

# Social Enterprise

## BOOT CAMP

## TOOL KIT



Hosting a Social Enterprise Boot Camp is one way to get community members involved in solving social and/or environmental issues, while also encouraging an enterprising mind-set! This infographic will help you set the stage for social enterprise development in your community. Participants joining the event will ideally leave with an introductory understanding of what a social enterprise is, how to initiate a start-up and fundamentals of operation.

### What defines a social enterprise?

Social enterprises have a mission to address social, environmental or cultural challenges by reinvesting profits above operational expenses back into their missions, and using a triple bottom line (people, planet, profit) to measure their success. Social enterprises take many forms, including co-operatives, non-profits, and sole-proprietorships to name a few.



People



Planet



Profit



### You're on your way!

Planning a Social Enterprise Boot Camp will require thought and collaboration with different people working in the social, environmental and cultural sectors, as well as traditional business development. Inviting a few folks to help you plan the boot camp is a great way to ensure success, with greater promotion and reach.

## Planning a social enterprise boot camp:

**Why is social enterprise and social entrepreneurship important to your community?** Your answer(s) to this question will help you to set goals for the Boot Camp.

### Who are your target participants?

Some possibilities: people with disabilities, youth, women, indigenous people, new comer groups, not-for-profits exploring alternative revenue generation.

### Who will you partner with to make this event possible?

Partners can support the event in a number of ways, including funding, facilitating break-out sessions and cross-promotion.

Potential partners in your area could include:



- **Small Business Enterprise Centre**
- **Economic Development Office or Corporation**
- **Campus-linked accelerators, and Innovation Centres**
- **Community Futures/Community Development Corporation**
- **The business or social work department at your local College or University**
- **SEE, NORDIK Institute**

### Where will you host the workshop?

Where will your target participants feel most comfortable? Individuals interested in social or environmental change often come from groups who have been excluded by the community and may not be willing to attend a workshop at certain venues (City Hall, large Conference Centres, Institutional Settings, etc.).



**Tip: Make sure the venue is accessible: transportation, parking, physically accessible for people with disabilities.**

**What will the different learning topics be?** This topic list depends on the knowledge and expertise in your community about social enterprise. What stage are people at in their familiarity with social enterprise and social entrepreneurship?

Common priorities of social enterprises (based on SEE's Social Enterprise Needs Assessment), and possible corresponding workshop topics are included below. These topics will require skilled facilitators, and some examples are included.

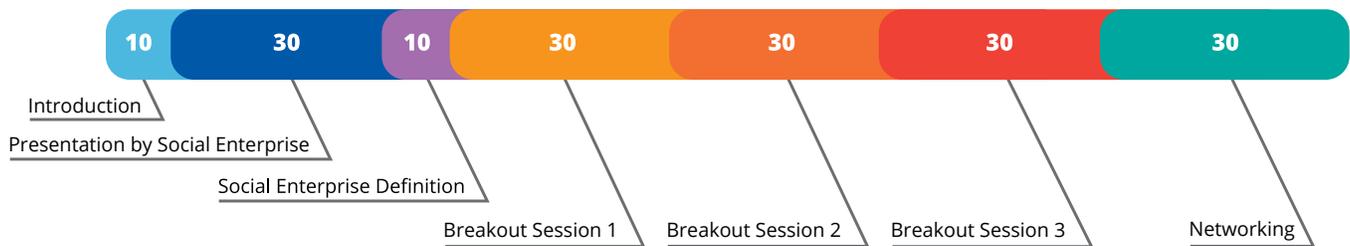
<b>Priorities</b>	<b>Topics</b>	<b>Possible Facilitators</b>
<b>Funding</b>	<b>Available funding – using SEE funding resource</b>	Small business enterprise centre Successful social enterprise Ministry of Northern Development and Mines
	<b>From grants to profits – creating sustainable change</b>	Local non-profit experts Successful social entrepreneur
<b>Community Engagement</b>	<b>Art of community engagement</b>	Locally owned and connected business, who is seen as a community partner Community Development practitioner
	<b>Skills for community asset mapping and planning</b>	NORDIK Institute (on-line manual), or Northern Policy Institute Community development practitioners
<b>Business Models</b>	<b>Co-operative</b>	Local Food and Farm Co-ops and The Ontario Co-operative Association
	<b>Non-profit</b>	A locally run, reputable non-profit who could speak to good governance
	<b>Sole proprietorship</b>	Social Entrepreneur
<b>Marketing</b>	<b>Determining your (Social + traditional) value statements</b>	Any established social enterprise
	<b>Marketing on a budget</b>	Small-scale marketing firm, or small business with experience in marketing on a budget
<b>Building Capacity</b>	<b>Spin-off social enterprises</b>	Non-profit organizations in your community who have created revenue generators, e.g., Habitat for Humanity's ReStore
	<b>Hiring employees</b>	Reps from NOHFC, or local employment support services HR managers from local non-profits, or college or university HR instructors

**When will the workshop be held?** During the week or on a weekend?  
 When is the most convenient time of day for your target participant to attend a workshop?

### Dividing your time

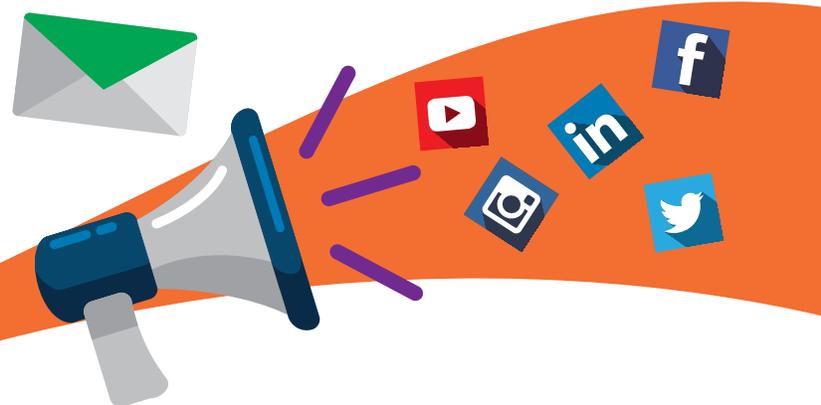
The recommended amount of time for a social enterprise boot-camp is **three hours**, but if there is less time available, time can be reduced in a number of areas.

### Timing of a Social Enterprise Boot Camp (in minutes)



### How will you market and communicate this event to your target participant?

Remember that traditional marketing may not reach the full spectrum of community members interested in social enterprise. Use social media and consider word of mouth and targeted invites as well.



### What is SEE?

SEE (Social Enterprise and Entrepreneurship) Northern Region Partnership initiative is a collaborative project across Northern Ontario. The catchment area stretches throughout Northern Ontario from Parry Sound to the Manitoba border and all areas in between. The goal of the project is to support further development of social enterprises and social entrepreneurs across the region. SEE is a partnership between NORDIK Institute, PARO Centre for Women’s Enterprise, YouLaunch On Campus Entrepreneurship Activities Program, Timmins Community Development Corporation, and Northwest Innovation Centre.



This infographic is part of a series of resources produced by SEE to assist in the development of social enterprise across Northern Ontario. Resources include a social enterprise checklist, a funding resource, and social enterprise development workbook. For a full list of resources, please visit our website at [www.seethechange.ca](http://www.seethechange.ca) or [realiserlechangement.ca](http://realiserlechangement.ca)

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