

Networking Session Two: Social Enterprise and the Arts

Session Two took place on May 27, 2010 at Second Base Youth Shelter Studio. The session started with announcements from the Neighbourhood Arts Network and a round of introductions. We then split into two smaller groups to talk about various aspects of Social Enterprise and the Arts.



This document includes:

- Social Enterprise Definitions
- Social Enterprise Resources
- Organizations Present
- Small Group Discussion Notes

Defining Social Enterprise

What Does Social Enterprise Mean?

Social enterprises have **clear social missions** or objectives because they are established to solve social problems.

Social enterprises use market-based, **profit-generating** strategies.

Instead of distributing the profits to owners or shareholders, they **reinvest** the profits towards their social goals.

Who Are Social Entrepreneurs?

Social enterprise is closely linked to the term 'social entrepreneurship'. Social entrepreneurs use **innovation** and **creativity** to solve social problems.

Why Social Enterprise?

Social enterprise is often used to:

- Diversify and increase funding sources
- Reduce dependence on grants or charitable donations
- Promote business as a vehicle for social change
- Build community
- Solve problems in innovative ways

A Selection of Social Enterprise Resources

GUIDES & PUBLICATIONS

Canadian Social Enterprise Guide (for purchase)
http://www.enterprisingnonprofits.ca/projects/the_guide

Doing Well While Doing Good: How To Launch a Successful Social Purpose Enterprise (free)
http://www.torontoenterprisefund.ca/_bin/resources/Thinking_About.cfm

Canadian Social Enterprise Magazine
<http://www.socialeconomyhub.ca/>

See Change Magazine
<http://seechangemagazine.ca/>

Ashoka Social Entrepreneur Video Series
<http://www.youtube.com/user/Ashokavideos#p/u>

LISTSERVS & WIKIS

Social Enterprise Ontario Mailing List & Wiki
<http://ontariononprofitnetwork.ca/initiatives/social-enterprise-ontario>

Social Enterprise Forum Listserv
Email CSE-ESC-subscribe@yahoogroups.com to subscribe

Social Enterprise Alliance Listserv
http://www.se-alliance.org/community_listserv.cfm

ORGANIZATIONS AND NETWORKS

Centre for Social Innovation
<http://socialinnovation.ca/innovation/think-pieces>

Wellesley Institute (Policy)
<http://www.wellesleyinstitute.com/policy-fields/social-innovation/>

Social Enterprise Council of Canada
<http://www.enterprisingnonprofits.ca/resources/secouncil/>

Young Social Entrepreneurs of Canada
<http://www.ysec.org/>

Enterprising Nonprofits (BC)
<http://www.enterprisingnonprofits.ca/>

Canadian Social Entrepreneurship Foundation (BC Based)
<http://www.csef.ca/about.php>

FUNDING

Enterprising Non-Profits Toronto Grants
<http://socialinnovation.ca/enp>

Toronto Enterprise Fund
<http://www.torontoenterprisefund.ca/>

Pepsi's *Refresh Everything* Grants
<http://www.refresheverything.ca/>



Organizations Present At Networking Session 2

Neighbourhood Arts Network

www.neighbourhoodartsnetwork.org

Toronto Arts Council

www.torontoartscouncil.org

Toronto Arts Foundation

www.torontoartsfoundation.org

Art Starts

<http://artstarts.net/>

Creative Vocalization Studio
& Woman Voice

<http://www.honeynovick.com/>

Creative Mosaics

<http://www.neighbourhoodartsnetwork.org/projects/creative-mosaics>

Scarborough Arts Council

<http://www.scarborougharts.com/>

Hello Foto

<http://hello-foto.tumblr.com/>

Art Starts

<http://artstarts.net/>

Mural Routes

<http://www.muralroutes.com/>

Jumblied Theatre

<http://www.jumblietheatre.org/>

Second Base Youth Shelter

<http://www.secondbase.ca/>

Arts Services (East Division)

<http://www.toronto.ca/culture/arts-services.htm>

For Youth Initiative

<http://foryouth.ca/>

UrbanArts

<http://www.urbanartstoronto.org/>

Arts4All

<http://www.jumblietheatre.org/now/artsforall.html>

SKETCH

<http://www.sketch.ca/>

Urban Voice Speaks

<http://www.urbanvoicespeaks.com/>

Group Discussion

What Are The Challenges of Social Enterprise & The Arts?

- How to actually make a profit? Some organizations are already selling products, but not making any profit
- How are we supposed to come up with profit-generating strategies when organizations are already having difficulty staying afloat
- Funding: corporate or private donors are often looking for self-sustaining projects – these may be less common for community-engaged arts
- Will a focus on business cause the community mandate/engagement to suffer?
- Will a focus on business hinder the artistic value of the work?
- Community arts programs already produce a huge demand for resources: transportation, supplies, space, money. Without any hope of profit, how can social enterprise work?
- The arts don't make money! How can we generate profit?
- Artistic or community-engagement mandates may be seen as a stumbling block or challenge when entering the business world
- Will this result in a fee-for-service model for community organizations?
- Does this take the onus off of traditional funders such as government? Does it mean that non-marketable services will be lost?
- Financial backing/investment is necessary to get projects off the ground
- Takes a bit of a leap to get started
- These are visible projects – must be integral to who you are and what you do; intertwined with your other operations
- Tax reporting is tricky. Lack of clarity around financial aspects of social enterprise for nonprofits
- How do you measure the success of social enterprise?

Common Questions About Social Enterprise & The Arts

- How does Social Enterprise fit with the arts?
- What is the sustainability of social enterprise programs?
- How do you measure success?

Neighbourhood Arts Network

- Is there a central process to establishing a SE? What are the different models? How is a SE organized?
- How to connect? How to approach centres? What entrepreneurship resources to use? What does the government offer?
- What is the difference between nonprofit and for-profits? What about paying salaries to staff? What kinds of bank accounts do you use for SE?
- Who is liable?

What Are The Opportunities of Social Enterprise & The Arts?

- This could be the way of the future for the arts
- Opportunity for art centres to support youth and act as incubator (e.g. Urban Arts, Christie Ossington Neighbourhood Centre)
- Drawing on the resources around you – e.g. Art Starts is located in an affluent neighbourhood right in a mall
- Possibility of team-building exercises for corporations. Could even be targeted to the SE organization's community members.
- Some organizations have a very specific mandate which means a very targeted market. For instance Urban Voice Speaks is focused on poetry and young girls.
- There are investors who are looking for socially positive/beneficial investments
- Possibility of interest free loans

What Would Help NAN Members Get More Involved?

- The arts tend to be lacking in business expertise – need to answer basic questions about financial literacy & management of SE
- Startup funds
- Need a place to start, somewhere to go, someone to talk to.