Council Meeting
Municipality of West Grey, Council Chambers
402813 Grey County Rd 4, Durham, ON N0G 1R0

September 28, 2020, 3 p.m.
electronically

Joint Council Meeting
The Municipality of West Grey and The Municipality of Grey Highlands
This meeting is online using Zoom meeting software - audio only.
To join the meeting through your computer (or smartphone with Zoom app) to to:
https://us02web.zoom.us/j/83663334226

You may also phone in and listen live, dial: +1 647 558 0588 (long distance charges to Toronto may apply).
If prompted enter the meeting ID: 836 6333 4226

Accessibility of documents: Documents are available in alternate formats upon request. Please contact the Clerk's Department at 519-369-2200 or by email at gscharback@westgrey.com to discuss how best we can meet your needs if you require an alternate format or communication support.

Pages

1. Call to order

2. Moment of reflection

3. Declaration of pecuniary interest and general nature thereof

4. Delegations / presentations
   4.1 Elly Green, Quentin Evans - Social Enterprise 101

      Recommendation:
      That West Grey Council and Grey Highlands Council hereby receive the presentation Social Enterprise 101 by Elly Green and Quentin Evans.

5. Adjournment

      Recommendation:
      That we do now adjourn at ____ .
Meet Your Facilitators!

Elly Green  
Social Enterprise Consultant,  
SENCO Advisor and Facilitator,  
Georgian College Faculty

Quentin Evans  
SENCO Facilitator,  
Georgian Centre for Changemaking and Social Innovation,  
Georgian College Faculty
Facilitator

Elly Green

The Social Enterprise Network of Central Ontario (SENGO)
housed at Georgian College’s Centre for Changemaking and Social Innovation

- SENCO, Project Lead
- SKETCH, Social Enterprise Developer
- CBE, Social Entrepreneur / Founder

CLOTHING BRAND EXPERIMENT

CBE, ENTIRELY MADE IN TORONTO

CBE is a Toronto based company producing a line of high-end, unisex clothing with a focus on experimentation and a love for collaboration. CBE is committed to sustainable and ethical production all within its hometown city of Toronto. All CBE products are exclusively made in a 50 km-radius of their studio downtown.

In 2009, CBE first hit the Toronto fashion scene and has expanded every year since. With a growing collection of items - from their signature hooded sweatshirt designs to their self-designed t-shirt cuts and well-received pet hoodie line, CBE stands out from the rest with a strong sense of artistic risk, a well-thought-out design and a conscious soul in each step of business.

After 5 years of business, CBE wrapped in April of 2013 with a packed studio party celebrating all the success and fun over the years. Watch the last CBE video collaboration featuring the “Golden Sweater”, a hoodie that pays homage to the first ever CBE hoody created.
CLOTHING BRAND EXPERIMENT

Experience Georgian

SKETCH

SKETCH IS A PLATFORM IN THE ARTS FOR DIVERSE YOUNG PEOPLE Navigating Poverty, Living Homeless OR ON THE MARGINS AGES 16-29, TO FUEL IMAGINATION, BUILD CREATIVE CAPACITY AND CONNECT TO OPPORTUNITIES TO LIVE WELL AND LEAD SOCIAL CHANGE.
Facilitator

Quentin Evans

The Social Enterprise Network of Central Ontario (SENCO)
housed at Georgian College’s Centre for Changemaking and Social Innovation

- Social Entrepreneurship, Georgian College Faculty
- CIP or Community Impact Projects, Georgian College
- Community Involvement in Social Enterprise Development
Agenda

What is SENCO?

Defining Social Enterprise

Business Models

Existing Social Enterprise Examples

Events & Resources

http://www.senco.io/home
Social Enterprise Network of Central Ontario

http://www.senco.io/stories

Experience Georgian

Social Enterprise Network of Central Ontario

http://www.senco.io/stories

SENO Audio Documentary

Explore the real people and real places that are defining social enterprise as part of their daily lives and working to solve complex problems. SENCO is connecting and catalyzing social enterprise in Central Ontario through the voices of those closest to the work. The SENCO audio documentary offers a window into the lives of social entrepreneurs and their communities. Each story delves into the personal journeys of these individuals, providing insights into the challenges they face, the innovations they implement, and the impact they make.

Go to soundcloud.com/senko to explore more of our audio stories.
Defining Social Enterprise

https://vimeo.com/281480360
Defining Social Enterprise

Social Enterprise

**Social**
- Mission & Vision
- Change-driven

**Enterprise**
- Business
- Profit-driven

Defining Social Enterprise

Non-profit

Social Enterprise

Community needs

Community wants

Business

Experience Georgian
ACCELERATE YOUR SUCCESS
Defining Social Enterprise

A social enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well-being—this may include maximizing social impact alongside profits for external shareholders.
-Wikipedia

Social enterprises are community-based businesses that sell goods or services in the marketplace to achieve a social, cultural and/or environmental purpose; they reinvest their profits to maximize their social mission.
-Social Enterprise Council of Canada
Defining Social Enterprise

Social Enterprise vs. Social Entrepreneur

Social Enterprise: The Business of Change

“...businesses of the people, by the people, and for the people.”

“They combine the entrepreneurial savvy of the business sector with the community ethos of the non-profit sector.”

Social Entrepreneur: Making Money, Making Change

“...a business person who uses a typical business model but sells something that addresses a social or environmental problem.”
Defining Social Enterprise

Social Enterprise vs. Social Innovation

A social innovation is a novel solution to a social problem that is more effective, efficient, sustainable, or just than current solutions. The value created accrues primarily to society rather than to private individuals.
- Stanford Graduate School of Business

A social enterprise is any organization or business that uses market-oriented production and sale of goods and/or services to solve a social problem. Social innovation is any new idea, incremental or transformative, that seeks to solve a social challenge. The dictionary says social entrepreneurship is a noun, we see it as a verb. It is the practice of responding to market failures with innovations aimed at solving social challenges.
- Trico Charitable Foundation

https://www.youtube.com/watch?v=jkSLI_WcosQ
Defining Social Enterprise

Social Entrepreneur?  Social Enterprise?  Social Innovation?

Or Social Intrepreneur?

Beneficiary (up for debate in some for-profit models)

Earned Revenue & Business Practices

Market

Social (cultural or environmental) Mission / Vision

Need

Measured Impact
“Mission before money. But no money, no mission.”

- Greg Dees
Business Models

What Do You Care About?

Social Purpose + Profit

Enterprising Non-Profit

Socially Responsible Corporation

Non-Profit

Traditional Corporation

Blended Value

The business model spectrum revisited

Primary driver is to achieve SOCIAL VALUE

IMPACT INVESTING
Achieve measurable social impact alongside financial return

Primary driver is to achieve FINANCIAL VALUE

TRADITIONAL CHARITY
Purely charitable funding from grants, donations or endowment

Social Business: Profits are reinvested

CSR & corporate philanthropy (target for SRI)

Not-for-profit

Social Enterprises

Socially sustainable >75% market revenues

Mission-driven for-profit enterprise (B-Corp)

Pure profit orientation; mainstream investors

For-profit

Source: Adapted from J. Kingeton Venturesome, CAF Venturesome, and EVPA.
Business Models – what are B Corps?

B Corps are for-profit companies certified by the non-profit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

Existing Examples
Existing Examples:
SENCO video series

Existing Examples:
Furniture Bank

MOVING OR DOWNSIZING? WE CAN CONNECT YOU TO BIG HEARTED MOVERS.
Existing Examples:

Furniture Bank

http://www.furniturebank.org

Your Used Furniture will Change a Life.

Help end furniture poverty and do your part for the environment by making a donation today. Drop it off or hire our team to pick it up!

With Furniture Bank your furniture can go from your home to a new home within 72 hours. We are the most socially and environmentally responsible furniture removal solution!

Experience Georgian

Existing Examples:

Animal Experience International

B Impact Report

Animal Experience International

Travel and Volunteering

Certified Since: March, 2013
Location: Barrie, Ontario, Canada
Sector: Service with Significant Environmental Footprint

Animal Experience International (AEI) is an organization with a mission to help animals around the globe by matching clients with animal-related volunteer opportunities at sanctuaries, wildlife hospitals, animal clinics and conservation projects. Through their work as a wildlife veterinarian and as a volunteer coordinator for wildlife rehabilitation centres, Heather and Nora have come to understand the need for such an organization. AEI is committed to making sustainable and long-lasting connections by partnering with only the very best organizations around the world. Quality, worry-free placements allow AEI’s clients to focus on taking care of the animals and getting the most possible from their volunteer experience!
Existing Examples

: Animal Experience International

Live your dreams. Travel the world. Volunteer with animals.

Are you ready to transform your life while helping animals around the world? AEI empowers animal lovers, students, professionals, and adventure seekers to travel and make a difference by volunteering with animals. Our exceptional experiences are safe, ethical and unforgettable. Join our team of international volunteers and explore the world while doing what you love.

It doesn’t matter who you are, we can help you make a difference!

Questions?

http://www.animalsexperienceinternational.com
Events & Resources

Resource – SESDGs

*Connect with your Local Service Providers -> SBECs & CFDCs
If you would like to refer a client or student to use this online program, email us at:

info@senco.io
Resources – Mentorship and coaching

• Mentorship, Partner HBEC

• Coaching, Partner Innoweave

Visit the SENCO site for more information or email us at info@senco.io

Events – The Social Shift

THE SOCIAL SHIFT
A DOCUMENTARY ON BUSINESS FOR THE COMMON GOOD
Resource – Funding

SENCO Traction Grants – program now on hold

Investment Readiness Program – Federal / Central Ontario

- Intake #2 - now open till October 9th 2020
- Intake #1 – CLOSED (Jan 8th - Feb 10th 2020)
- [https://www.communityfoundations.ca/initiatives/the-investment-readiness-fund/](https://www.communityfoundations.ca/initiatives/the-investment-readiness-fund/)