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# SOUTHWESTERN ONTARIO'S SOCIAL ENTERPRISE MARKET REPORT 2018

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## SUMMARY

This report takes a snapshot into the Social Enterprise (SEs) that Pillar Nonprofit Network (Pillar) and regional partners are in working with as of July 2018.

In the London area, there are 154 identified SEs. The predominant areas of impact that SEs target are economic development, reducing inequalities, and promoting sustainable communities. The predominant business models employed by these organizations are retailing, real estate and asset rentals, and arts, entertainment & recreation.

While the London area's market data is mostly complete, our regional data is only beginning to be gathered and is incomplete. Through our Social Enterprise Southwest partnership in Windsor, Huron Country, St. Catharines and Waterloo, we are working towards completing this market report in 2019.

In addition, we include our work in social finance by highlighting the VERGE Capital Startup Fund portfolio in this report. These SEs have received an impact investment ranging from \$5000-\$100,000 to support their development.

## PURPOSE

The report shares market data on the impact and business models being used by SEs. In both cases, explained below, we use existing framework that are already highly adopted and provide a common set of language that make it easier to share across sectors.

**Impact:** To understand the impact model, we have chosen the United Nation's Sustainable Development Goals (UNSDGs) as the framework to understand how SEs are delivering their mission. Examples of local and provincial adoption: London Community Foundation's Vital Signs and Ontario's Common Approach to Social Enterprise Impact Measurement, respectively.

**Business:** To understand the business model, we have chosen the North America Industry Classification System (NAICS) as the framework to understand how SEs deliver their mission. This framework is used at national, provincial and local levels by business support organizations, economic development corporations and municipalities.

The Legend for both of these frameworks are shared below and can be used as a reference tool as you read through this report.

*Legend*

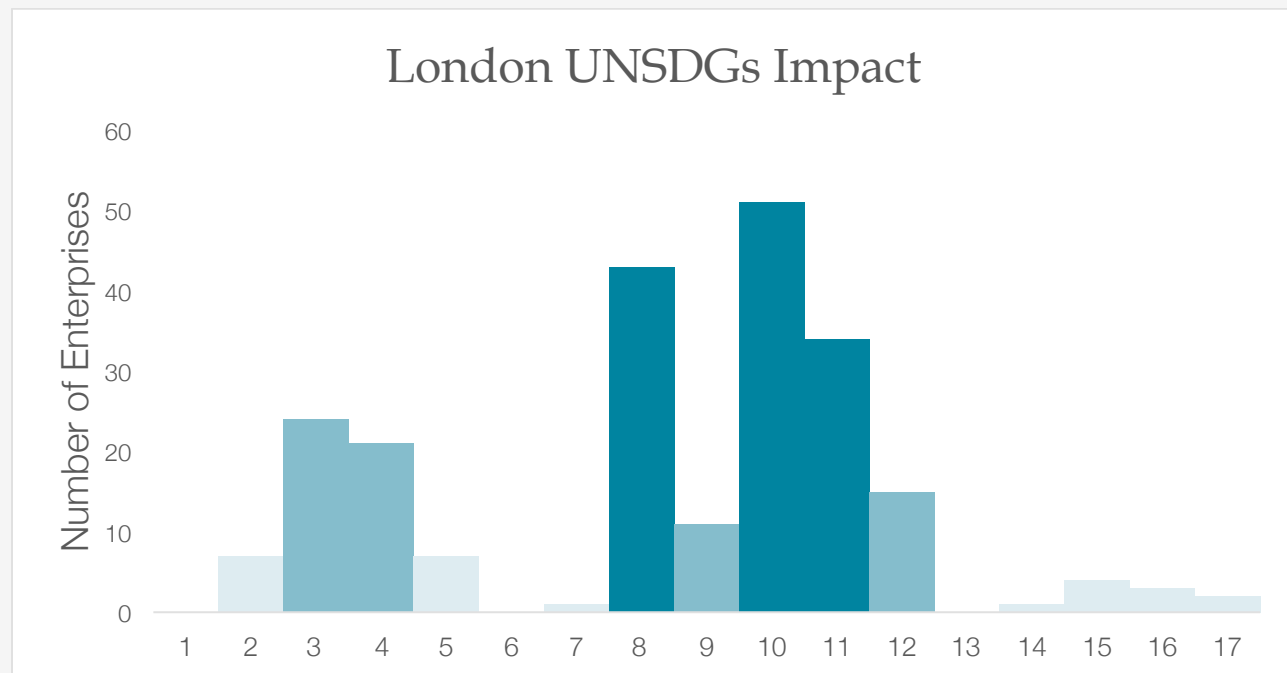
<i>UNSDG Number</i>	<i>UNSDG</i>
1	No Poverty
2	Zero Hunger
3	Good Health & Well-Being
4	Quality Education
5	Gender Equality
6	Clean Water & Sanitation
7	Affordable & Clean Energy
8	Decent Work & Economic Growth
9	Industry, Innovation, and Infrastructure
10	Reduced Inequalities
11	Sustainable Cities and Communities
12	Responsible Consumption and Production
13	Climate Action
14	Life Below Water
15	Life on Land
16	Peace, Justice, and Strong Institutions
17	Partnerships for the Goals

<i>Business Model Number</i>	<i>Industry</i>
B1	Agriculture, Forestry, Fishing & Hunting
B2	Mining, Quarrying, and Oil and Gas Extraction
B3	Utilities
B4	Construction
B5	Manufacturing
B6	Wholesale Trade
B7	Retail Trade
B8	Transportation & Warehousing
B9	Information & Cultural Industries
B10	Finance and Insurance
B11	Real estate and Rental & Leasing
B12	Professional, Scientific and Technical Services
B13	Management of Companies and Enterprises
B14	Administrative & Support, Waste Management and Remediation Services
B15	Educational Services
B16	Healthcare and Social Assistance
B17	Arts, Entertainment, and Recreation
B18	Accommodation and Food services
B19	Public Administration
B20	Other

## FINDINGS

### London

#### Impact Model



London creates community impact through: reducing hunger, promoting health, providing education, reducing gender inequality, providing clean energy, creating economic opportunity for all individuals, providing infrastructure, reducing inequalities, promoting sustainable, communal cities, promoting sustainable practices, bettering life under water, bettering life on land, advocating for the individual, and fundraising with a mission. The predominant areas of impact are creating economic opportunity for all individuals, reducing inequalities, and promoting sustainable, communal cities.

#### Examples

##### London: UNSDG 8 - Creating Economic Opportunity for All



###### **Momos at the Market**

Impact restaurant employing marginalized individuals



###### **London Training Centre**

Skills Centre providing hands-on training for all individuals

##### London: UNSDG 10 - Reducing Inequalities



###### **For the Love of Laundry**

Creates a community by sponsors free laundry events for low income families



###### **Meals on Wheels**

Creates impact provides meals to adults with disabilities & seniors

##### London: UNSDG 11 - Promoting Sustainable Cities



###### **London Community Orchestra**

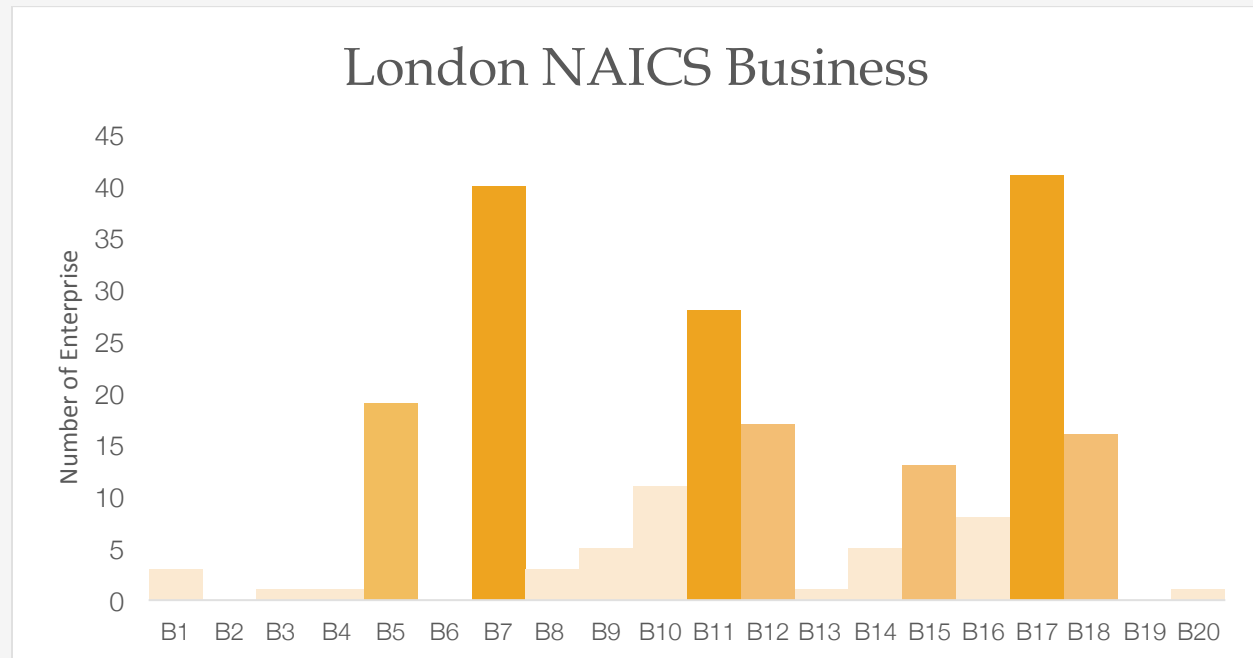
Creates community by bringing communities together through high-quality symphonic music



###### **RollUp Solutions**

Creates mobility by provides used wheelchairs, and offers repair service to ensure all individuals

## Business Model



London SEs generate revenue through: agriculture, energy, construction, manufacturing new products, retailing, transportation or storage of goods, selling information, financial products, real estate and item rentals, services, business management, business administration, education, healthcare products or services, arts and leisure, or food. The predominant model used is retailing, real estate and asset rentals, and arts, entertainment & recreation

## Examples

### London: Business Model B7 - Retailing



#### The Mission Store

Generates revenue through retailing gently used clothing



#### Carmina de Young

Generates revenue as a boutique fashion designer and clothing manufacturer

### London: Business Model B11 - Real Estate & Asset Rentals



#### Middlesex Community Living

Generates revenue through many services, including a Family Communal Home for the differently abled



#### Baker's Dozen

Generates revenue through 5,500 sqft of space available to artists, events, workshops, and classes

### London: Business Model B17 - Arts, Entertainment & Recreation



#### Sari Therapeutic Riding

Generates revenue by offering an opportunity for people to find independence through horses



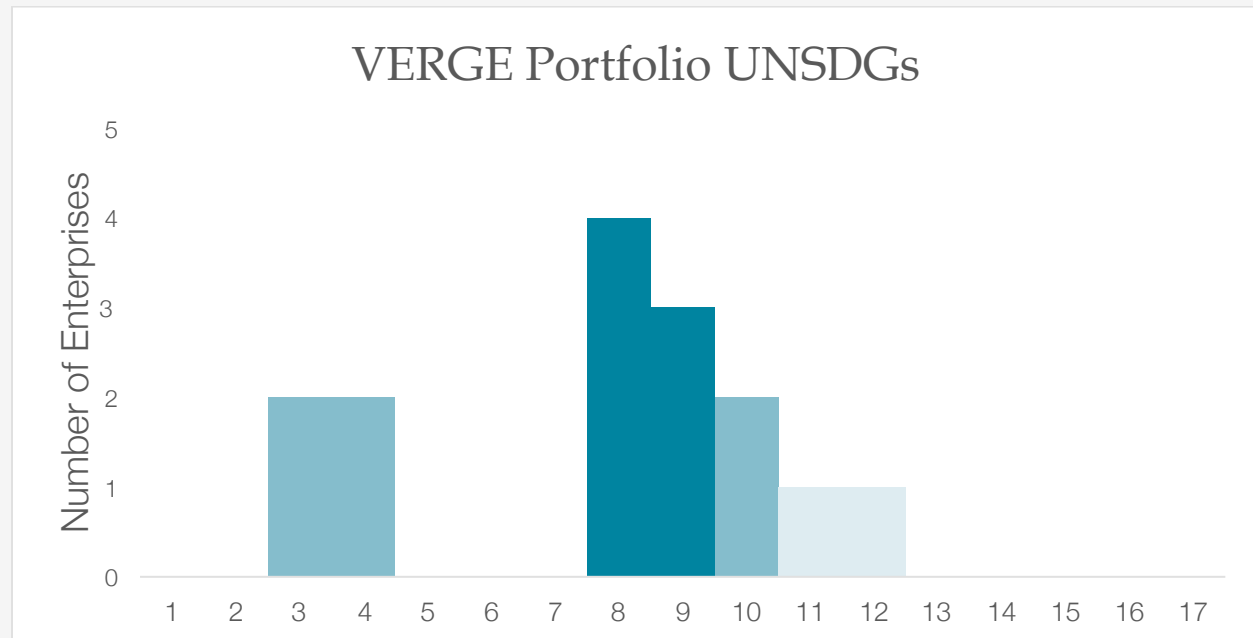
#### London Children's Museum

Generates revenue by providing children and their grown-ups with a interactive child-centred environment

# VERGE Capital

## Portfolio

### Impact Model



VERGE currently is invested in impact in the areas of: good health and well-being, education, creating economic opportunities for all, infrastructure, reducing inequalities, sustainable cities and communities, and responsible consumer consumption. The predominant impact areas are creating economic opportunities for all and infrastructure.

### Examples

#### VERGE Capital: UNSDG 8 – Creating Economic Opportunities for All



##### Old East Village Grocery Store

Reminiscent of the village grocers of the old, this SE impact breaks the tradition through nontraditional hires



##### Homegrown Landbank Group

Homegrown impacts the community by improving the quality of life for farmers worldwide through microfinance, education, and consultations.

#### VERGE Capital: UNSDG 9 – Infrastructure



##### Woodfield Gate

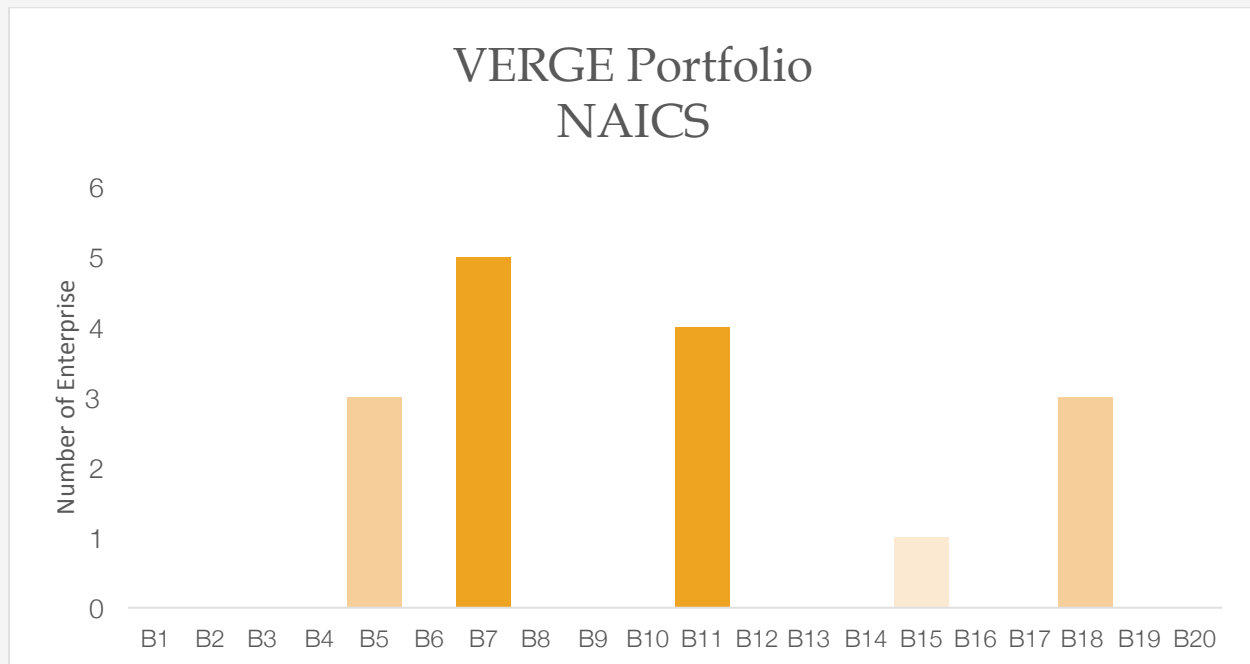
The majority of its 69 unit will be purposed for social impact, as affordable housing for organizations like CAMH and individuals



##### 10 Carden

A co-working space for social change, creating impact by providing space for community, practitioners, and researchers to collaborate.

## Business Model



VERGE is currently invested in enterprises with the business model of: product creation, retailing, real estate & asset rentals, education, and food-related products. The predominant business models are retailing and real estate & asset rentals.

## Examples

### VERGE Capital: Business Model B7 – Retail Trade



#### Textbooks for Change

Generates revenue by provides affordable and accessible educational material to students around the globe



#### Lucky Iron Fish

Generates revenue by retailing a small iron cooking tool that infuses your meals with a healthy amount of natural iron

### VERGE Capital: Business Model B11 – Real Estate & Asset Rentals



#### Earmark

Generates revenue through real estate transactions, donating 20% of each real estate transaction to the community

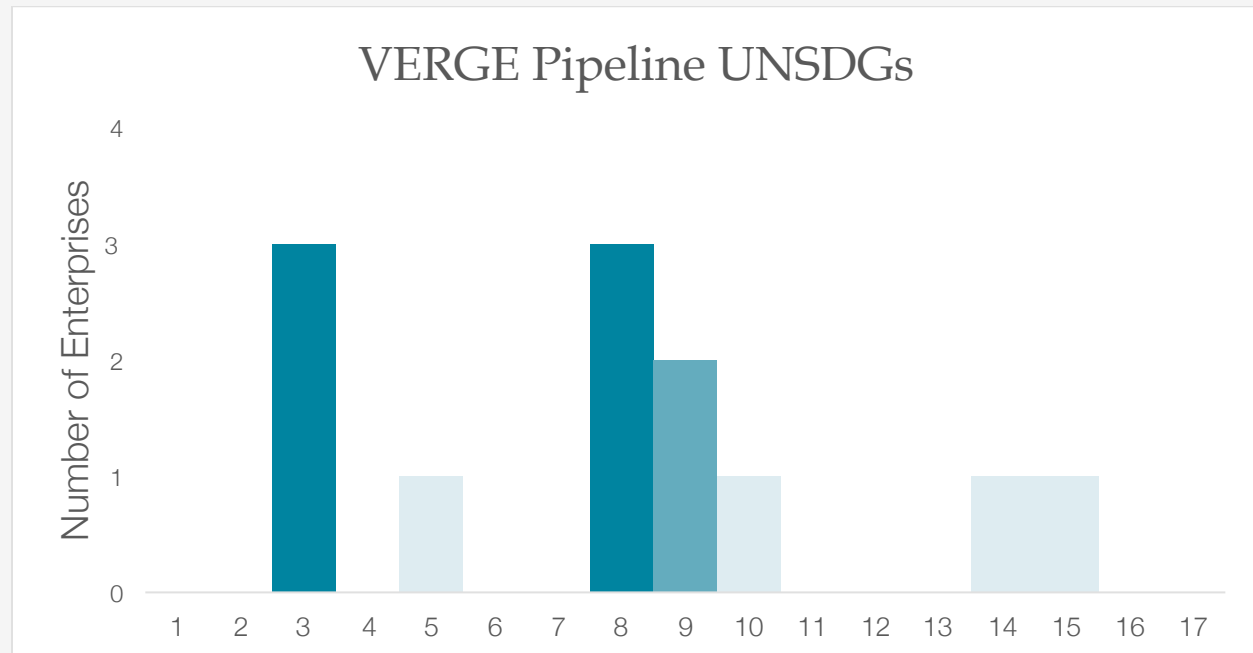


#### Baker's Dozen

Generates revenue by monetizing its 5,500 sqft of space for artists rentals, events, workshops, and classes

## Pipeline

### Impact Model



VERGE's next opportunities make impact in the areas of: good health & well-being, gender equality, creating economic opportunities for all, infrastructure, reducing inequalities, life below water, and life above land. The predominant impact areas are creating good health & well-being and economic opportunities for all.

### Examples

#### VERGE Capital: UNSDG 3 – Good Health & Well-Being



##### Front Line Medical

Saves lives through a medical product focused on blocking internal bleeding



##### Clinic Seeker

Bettering lives through a mobile app with access to nearby clinics' information, reducing wait times and language of choice

#### VERGE Capital: UNSDG 8 – Creating Opportunity for All



##### Tugolo

Creates jobs as a travel company dedicated to hiring local, and providing authentic and cultural travel experiences

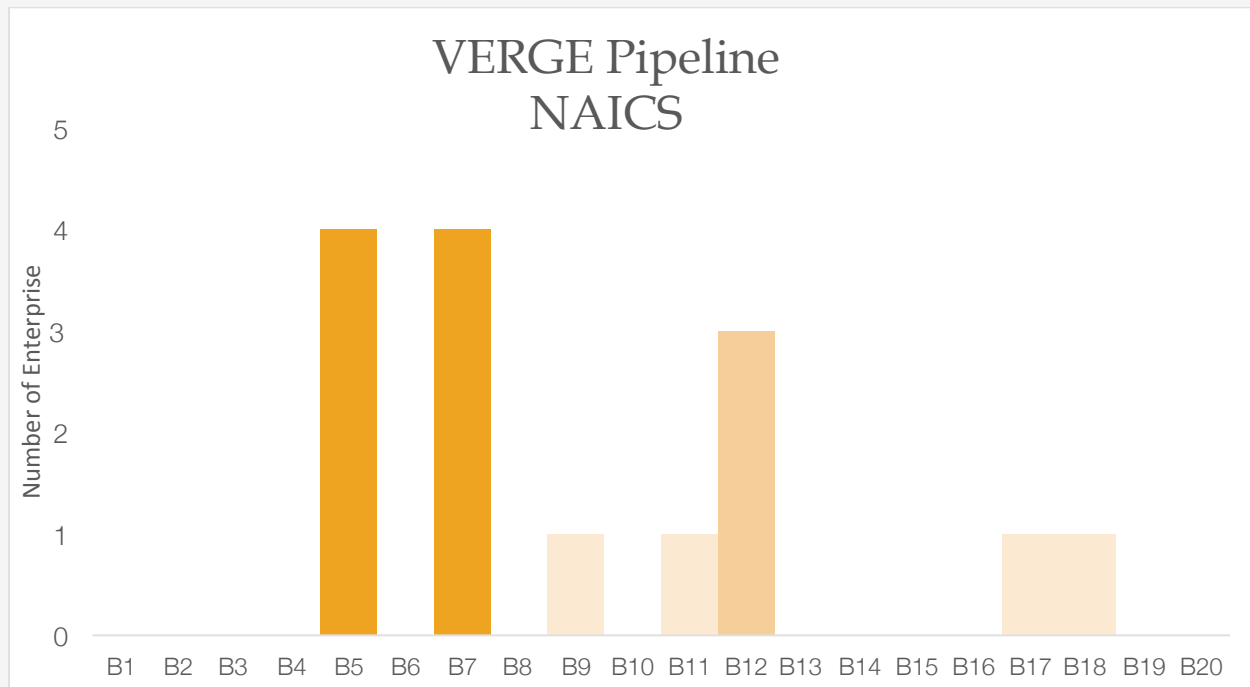


##### Skilled Accents

Creates jobs in immigrants and refugees through creating decorative pillows



## Business Model



VERGE's next opportunities generate revenue through manufacturing goods, retailing goods, infrastructure, information technology, services, arts & recreation, and food related services. The predominant business models are manufacturing & retailing goods, and services.

## Examples

### VERGE Capital: Business Model B5 & B7 – Manufacturing and Retailing Goods



#### **For the Reef**

Generates revenue through apparel sales that out plants 10 corals for every item purchased



#### **ReCaf**

Generates revenues by transforming spent coffee beans into household products

### VERGE Capital: Business Model B12 – Services



#### **rTraction**

Generates revenue by offering its award winning digital services, empowering the community in the process



#### **Novalte**

Generates revenue by provides differently-abled individuals the accessibility tools for independence

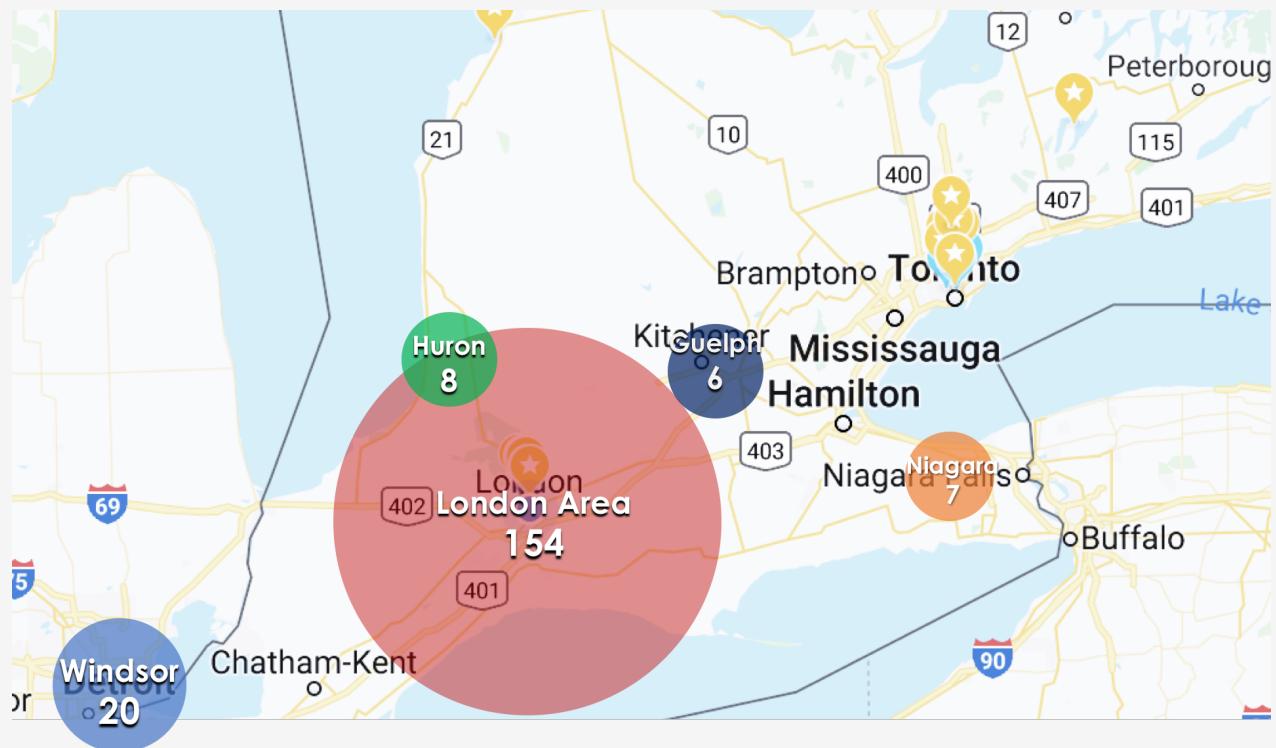
## Southwest Ontario (SWO)

### DISCLAIMER\*\*

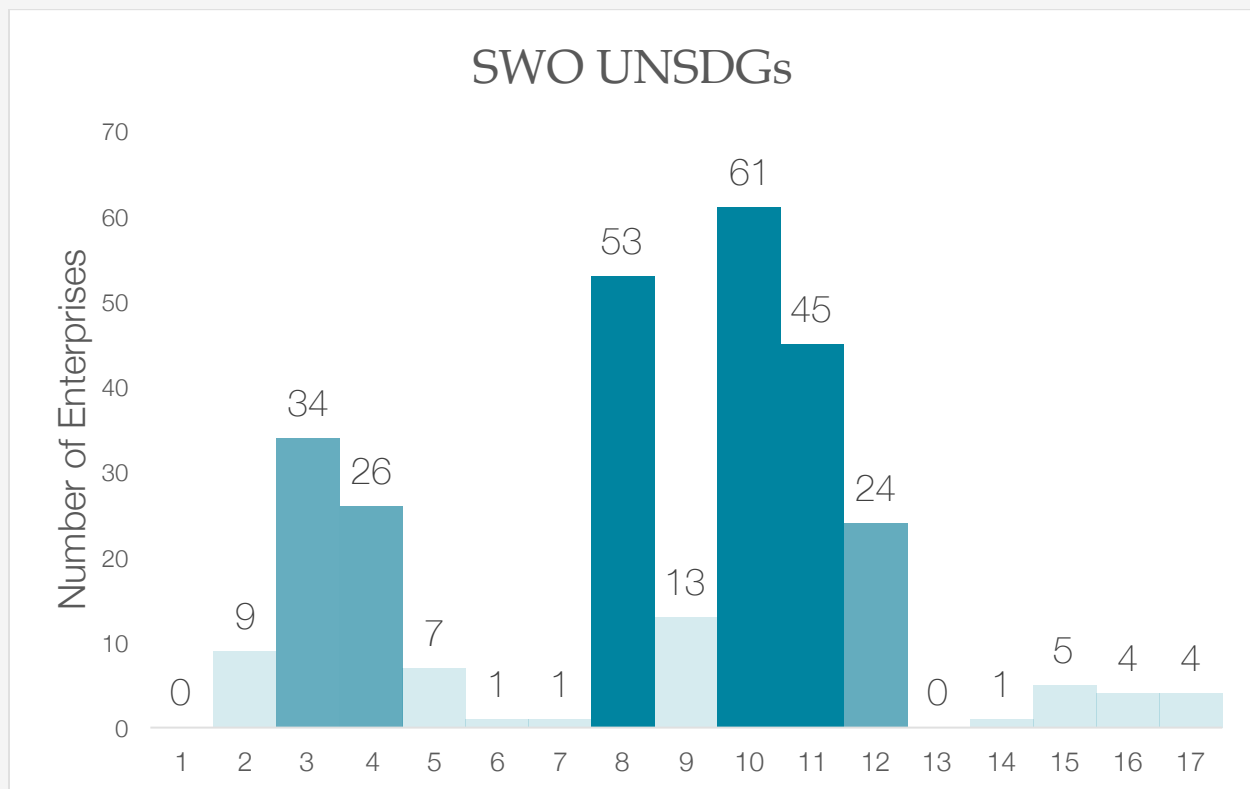
Only London data is complete. The remaining region's data are only a snippet of their entirety. Currently, this information can be supplemented using <https://seontario.org/directory/>



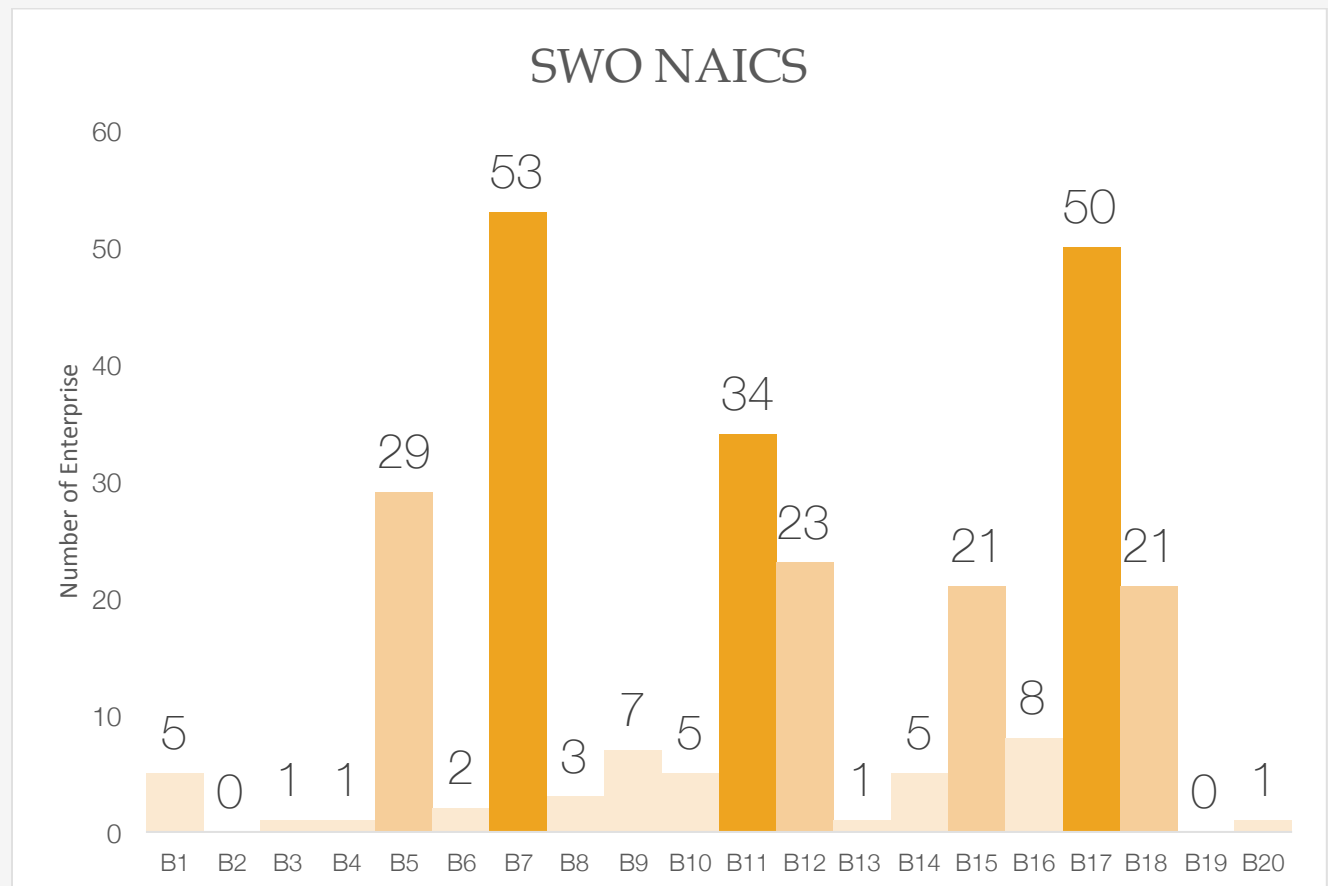
### *Southwestern Ontario SE Locations*



Due to the incompleteness of the information, the majority of SEs, 154 of 203 documented are clustered in the London area. Windsor comes next with 20 SEs, followed by Huron with 8, Niagara with 7, and Guelph with 6.



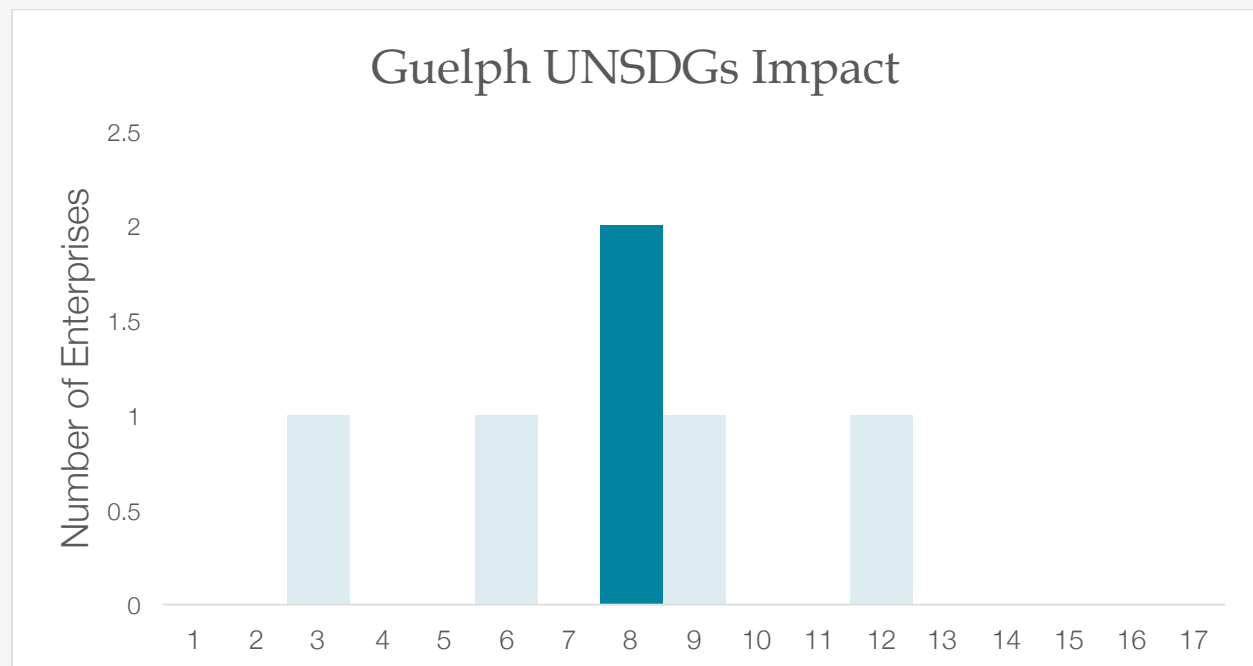
The Southwestern Ontario SE ecosystem is involved in impact in most goals of the UNSDGs. Tackling local issues including: hunger, health, education, gender equality, clean energy, economic opportunities, infrastructure, reducing inequalities, sustainability, responsible consumption, climate change, advocating for individual rights, and fundraising in partnership for the goals. There are 23 SEs spanning two areas of impact, and 23 SEs spanning three areas. The predominant impact areas SWO is focused on are creating economic opportunity for all, reducing inequalities, and promoting sustainable cities and communities.



The Southwest Ontario SE ecosystem generates revenue through agriculture, energy, construction, manufacturing goods, retailing goods, transporting goods, information technology, financial products, real estate & asset rentals, services, company management, administrative support, education, healthcare & social assistance, arts & recreation, food-related services, and other. There are 59 SEs spanning two business models, there are 3 SEs spanning three business models. The predominant business models are retailing goods, real estate & asset rentals, and arts & recreation.

## Guelph

### Impact Model



Guelph creates community impact through good health & wellbeing, clean water & sanitation, creating economic opportunity for all, providing infrastructure, and creating sustainable cities and communities. The predominant area of impact is creating economic opportunity for all.

### Example

#### Guelph: UNSDG 8 - Creating Economic Opportunity for All



##### **Tugolo**

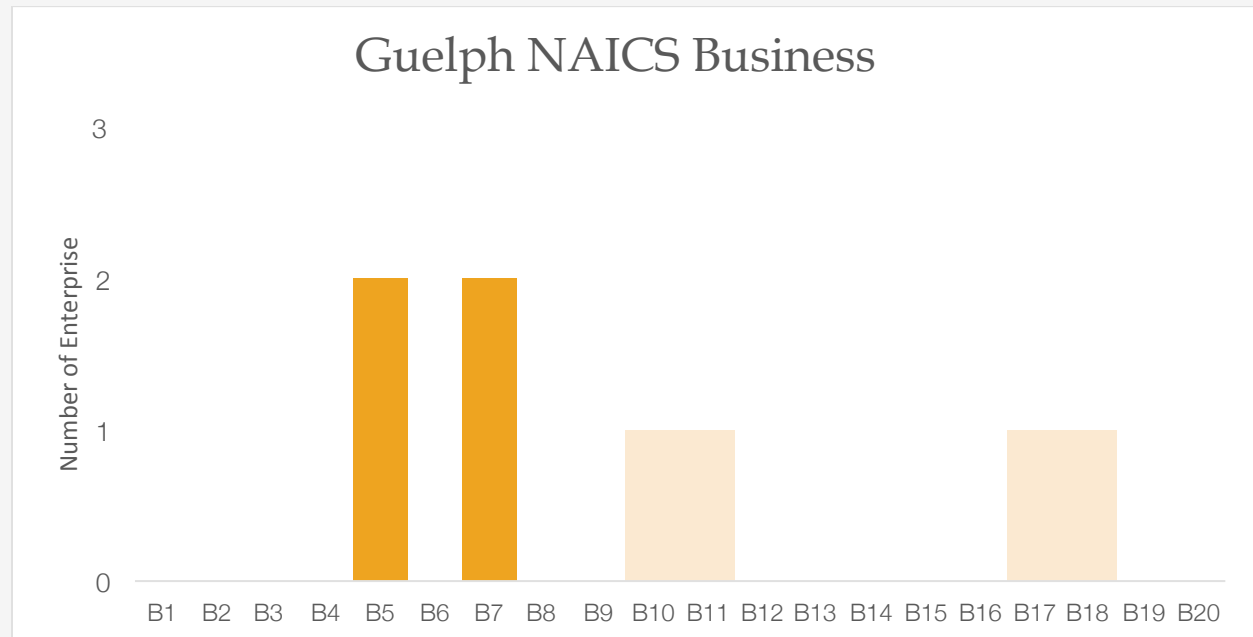
Creates jobs as a travel company dedicated to hiring local, and providing authentic and cultural travel experiences



##### **Raw Carrot**

Creates jobs through hiring individuals currently on the Ontario Disability Support Program for their organic soup products

## Business Model



The Guelph SE ecosystem generates revenue through manufacturing goods, retailing goods, financial products, real estate & asset rentals, arts & recreation, and food-related services. The predominant business models are goods manufacturing and goods retail.

## Example

### Guelph: Business Model B5 & B7 – Manufacturing and Retailing Goods



#### Genemis Laboratories Inc

Generates revenue through its microbiology technology to provide fast, simple, affordable water testing

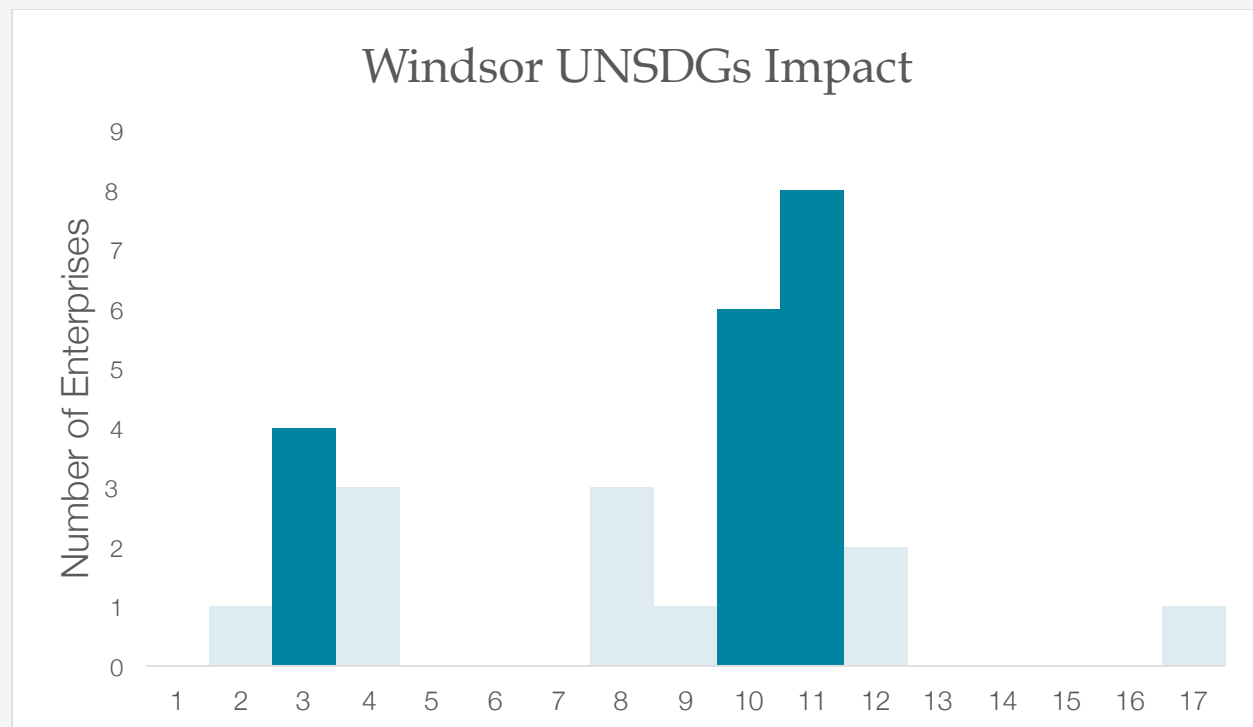


#### Lucky Iron Fish

Generates revenue through a small iron cooking tool that infuses your meals with a healthy amount of natural iron

## Windsor

### Impact Model



Windsor creates community impact through: tackling hunger, promoting health, increasing access to education, creating economic opportunities for all, infrastructure, reducing inequalities, sustainable cities & communities, responsible consumption, and fundraising in partnership for the goals. The predominant areas Windsor is focused on are promoting good health & wellbeing, reducing inequalities, and promoting sustainable cities and communities.

### Examples

#### Windsor: UNSDG 3 – Good Health & Well-Being



##### Clinic Seeker

Bettering lives through a mobile app with access to nearby clinics' information, reducing wait times and language of choice



##### Spiritual Soldiers

Improves awareness for addiction through its apparel collections

#### Windsor: UNSDG 10 – Reducing Inequalities



##### Learning Disabilities Association

Ensures equality by assisting children with learning disabilities



##### Tactile Vision Graphics

Invites individuals who are blind into the conversation through the production of tactile graphics

#### Windsor: UNSDG 11 – Promoting Sustainable Cities & Communities



##### Art Attack

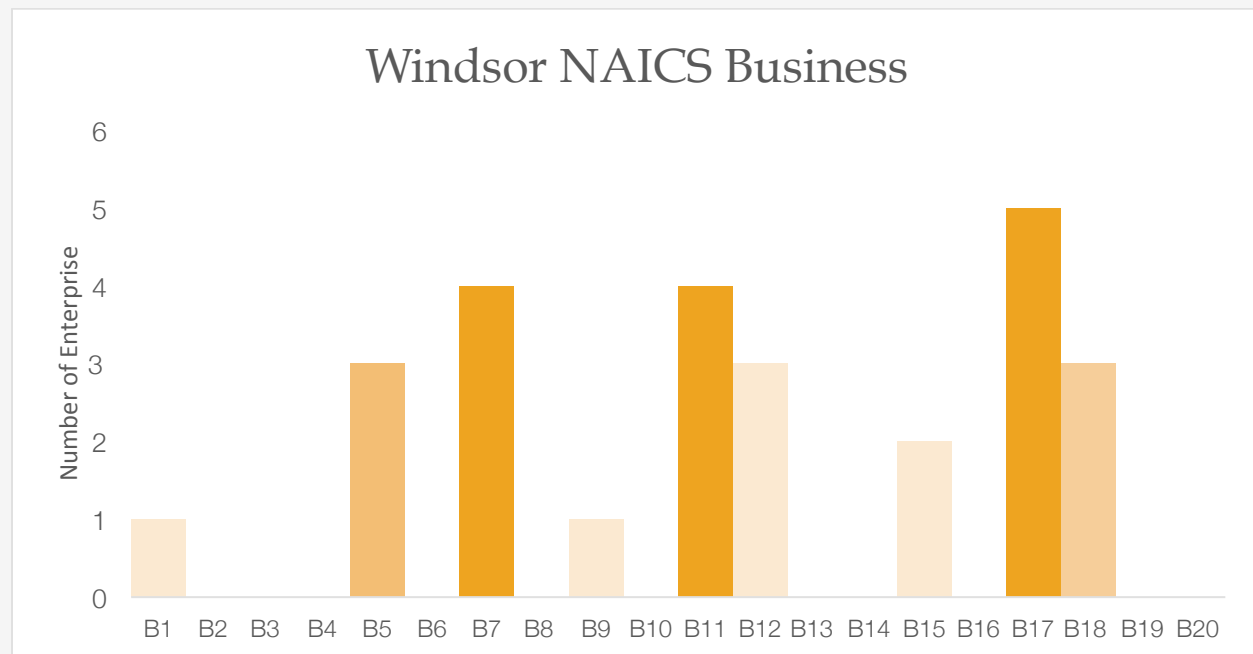
Improves the community by brightening up Windsor through street art by local artists



##### Windsor Women Working with Immigrant Women

Creates community by assisting immigrant and refugee women become an integrated and fully participating member of society

## Business Model



Windsor SEs generate revenue through agriculture, manufacturing goods, retailing goods, informational technology, real estate & asset rentals, services, education, arts & recreation, and food-related services. The predominant business models are retailing goods, real estate & asset rentals, and arts & recreation.

## Examples

### Windsor: Business Model B7 – Retailing



#### RePURPOSE

Generates revenue by selling previously loved items, giving proceeds to their parent organization, the Meeting House



#### Chari-Tees

Generates revenue by selling customized office supplies, with all proceeds support their parent organization, the Downtown Mission

### Windsor: B11 – Real Estate & Asset Rentals



#### ACCESS Nutrition

Generates revenue by providing agricultural workshops based off their farm property



#### Bike Windsor-Essex

Generates revenue by renting bicycles

### Windsor: B17 – Arts, Entertainment & Recreation



#### Windsor Symphony Orchestra

Generates revenue by connecting people of Windsor through music



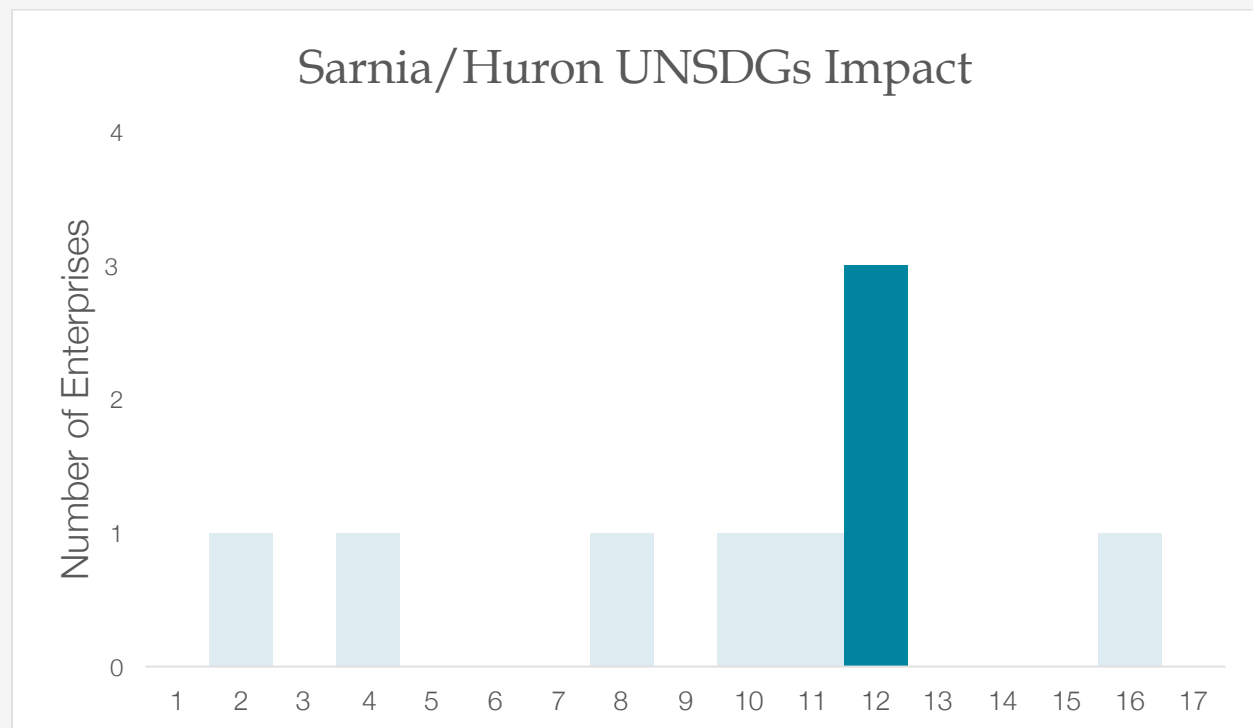
#### Spirit of Excellence

Generates revenue by creating lives of excellence through working with artists and professionals, locally, and globally



## Sarnia/Huron

### Impact Model



Sarnia/Huron creates community impact through: tackling hunger, increasing access to education, creating economic opportunities for all, reducing inequalities, promoting sustainable cities & communities, promoting responsible consumption, and advocating for individual rights. The predominant impact area Sarnia/Huron is focused on is promoting sustainable consumption.

### Examples

#### Sarnia/Huron: UNSDG 12 – Promoting Responsible Consumption & Production



##### **Dory's Not Naughty Biscotti**

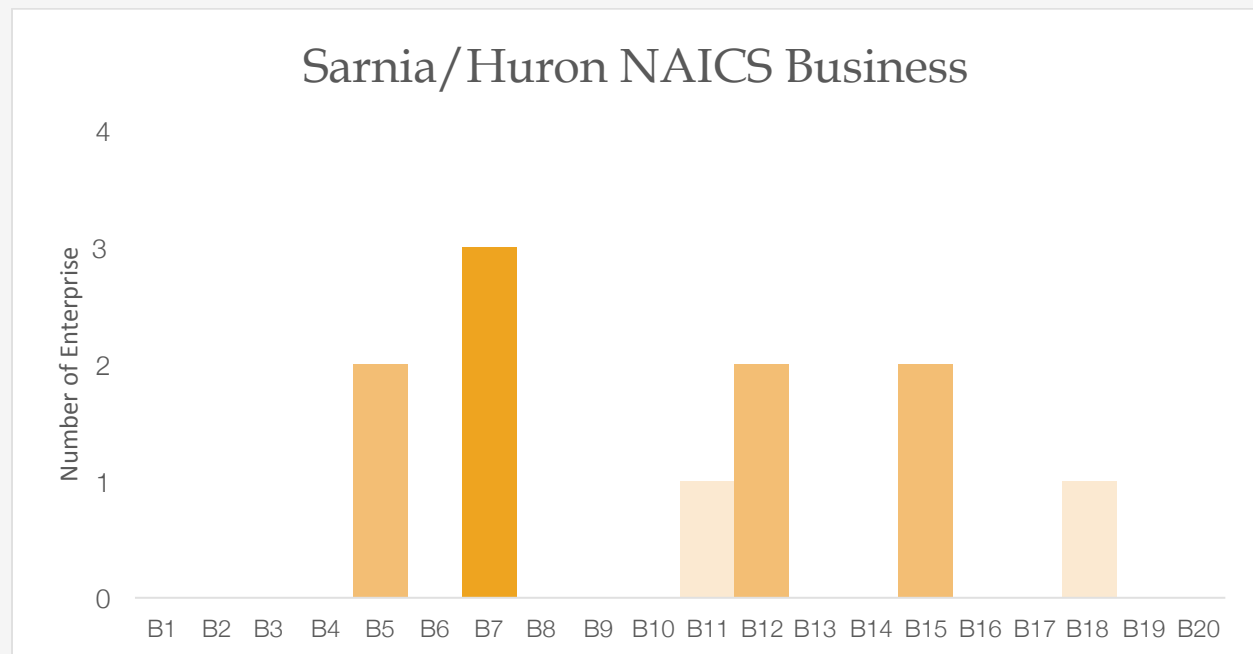
Creates sustainability by incorporating the importance of transparency into her food manufacturing business



##### **Upcycle Lifestyle**

Creates sustainability through an 100% waste-free infant clothing business focused on producing alternatives to single-use products

## Business Model



Sarnia/Huron SEs generate revenue through manufacturing goods, retailing goods, real estate & asset rentals, services, education, and food-related services. The predominant business models are manufacturing goods, retailing goods, services, and education.

## Examples

### Sarnia/Huron: Business Model B7 – Retailing



#### Maker's Mercantile

Generates revenue by fueling creativity and providing inspiration for creation with mediums one feels passionate about



#### Dory's Not Naughty Biscotti

Generates revenue by incorporating the importance of transparency to her food manufacturing business

### Sarnia/Huron: B12 – Services



#### Link2Feed

Generates revenue through leasing a food bank/pantry software that saves hours on program administration and reporting



#### Homegrown Landbank Group

Generates revenue by improving the quality of life for farmers worldwide through microfinance, education, and consultations

### Sarnia/Huron: B15 – Education



#### One Tomato

Generates revenue through educational classes for schools surrounding food

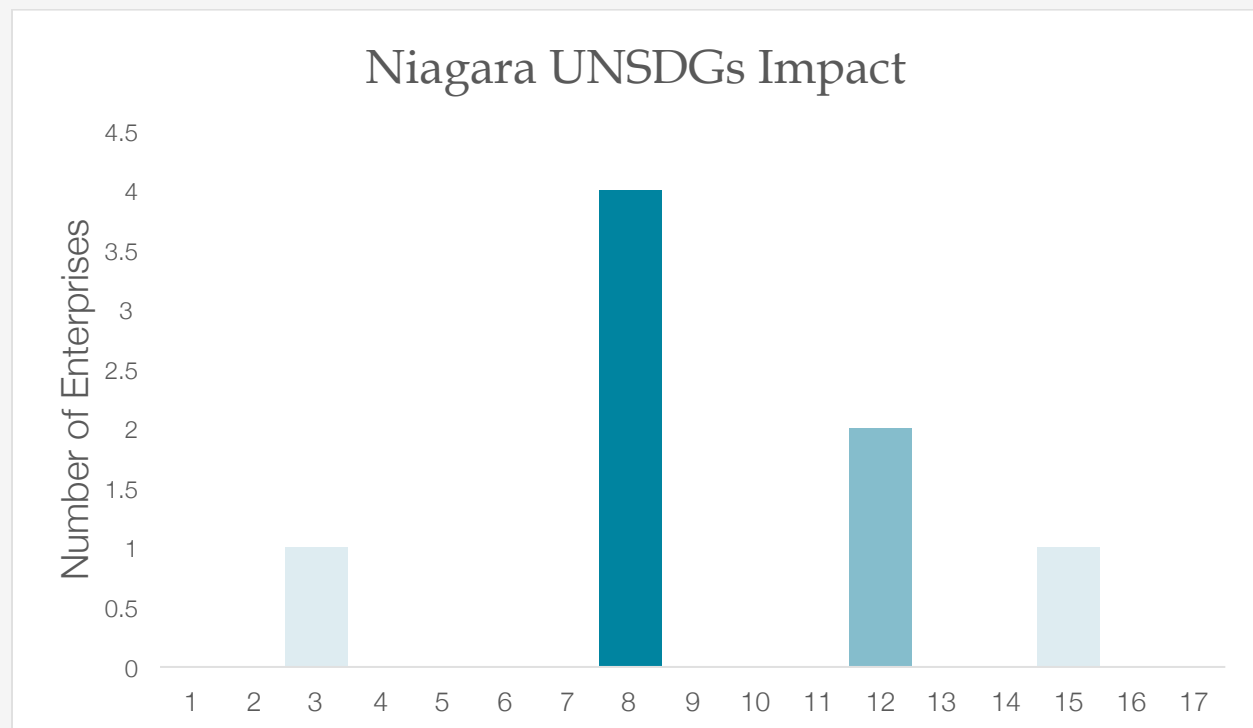


#### Rural Response to Healthy Children

Generates revenue by provides educational services regarding the health and development of children who are living in conditions of risk

## Niagara

### Impact Model



Niagara creates community impact through: good health & wellbeing, creating economic opportunities for all, promoting responsible consumption, and promoting life on land. The predominant impact area Sarnia/Huron is focused on is creating economic opportunities for all.

### Examples

#### Niagara: UNSDG 8 - Creating Economic Opportunity for All



##### **Moyaa Shea Butter**

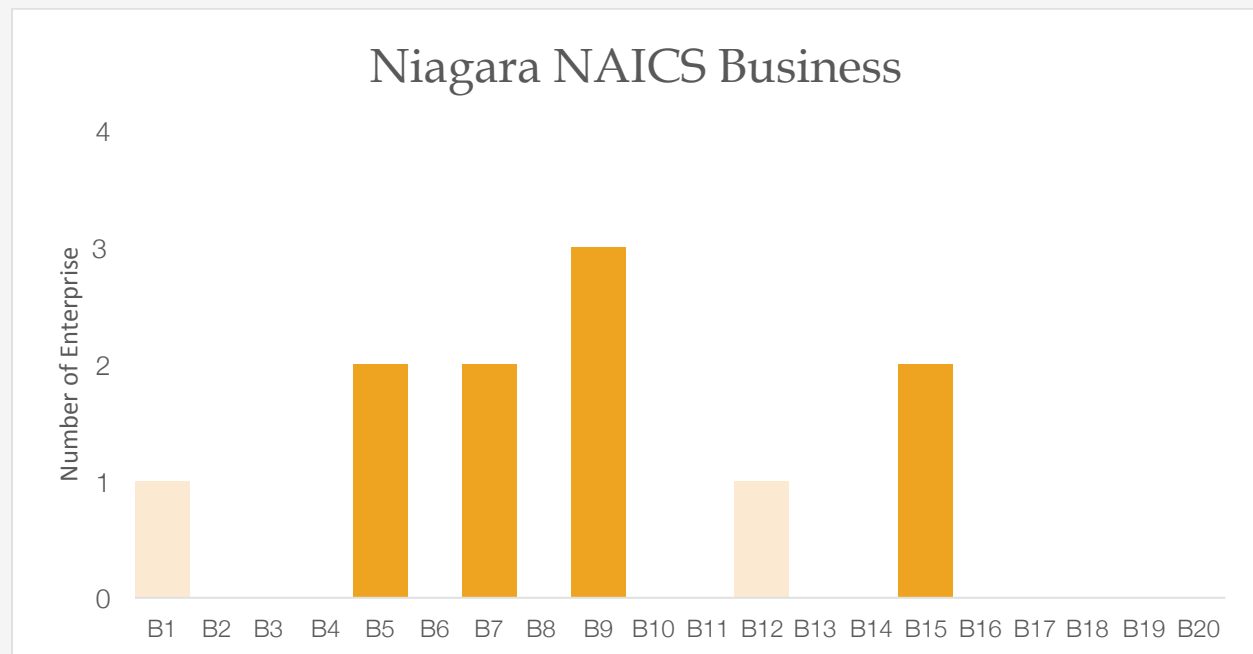
Creates jobs through the creation of a shea butter that employs local communities in Northern Uganda



##### **HERO Dehydrated Dog Treats**

Creates jobs by supporting the Canadian Service Dog Foundation and employing military veterans

## Business Model



Niagara SEs generate revenue through agricultural, manufacturing goods, retailing goods, information technology, services, and education. The predominant business models are manufacturing and retailing goods, and informational technology.

## Examples

### Niagara: Business Model B5 & B7 – Manufacturing & Retailing Goods



#### **Moyaa Shea Butter**

Generates revenue by manufacturing a shea butter that supports local communities in Northern Uganda



#### **HERO Dehydrated Dog Treats**

Generates revenue by manufacturing and selling dog treats, supporting the Canadian Service Dog Foundation and employing veterans

### Niagara: Business Model B9 – Information and Cultural Industries



#### **Falling Squirrel Productions**

Generates revenue by producing interactive audio game for visually impaired and sighted gamers alike



#### **Jarico Youth (Jarico Films)**

Generates revenue by providing creative outlets to youth in need while striving to: inspire, educate and entertain