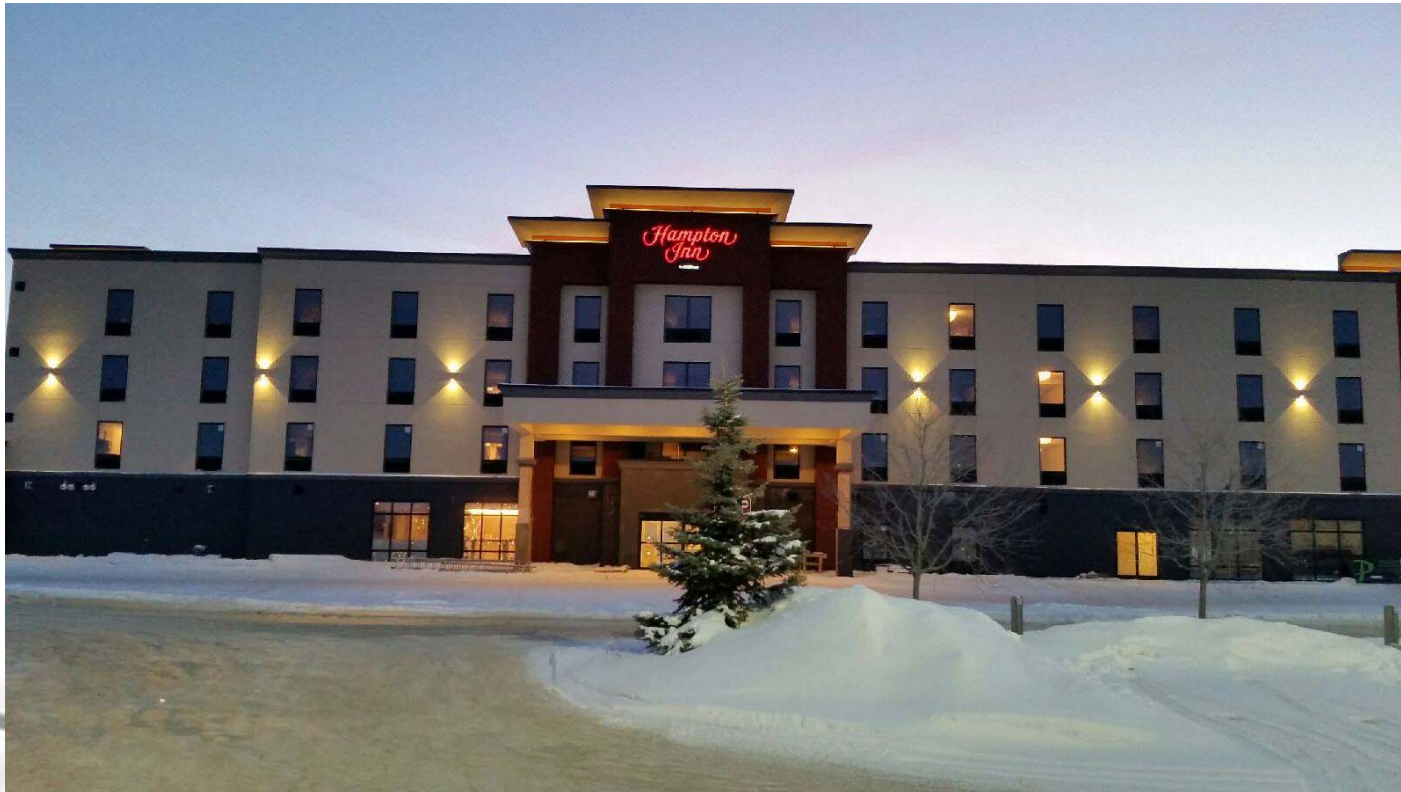
CASE STUDY 2:

HAMPTON Inn by Hilton Hotel



WIN - WIN - WIN

Who benefits from the project?




5 EASY STEPS TO YOUR VERY OWN “HOTEL”

1. Feasibility study
2. Create 2 Social Capital accounts, “the other bottom line”
3. Financing
4. Planning and Drawings
5. Construction



CASE STUDY 3:

Citadel Plumbing and Heating



CASE STUDY 4:

SPAN IMPORTS

COMPLIMENTARY BUSINESSES



Group Activity


Using the Design Thinking template:

Define an unmet market need or opportunity in your community or agency and ideate a prototype solution to satisfy the need.

A bright, overexposed interior space, likely a modern office or public area. The scene is dominated by light, with a window on the right side showing a view of the outdoors. In the foreground, there is a railing or balcony edge. The overall atmosphere is clean and minimalist.

“People are our purpose”

Q & A

The background of the slide is a bright, overexposed photograph of a modern interior. On the right side, a staircase with a white railing leads upwards. A large window is visible on the right, showing a view of a building exterior. The overall lighting is very bright, creating a clean and airy atmosphere.