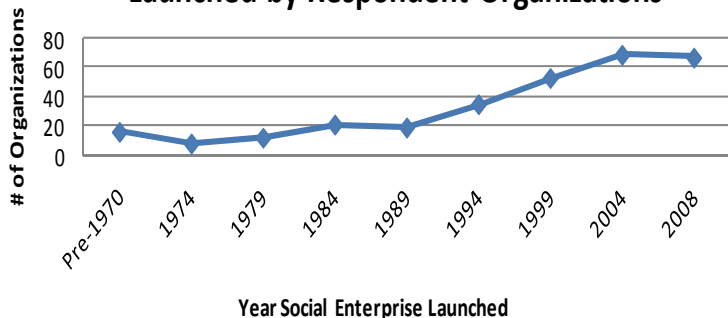


April 2009

# SOCIAL ENTERPRISES: A SNAPSHOT

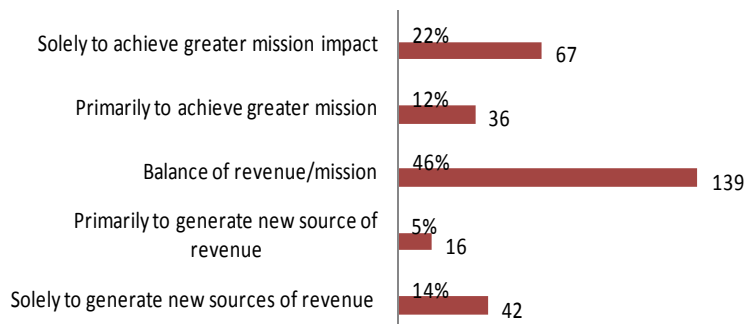
In summer 2008, the Social Enterprise Alliance, with support from REDF, partnered with Community Wealth Ventures and Duke University's Center for the Advancement of Social Entrepreneurship to survey organizations that operate a social enterprise, are considering operating a social enterprise, and are unfamiliar with social enterprise. Our goal was to better understand the field of social enterprise and utilize the results to improve services to existing social enterprises and encourage the growth of social enterprises among organizations considering social enterprise as a tool for growth and sustainability. Through the collective efforts of the organizations involved, this survey had over 1000 respondents—over 400 of which currently operated social enterprises. This data provide us with the most current snapshot of social enterprises in the United States and Canada.

### Steady Growth in Social Enterprises Launched by Respondent Organizations

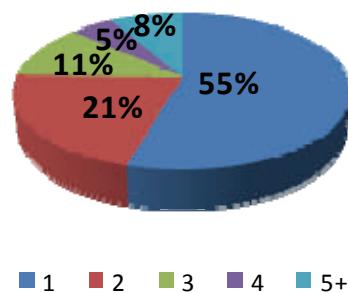


The Social Enterprise Alliance defines a social enterprise as “organizations that are pursuing a social or environmental mission using business methods.” However it is defined, it is clear that organizations have increasingly used it as a tool to advance their mission and increase revenue for their organizations. Many organizations have even launched multiple ventures to support their efforts.

### Almost 1 in 2 Organizations are Equally Motivated by Mission & Revenue

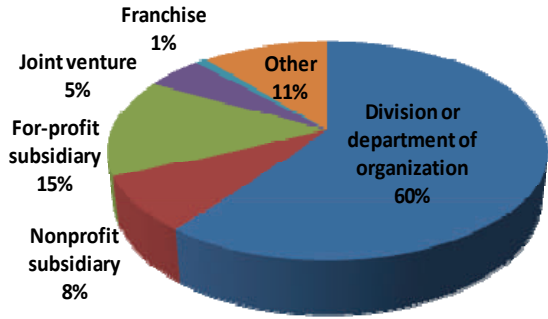


### Almost Half of Organizations have 2 or More Social Enterprises



Citation: National Social Enterprise Field Study, Conducted by the Center for the Advancement of Social Entrepreneurship, Community Wealth Ventures, and Social Enterprise Alliance: September 15, 2008.

### Most Organizations Operate Social Enterprises as a Division of the Parent Organization



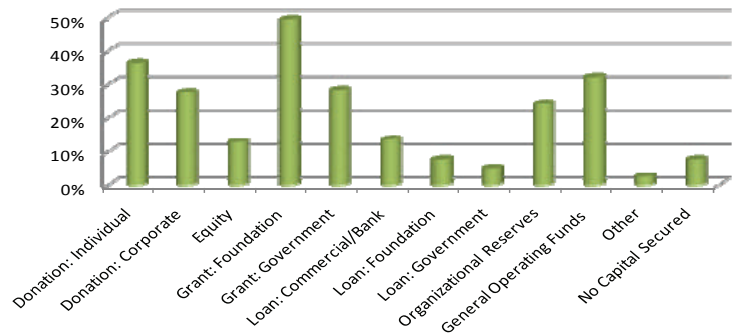
### Top 5 Missions Areas of Organizations Operating Social Enterprises

- 1ST: WORKFORCE DEVELOPMENT
- 2ND: HOUSING
- 3RD: COMMUNITY & ECONOMIC DEVELOPMENT
- 4TH: EDUCATION
- 5TH: HEALTH

### Top 5 Social Enterprise Venture Types

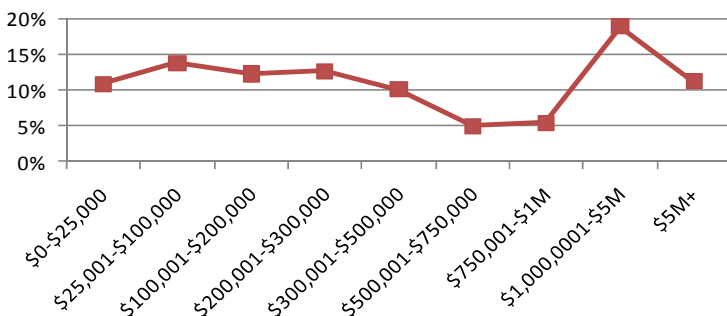
- 1ST: EDUCATION & TRAINING
- 2ND: RETAIL/THRIFT SHOP
- 3RD: CONSULTING SERVICES
- 4TH: FOOD SERVICES/CATERING
- 5TH: ART VENTURE

### Foundation Grant is Most Commonly Used Source of Capital for Starting Ventures

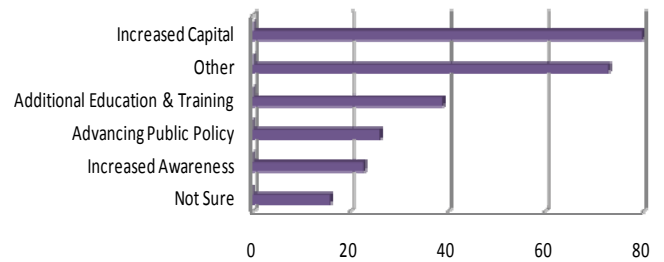


While social enterprises vary in size, composition, and starting capital source, certain industries have embraced the concept more than others. In addition, certain types of social enterprises are more popular than others. However, it is clear that leaders from every industry project additional growth in social enterprise as a tool for social innovation and seek to advocate for additional sources of capital, public policy, additional training, and increased awareness of social enterprise.

### More Than 30% of Organizations with Social Enterprises Create Revenue Over \$1M



### Resources Needed to Stimulate the Growth of Social Enterprise



social enterprise alliance  
Where mission meets the marketplace.



Community Wealth Ventures, Inc.



Center for the Advancement of Social Entrepreneurship

