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

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

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

FUNDING

Entering 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 AND NETWORKS

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

Networking Session 2: Social Enterprise and the Arts

May 27, 2010
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/

Jumblies Theatre
http://www.jumbliestheatre.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.jumbliestheatre.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?
• 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.