Research Decisions in Mapping the Social Economy in Alberta and British Columbia
BALTA Mapping Working Paper No. 2

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Preamble

The following document outlines the mapping research design process undertaken by the BALTA Mapping Team for the initial stages of the BALTA Social Economy Mapping Project (Phase 1). The purpose of this working paper is to describe BALTA's approach to mapping, to document the process and to situate it within the context of similar work underway in the social economy field.

Phase I of the mapping project has been a learning experience and parts of this piece have been rewritten and changed over the course of time. This paper, along with other papers in the Mapping Working Paper Series, will serve as essential background reading for researchers engaged in the mapping project as well as other BALTA researchers.

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1   Introduction

The British Columbia and Alberta Research Alliance on the Social Economy (BALTA) is a regional collaboration of universities, colleges and stakeholder organizations engaged in research initiatives to strengthen the foundations of the social economy in western Canada. BALTA is a 5-year research project (2006-2011) funded by the Social Sciences and Humanities Research Council of Canada (SSHRC). The overall project is organized into three Social Economy Research Clusters (SERCs) focused on the following areas:

1) Human Services and Affordable Housing
2) Sustainable Rural Development
3) Analysis, Evaluation and Infrastructure Development

In addition to the three SERCs, a "Social Economy Mapping" project is also being undertaken in order to capture the size, scope and characteristics of the social economy in BC and Alberta. The BALTA Mapping Project will take place over the lifespan of the overall project and will provide data to all three SERCs for research and analytical purposes. Together with the Case Study research, the Mapping Project will provide a portrait of the social economy in BC and Alberta and will contribute to the national social economy portraiture objectives coordinated by the National Social Economy Research Hub (see http://www.socialeconomynetwork.ca/hub) The national social economy portraiture committee operates as an information exchange, and wherever possible we have tried to co-ordinate BALTA survey principles and methods with those adopted by other nodes. In particular, we have adopted the SE enterprise/organization classification system being developed in the Québec node by the research group working with the Canada Research Chair, Dr. Marie Bouchard (see http://www.chaire.ecosoc.uqam.ca/Publications/CahiersCollectionRecherche/tabid/112/Default.aspx)

2   Mapping Purpose and Objectives

The purpose of the mapping research is to address BALTA's first overall research question: What are the scope and characteristics of the social economy in BC and Alberta? In addressing this question, the aim is to develop an understanding of the social economy sector in the two provinces and to provide information that is relevant to academic, practitioner and policy interests.

The BALTA mapping project has been designed as a multi-staged process consisting of three main phases: 1) Identification and Initial Survey; 2) In-Depth Questionnaire; and 3) Case Study Research (see Figure 1). A multi-staged strategy not only allows for relationship building and buy-in from organizations that might otherwise not be interested in participating in a lengthy in-depth survey, but it also enables an iterative research process throughout the life of the project. Specific objectives related to the mapping project include:

1) To compile an inventory of social economy actors and organizations in BC and Alberta that illustrates the scope and scale of the sector as well as its economic, social and environmental significance;
2) To categorize and survey identified social economy organizations in order to understand the characteristics, structure and function of the social economy and its actors;
3) To provide an information database to the SERCs for various research and analytical purposes;
4) To identify trends, patterns, gaps and opportunities for scaling up within the sector as well as opportunities for case studies and further research;
5) To provide data and information relevant to practitioners, academics and policy makers for the purpose of strengthening the foundations of the social economy in BC and Alberta;
6) To provide tools to participating organizations that will allow them to build up support and information networks (e.g. directory, database).

Figure 1: Structure of BALTA Mapping Project
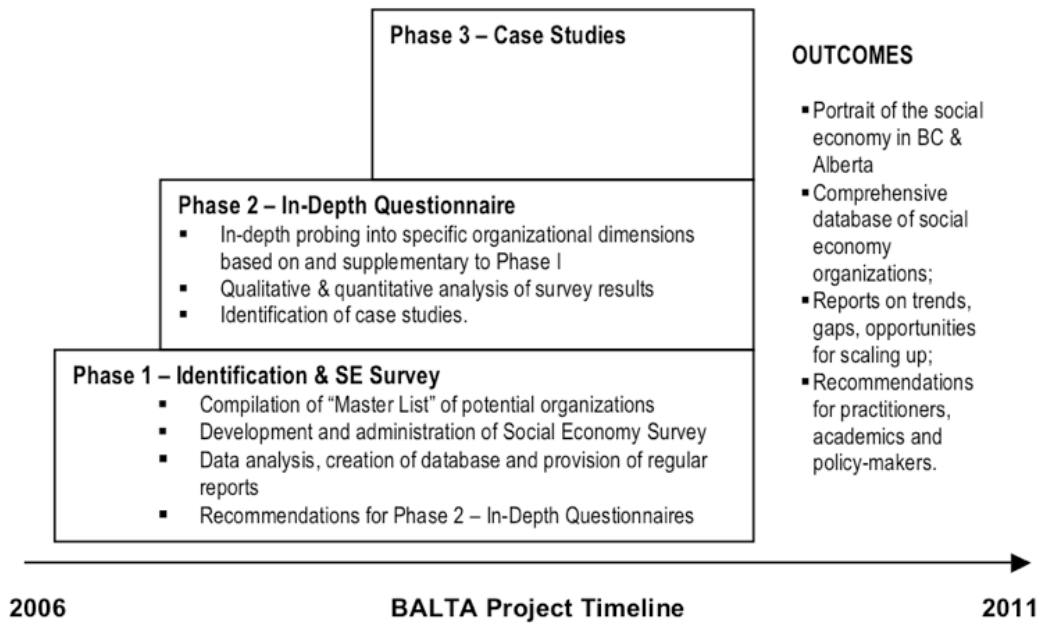
Further to Lewis (2006), the mapping research has been designed to capture several levels and functions (including enterprise, support, intermediary, research and education) and to give priority to sectors directly relevant to the SERCs and their research agendas.

3   Social Economy: Definitions

The nascent field of the social economy has various definitions that attempt to capture the essence of the sector. For example, Social Development Canada (2005) defines the social economy as "A grass-roots entrepreneurial, not-for-profit sector, based on democratic values that seeks to enhance the social, economic, and environmental conditions of communities, often with a focus on their disadvantaged members". Western Economic Diversification Canada (2005) defines the social economy as "An entrepreneurial, not for profit sector that seeks to enhance the social, economic and environmental conditions of communities". Similarly, Economic Development Canada (2005) defines the sector as one that "produces goods and services within the context of the market economy, but whose aim is to redistribute surplus in support of social and community objectives" (quoted in Canadian co-operative Association, no date).

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For the purposes of the BALTA project in general and mapping in particular, Lewis (2006) uses Restakis (2005) and Pearce (2003) as a point of departure for defining the social economy. Restakis (2005) provides the following definition:

> *"Social economy organizations are those organizations whose members are animated by the principle of reciprocity for the pursuit of mutual economic or social goals, often through the control of social capital"*.

This definition includes all co-operatives, credit union, non-profits and volunteer organizations, charities and foundations, service associations, community enterprises and social enterprises **that use market mechanisms to pursue explicit social objectives**. For profit enterprises are included only if surpluses are mutually shared by members in a collectively owned structure such as in co-operatives or collectives. What is not included are state institutions or programs and conventional capitalist firms such as sole proprietorships, partnerships and investor-owned or publicly traded companies (Restakis, 2005).

Pearce (2003) refers to the social economy as the "third system" of the economy. According to Pearce the first system represents the private sector and is primarily profit driven. The second system is the domain of the public sector and is focused on redistribution and planning. The third system (the social economy) is about "citizens taking action to meet and satisfy needs themselves and working together in some collaborative say to do this" (Pearce 2003). More specifically, the social economy is defined as all that part of the third system which is on the trading side or that sells goods and services in the market place for social purpose(s).

The purpose of this definitional discussion is not to engage in further debate around defining the social economy, but to provide some context for the definitions used in the mapping project. For the purpose of setting the boundaries for BALTA mapping, Lewis (2006) uses the Pearce (2003) definition but confines the social economy to the 'trading' side of the third system for simplicity and clarity. Although many organizations are engaged in behaviours governed by the principle of reciprocity, not all will engage in market or trade related activity. This is the important distinction when defining the social economy.

3.1 Criteria for Inclusion

In order to clearly define the boundaries within which the mapping project would take place, a set of criteria was developed for determining whether or not a given organization would fall within BALTA's mapping project. The mapping project seeks to capture both social enterprises and intermediaries. For the purposes of BALTA's mapping project, the following criteria have been developed to determine whether or not an organization falls within the parameters of the project.

3.1.1 Social Enterprise

In order to classify as a "social enterprise" for the purposes of mapping, an organization must:

1) Have an explicitly stated social and/or environmental purpose/mission
2) Achieve social/environmental purpose(s) by engaging, at least in part, in trade-related market activity
3) Be accountable to a defined constituency
4) Reinvest surpluses back into the community or into the organization/ enterprise for the purposes of achieving social/environmental goals
5) Not distribute profits to individuals *
6) Engage in democratic governance *

It is important to note that criteria #5 & 6 (marked with an asterisk) above will be considered "optional" if the previous 4 criteria have been met. Criterion #5, for example would not apply to co-operatives as profits are distributed to individual members within it. The sixth criterion of "democratic governance" is also considered optional if the other 4 main criteria have been met. Although it is acknowledged that democratic governance structures are defining characteristics of social economy organizations, this criterion is optional at this stage of the identification process in order to ensure that we do not prematurely disregard organizations that may in fact be contributing to the social economy, but do not have clearly defined governance structures.

The above criteria are consistent with those set out by other research initiatives engaged in mapping and understanding the social economy. For example, the Canada Research Chair on the Social Economy outlines four qualifying criteria for social economy organizations including: 1) carrying on an economic activity; 2) social rules prohibiting or limiting distribution of surpluses among members; 3) voluntary association of persons; and, 4) democratic governance processes (Bouchard et al, 2006). Similarly, the UK Department of Trade and Industry includes active trading activity, the pursuit of social aims and the re-investment of surpluses in their "tests" for social enterprise (UK DTI, 2004). Other social economy mapping projects in the UK have defined similar criteria for inclusion (The Guild, 2001; Blanc et al, 2001).

Limitations

Identifying which organizations should be seen as social enterprises and which ones have to be left out is clearly not straightforward. Any definition of social enterprise will have limitations particularly where boundaries are blurred. Using specific legal forms of organizations as criteria for inclusion/exclusion will draw clear lines but will also lead to a number of problems. Using the legal form of the organization rather than its function or purpose can lead to certain misrepresentations. The decision to leave out all for-profit institutions will exclude for-profit corporations even if they are clearly involved in the social economy. For example some for-profit corporation may donate/distribute all their profits to charitable or other organizations. This may similarly be the case for some banks. Accepting all co-operatives by virtue of their legal form, on the contrary, may include organizations that cannot be considered as part of the social economy per se.

Using trade-related market activity as indicator for social enterprise will exclude certain organizations that otherwise could be considered part of the social economy. Organizations that receive funding solely from fundraising activities or other non-market strategies and do not engage in trade-related market activities (including goods, services and government contracts) will be excluded from our sampling universe. Particularly small grassroots organizations often depend on donations and don't have the capacity or life span to engage in market transactions as source of revenue.

Bouchard et al. (2008) have developed a classification system (meta–categories, categories, sub-categories) that combines insights from Canadian and Quebec surveys of the voluntary, non-profit, culture, and co-operative sectors, with classification categories of the North America Industrial Classification system (NAIC) to improve upon the NAIC and provide a more sympathetic and internationally comparable classification system for examining the social economy. For the purposes of the 2008 BALTA survey, we have used the second "category" or middle level of classification developed by the Canada Research Chair on the Social Economy and ask groups to identify their activities using this level of granularity of classification system. We were concerned that the Canada Research Chair's classification did not include a category for environmental activities. We questioned that but did not add an environmental category to the classification list. Instead, we asked groups to identify whether or not their primary or secondary mission was environmental, and we asked them to describe their activities. We plan to use the findings about environment to re-examine the Canada Research Chair's classification system and to explore with Dr. Bouchard incorporating emerging environmental activities as a sub-category in the classification system.

3.1.2 Intermediary Organizations

It is also of interest to BALTA to map more than just social enterprises per se. The social economy is comprised of organizations beyond enterprises that engage with and support the sector in various ways. Intermediary organizations support the social economy in general or social enterprises in particular by engaging in one or more of the following:

- Development Finance
- Education & Promotion
- Enterprise/business development
- Training services & technical support
- Partnerships & Networking
- Planning, research & advocacy
- Infrastructure

It is similarly challenging to capture intermediaries in a comprehensive or representative way. Intermediaries vary in form and function and often they serve sectors outside the social economy. Some of the intermediaries are for-profit organizations including many that provide technical assistance but also infrastructure and training services. Organizations involved in research and policy on the social economy include social planning councils and think tanks. While the Parkland Institute and Fraser Institute may be easier to identify, organizations that engage in advocacy on issues related to the social economy are largely informal, work often issue-specific and hence are harder to capture.

4 The BALTA Social Economy Survey: Research Design and Methodology

Phase I of the BALTA mapping project seeks to capture the scope and scale of the social economy in British Columbia and Alberta with the help of a 'Social Economy Survey'. In this initial identification phase we aim to reach out to as many organizations as possible in an effort to capture basic information regarding who constitutes the social economy. One main objective of the survey is to promote the social economy sector by providing information to practitioners, researchers, the social economy sector itself and government representatives and through the online tool itself that helps organizations to identify with the 'social economy'. In respect to the mapping project, the initial phase is also crucial to build up relationships with organizations, increase the likelihood for participation in subsequent in-depth questionnaires, and identify networks. The results of the survey will help develop a typology of organizations within the social economy for the development of a more in-depth questionnaire for Phase II.

The first phase of the mapping research involves the following tasks: (1) developing an online questionnaire based on the *Criteria for Inclusion,* (2) generating a master list of potential organizations that are involved in the social economy in BC and Alberta, (3) implementation and administration of the survey, and (4) data management and analysis (to be covered in separate reports).

4.1 Development of an online questionnaire

4.1.1 Survey Design

Background research for the survey content included examination and analysis of mapping surveys from the other regional nodes (Atlantic, Northern Ontario, Manitoba, Saskatchewan, Southern Ontario, Northern Canada) as well as social economy mapping survey research conducted in the UK (Blanc et al., 2001; the Guild, 2001; UK DTI, 2001; ECOTECH, 2001). Based on BALTA's *Criteria for Inclusion*, a survey was designed around several theme areas including:

- basic contact information
- geographic range
- stated mission and objectives
- organizational and legal structure
- employment
- sources of revenue and finances
- support functions
- networking

The survey consists of 26 questions and 7 sub-questions with both multiple choice and short answers and takes about 10 to 15 minutes to fill out (for a copy of the questionnaire see Appendix).

Typically, most social economy research emphasizes the social purpose and mission of organizations. Following Smith and Young's (2007) argument that environmental issues are almost always related to social issues and/or vice versa, the BALTA mapping approach includes an environmental dimension targeting organizations with environmental objectives. Recognizing that "the mutual, common or general interest that is fundamental to [the social economy] ethos is arguably fertile ground for the recognition of environmental considerations" (Smith and Young 2007; 8), we incorporated a set of questions on environmental objectives of organizations. Opening up the survey to environmental organizations will allow us to identify mutual benefits and help advance strategies on how to pursue social and environmental goals.

The BALTA Social Economy Survey has been designed as online survey and can be accessed through the BALTA website (http://www.socialeconomy-bcalberta/mapping.html). An online survey format was chosen as it provides a number of advantages over mail out (and email surveys). Compared to 'traditional' mail out surveys, online surveys are inexpensive mechanism for conducting surveys particularly for large populations as costs decrease with increasing sample size (Andrews et al. 2003). Entered responses can be stored automatically and can be directly imported into analysis programs eliminating transcription errors or survey alteration by respondents (ibid.). Electronic surveys are also more time efficient leading to a shortened response cycle. However, the use of online surveys can limit and/or skew responses, as they are only accessible to Internet users who on average are younger, predominately white, and have a higher income than the average study population (ibid.). Considering that our social economy research population is neither comprehensive nor representative (see sections 3.1.1, 3.1.2 and 4.2 below) the benefits of online surveys seem to clearly outweigh any limitations.

4.1.2 Survey Piloting

A pre-test was conducted in November 2007 to test the effectiveness of the online survey and to eliminate any flaws in respect to clarity of content and user-friendliness of online tools. Dillman (2007) suggests a multiple-stage testing process including the research team and outsiders. The survey was first tested online by the mapping team to solve any technical problems. Based on recommendations from BALTA members and researchers, six organizations were contacted and invited to test the mapping survey. To ensure that the survey applies to all sub-sectors of the economy, would be easy to use and understood by a wide range of respondents from different backgrounds, pre-testing organizations were chosen from different sectors such as housing, sustainability, education, intermediaries, and retail sales. While half of the organizations were affiliated with BALTA and familiar with at least some of its projects, the other half were unfamiliar with BALTA and probably also with the term 'social economy'. The latter group was particularly important to ensure that questions and language were clear to people unfamiliar with the concept. All but one organization (from the latter group) agreed to participate in the pre-test. Contact persons in the six organizations who had agreed to fill out the questionnaire were

given a short list of questions to keep in mind while filling out the questionnaire and to write down any feedback. Pre-testers were asked whether they found that the contact letter provided the necessary context for organizations to participate in the survey, they had any privacy concerns, were unsure about the purpose of the survey or any specific questions and whether they found any questions or wording confusing. They were also asked how easy the survey was to use and how long it took them to fill it out. Additionally, the database was checked for any problems and errors regarding the responses that may affect data analysis, transferability and storage. Once pre-testers had filled out the questionnaire, they were contacted by phone to receive their feedback and clarify any suggestions and comments.

While pre-testers were mostly satisfied with the content (clarity, language, objectives) of the survey, major technical difficulties arose. Of the five pre-testers only three persons were able to complete the questionnaire. Two pre-testers experienced technical problems to an extent that they were unable to continue and even though changes were made immediately one person was still unable to finish the survey. The technical problems were fixed and the survey tested several times by mapping team members and outsiders. Feedback regarding the content of the questionnaire was overall positive and led to the inclusion of one additional question and some minor changes (e.g. wording).

4.2   The sampling universe - Who is in and who is out?

One of the major challenges of Phase 1 of the mapping project has been to identify organizations located and/or operating in BC and Alberta that meet the criteria for social economy organizations identified above (see section 3.1). Organizations classified as part of the social economy were entered into a database or 'master list' including their contact information and more importantly an email contact. The master list provides a pre-selection of prospective participants to be contacted and invited to fill out the online questionnaire. The generation of the master list was limited by several factors. First, as the sector hasn't been profiled in its entirety before, the total sampling population is unknown. Second, the targeted population does not necessarily identify with the social economy, as the concept is fairly new, not necessarily used by practitioners and different definitions exist. Finally, gathering contact information was

limited by the human and financial resources available. Due to these restrictions the process has been opportunistic and the master list covers the sector as best as possible with the resources available rather than being comprehensive and/or representative.

To compile the master list, a purposive sampling approach was chosen that would allow us to use BALTA member organizations and other avenues to identify organizations within the sector. As Palys (2008) and Neuman (2004) point out purposive sampling methods don't aim for formal representation but try to locate as many cases as possible using many different methods to identify members of the targeted population. Purposive techniques are often used for members of hard to reach, specialized or unknown populations. Further, we used snowball sampling i.e. personal linkages and networks between BALTA members, their organizations and other social enterprises to reach out to formerly unknown cases to increase our sample size.

In a first brainstorming exercise BALTA members identified 73 umbrella groups and networks covering different social economy sub-sectors that they considered to play an essential part in the social economy. Based on their relationship to BALTA we distinguished between 'family' (n=15) referring to BALTA members and 'friends and distant cousins' (n=58). Of the 73 groups listed none represented intermediaries. These groups where then contacted and asked whether they would be willing to share their membership lists for research purposes. Letters were sent out in June 2007 followed up by telephone calls to members of the 'BALTA family'. Even though this method relied heavily on strong personal networks that are usually linked to higher success rates, groups have been extremely reluctant to cooperate and by November 2007 only nine out of 15 contact lists from the BALTA family had been received. Of the six remaining, one membership list was obtained from the organization's website, three organizations preferred not to share their membership lists despite their relationship to BALTA and two were pending. From the friends and distant cousins, only two groups were willing to share their lists. In December 2007 a follow up email was sent out to groups followed by phone calls in January 2008 leading to the provision of two more membership lists. Additionally, 12 lists were directly obtained

from websites. While aiming for the highest number of cases, the approach taken has clearly led to lopsided representation of sub-sectors and regions.

All cases gathered were combined in a single master list file that after cleaning out doubles counted about 2,900 entries. However, only 1,700 of the cases included email addresses and about 1,000 identified a contact person. For the remaining 1,200 entries, internet searches to obtain email contact information were unsuccessful. The compilation of the master list is ongoing and the list will be complemented and updated on a regular basis throughout the duration of the mapping project relying primarily on snowball techniques, networks, and word-of-mouth.

4.3 Survey Administration

The BALTA Social Economy Survey is hosted by a server at Athabasca University and all data collected is securely transmitted and stored at the same server. The survey will remain online and open until the end of 2010 to allow organizations that haven't been captured in the master list or heard of the survey to participate at later stages of the project. Participants are guaranteed confidentiality. The gathered data is only accessed to members of the BALTA mapping team and respondents' names and organizations will not be associated with any of the responses given.

The BALTA Social Economy Survey was launched in early January 2008. Despite the fact that emails contacts were not available for a large number of organizations in the master lists, it was decided that participants should be recruited by email only as the most cost and time efficient method. Where possible, contact persons were addressed personally to optimize the response rate (Dillman 2007). In all other cases emails were addressed to director of the organization. For clarity reasons the name of the organizations was included in the email as in some cases persons worked for or were affiliated with several organizations. Sue and Ritter (2007) and Andrews et al. (2003) show that follow-up emails increase the response rate significantly particularly, as Dillman (2007) points out, when they are different from the initial contact i.e. the invitation letter should not just be resend. Follow-ups have proven most effective when sent out approximately a week after initial email contact almost doubling the response rate (Sue and Ritter 2007). Dillman (2007) suggests four contacts to

optimize response rates, even though his experience is mainly based on mail out surveys.

Taking into account the character of our research population that disposes over limited resources (i.e. every email contact does not only invade individual's privacy but also takes time away from other things) we decided to keep the number of contacts low. Between January 11th and April 15th 2008 about 1,700 individuals were contacted by email and invited to participate in the BALTA Social Economy Survey. Of the 1,700 mail outs, about 300 were returned due to incorrect email addresses. Approximately a week after initial contact, a reminder was sent out to organizations that hadn't filled out the questionnaire. Additionally, about 400 individuals contacted in January received a very short second reminder using a newly introduced incentive.

The response rate to the survey has been low which can be attributed to a number of reasons. Even though the master list was compiled in a way that would already pre-select social economy organizations, not all organizations that were included in the master list were necessarily part of our sample population. For example, among the 73 umbrella organizations (section 3.2) used to gather membership lists were fair trade organizations and co-operatives which have for-profit members that may sell fair trade coffee but cannot be considered as social economy organization. More central, however, is the problem of how to engage and interest the many organizations that are part of the social economy but don't identify with the concept as they are either not familiar with it or don't agree with the terminology used. A large proportion of the targeted population heavily relies on volunteers, is short on staff and resources and heavily over-worked. Further, and in general, online surveys are associated with high attrition rates that reflect the number of people who start filling out the survey without completing it (Andrews et al. 2003). For example, only 25 percent of the people who accessed the survey in the first week after the survey launch actually submitted their responses.

In order to increase the response rate and reduce attrition rates we implemented several strategies. In February we introduced an incentive for respondents filling out the survey before April 15th, 2008 in the form of a $150 dollar gift certificate (to be spend on edible goods at a staff or community meeting. We also made a copy of the survey available online that allows individuals to preview the

questions and announced to release a first data report by May 1st, 2008. Both methods have been shown to help establish credibility and with it increase response rates (Andrews et al. 2003). Additionally, we advertised the survey asking members of the social economy sector to include an announcement in their newsletters, post it on their websites or circulate it through list servs. At the end of April 2008 we had received 153 responses representing ten percent of the surveyed population.

5 Future Outlook

While the BALTA Social Economy Survey will remain online and active throughout the lifetime of the mapping project and regular reports and updates will be provided, we will focus on the next stages of the mapping project.

The second stage of mapping involves a more in-depth questionnaire that covers organizational characteristics and sector dimensions of interest to BALTA and the SERCs but can also cater to the need and interests of participants or the sector in general. The purpose of Phase II is to get a more complete picture of the organizations involved in the social economy and to probe into their structures and functions in order to identify trends, gaps, opportunities for scaling up, etc. Because there are many different types of social economy organizations, Phase II will involve tailored surveys for categories of organizations. The results of the Phase I survey will allow us to categorize organizations and tailor in-depth surveys accordingly.

6 Conclusion

Designing the BALTA survey has been a learning experience. Given the problems of definition of the social economy, no one way exists to survey the social economy sector. In Canada, across the National Social Economy Hub, each Node partner has taken up a portraiture / mapping strategy that best fits their local reality. Some Nodes had already well developed portraits of the sector or certain aspects of the sector (Co-ops for example). This in turn influenced their survey strategies. In the case of BC-Alberta the terrain was more open.

Starting the BC-Alberta mapping almost 2 years behind other Canadian Nodes, we have benefitted somewhat from their guidance and best practices, but there was no one model to emulate. Therefore, we have drawn on the advanced classification work

being done in Quebec under the guidance of the CRC Chair in Social Economy, Dr. Marie Bouchard. We have also benefitted from guidance from the SE National Portraiture Committee and its Chair, Luc Theriault.

Acknowledgements

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Appendix – BALTA Social Economy Survey

Welcome to the BC–Alberta Social Economy Survey!

This survey is part of BALTA's "Mapping the Social Economy" project, designed to capture the scope and characteristics of the social economy in BC and Alberta.

The purpose of the mapping project is to identify and characterize social economy organizations (including social enterprises, non-profits, co-operatives, etc.) that are contributing to the social economy sector in both BC and Alberta. Through this research we will compile a comprehensive inventory of social economy organizations and actors that will be available for various analytic and research purposes, will profile the social economy sector with government and the public, and will provide valuable information to practitioners, academics and policy makers with the aim to strengthen the social economy in western Canada.

Thank you for your participation.

The survey should take approximately 10-15 minutes to complete.

Reminder: you will need your organization's financial statements from the past year in order to complete the survey.

Participant Consent

The BALTA Social Economy Survey is housed on a secure website. All information provided will be kept strictly confidential and transferred to a database maintained at Athabasca University in Alberta. Access to survey information will be restricted to BALTA partners for research purposes only. At no time will any specific information be attributed to any individual or organization unless your permission has been obtained beforehand. All data will be securely and confidentially held for 3 years after the completion of the project.

All information collected in this questionnaire is protected by the provisions of the FOIP (Freedom of Information and Protection of Privacy) Act.

If you have any questions about the BALTA Social Economy Survey or would like further information, please contact:

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Copies of all research reports will be published and housed with BALTA. You can obtain a copy of the survey results or any reports by contacting the BALTA Project Coordinator, Stuart Wulff at: swulff@uniserve.com or 250.723.2296.

You are not compelled to participate in this research project. Participation is voluntary and you are free to withdraw from participation at any time without prejudice. If you choose not to participate in this research project, this information will also be maintained in confidence. Not all questions may apply to your organizations and you may also choose to leave any particular question unanswered for any reason. By filling out this survey, you are agreeing to participate. If you have any concerns or complaints please contact Dr. Hal Weinberg, Director, Office of Research Ethics at hal_weinberg@sfu.ca or 778.782.6593.

I have read the above information and consent to participate in the BALTA Social Economy Survey.

☐ I agree
☐ I do not agree

1. **Name of Organization**
   _____

2. **Name of Contact Person (and position within the organization)**
   (Name)_____
   (Position)_____

3. **Email Address**
   _____

4. **Mailing Address**
   _____
   _____

   Postal code* _____ (Format: V5H2K7) *required

5. **Telephone Number**

   (___) – (___-____) ext (_____)

6. **Incorporation/Constitution year** _____

7. **Organization's Web Page Address** _____ (URL ex.:
   www.organization.ca)

8. **a) Does your organization have more than one establishment in Alberta
   and/or BC?**

   Note: The **establishment** is an organizational unit (like a main office, branch or
   regional office) for which distinct financial statements are held.

   Yes ☐   No ☐

   Is yes, how many? ___

   **b) What geographic area does <u>your</u> <u>establishment</u> serve? (check all that
   apply)**

   ☐ neighbourhood/local community   ☐ national
   ☐ city/town   ☐ international
   ☐ region (county/regional district)   ☐ non applicable
   ☐ province   ☐ Other (please specify)

   If you selected other, please specify:
   _____

9. **Does your establishment have a membership base?**

   Yes ☐   No ☐

If yes, how many members do you have? _____

10. How many persons are on your organization's board of directors?

Total _____ (Please enter numeric value only)
Women _____ (Please enter numeric value only)

11. What is the legal form of your establishment/organization? (check all that apply)

☐ not-for-profit organization ☐ co-operative
☐ not-for-profit corporation ☐ association
☐ foundation ☐ for profit organization/corporation
☐ society ☐ Other (please specify)

If you selected other, please specify
_____

12. a) Please identify the sector(s) that your establishment works in: (check all that apply)

☐ agriculture, forestry, fishing, mining ☐ recreation / tourism
☐ manufacturing ☐ construction
☐ retail sales ☐ wholesale sales
☐ transportation / storage ☐ finance and/or insurance
☐ real estate ☐ catering/hosting
☐ health ☐ social services
☐ arts and culture ☐ communications
☐ professional services ☐ technical / scientific services
☐ training ☐ administrative services
☐ waste management ☐ teaching / education
☐ public services ☐ Other (please specify)

If you selected other, please specify:
_____

b) Of the above please specify the <u>primary</u> sector of your establishment:
[in drop down menu select the primary category from above]

13. **a) Does your establishment have an explicitly stated social purpose/mission?**

Yes ☐   No ☐

b) If yes, please identify the categories that apply best to your establishment's social mission or scope of activities.

☐ Human rights
☐ Health
☐ Basic needs provision
   (clothes, food, shelter, etc.)
☐ Fair trade
☐ Elderly persons
☐ Unemployed persons
☐ Persons with disabilities
☐ Persons with mental illness
☐ Ethnic communities
☐ General community

☐ Education
☐ Housing
☐ Legal/financial services
☐ Family services
☐ Children/Youth
☐ Women
☐ Homeless persons
☐ Lower income individuals
☐ Refugees
☐ Indigenous People
☐ Other (please specify)

If you selected other, please specify
_____

c) Of the above please specify the <u>primary</u> category:
[in drop down menu select primary category from above]

14. **a) Does your establishment have an explicitly stated environmental purpose/mission?**

Yes ☐   No ☐

b) If yes, please identify the categories that apply best to your establishment's environmental mission or scope of activities.

☐ Conservation and Protection
☐ Resource management
☐ Waste management/recycling
☐ Climate change
☐ Research/Independent Science
☐ Agriculture and food
   practices
☐ Health

☐ Alternative energy
☐ Transportation
☐ Pollution prevention
☐ Green building/Architecture
☐ Legal/Financial services
☐ Alternative/Sustainable business
☐ Ecolabeling/Auditing/Monitoring
☐ Other (please specify)

If you selected other, please specify:
_____

c) Of the above please specify the <u>primary</u> category:
[in drop down menu select category from above]

The following questions concern your establishment only and refer to your last financial year (the twelve-month economic cycle for which your financial statements are held).

15. **Please indicate the number of employees within your establishment during the last financial year.**

    Full-time and part-time employees refer to all persons receiving pay for services rendered in Canada or for paid absence, and for whom the employer is required to complete a Revenue Canada T-4 Supplementary Form.

    Freelancers include all persons for which the employer is required to complete a Revenue Canada T-4 Supplementary Form. However, employees working sub-contractors are not considered freelancers. Contract workers are individuals that are not listed on your payroll and have been hired temporarily, for a precise project or term.

    Seasonal workers are employees that have worked 30 hours or more per week, for more than 2 weeks but less than 8 months.

    Volunteers are individuals offering a service without payment.

    Full time employees   ____
    (30 hours or more per week)

    Part time employees   ____
    (Less than 30 hours per week)

    Seasonal employees   ____

    Freelancers and contract workers   ____

    Volunteers (excluding the ones   ____
    on your board of directors)

16. Does your establishment employ specific target groups (or intended beneficiaries) such as persons with disabilities, homeless people, women, persons with mental illness, ethnic communities?

    Yes ☐   No ☐

If yes, how many?   ___

How many are women? ___

16. **Does your organization earn some of its income through a market-based or business activity (i.e. through the provision of goods and/or services)?**

    Yes ☐   No ☐

    If yes, please describe
    _____
    _____

17. **a) Does your organization offer/provide support to other organizations?**

    Yes ☐   No ☐

    b) If yes, please indicate the type of support activity your organization provides: (check all that apply)

    ☐ technical   ☐ financial
    ☐ training   ☐ capacity building
    ☐ organizational development   ☐ research and education
    ☐ advocacy and promotion   ☐ networking
    ☐ enterprise development   ☐ other (please specify)

    If you selected other, please specify:
    _____

18. **Typically, if your organization generates a financial surplus or profit, how does it distribute <u>most</u> of the surplus earned? (check all that apply)**

    ___ distributed to individual members
    ___ invested back into the organization
    ___ donated to other community organizations
    ___ held in reserve for community benefit / community trust
    ___ other (please specify)

    If you selected other, please specify:
    _____

19. **What was your actual operating budget and actual capital budget for the last full accounting year?**

    Actual Operating Budget: $_____
    (Please enter the rounded dollar amount, no periods and commas e.g. 265540)

    Actual Capital Budget: $_____
    (Please enter the rounded dollar amount, no periods and commas e.g. 265540)

20. **For the last fiscal year, please indicate your organization's total revenues from the following areas (approximate values if exact figures are not available):**
Please enter the rounded dollar amount, no periods and commas.

A <u>service contract</u> **is a payment made to the establishment by the government or municipality for goods sold or services rendered.**

<u>Sales of goods or services</u> **means other than service contract with government.**

Government grants	$_____
Loans	$_____
Service contracts	$_____
Sale of goods/services	$_____
Donations	$_____
Investments	$_____
Endowments	$_____
Membership/Subscriptions	$_____
Foundation grants	$_____
Corporate sponsorship	$_____
Utilities/Crown corporations	$_____
Anomalies/ Outstanding revenues	$_____
Other	$_____

Other (please specify the revenue area): _____

A Few Final Questions...

21. **Are you a member of any networks, associations or umbrella groups?**

Yes ☐   No ☐

If yes, please name them:

_____
_____

22. **Please list other social economy organizations that you interact with (if you interact with multiple organizations please name the three most frequent):**

_____
_____
_____

23. **Would your organization be interested in receiving a copy of the results from this study?**

Yes ☐   No ☐

24. **Would your organization be willing to participate in a follow up interview/survey?**

Yes ☐   No ☐

25. **We have been considering to compile a searchable directory of social economy organizations in BC and Alberta in a <u>future project</u>. Would such a tool be useful for you and would you be interested in participating?**

Yes ☐   No ☐

26. **Please use the space below if you would like to add any further comments:**

_____
_____
_____
_____
_____
_____

Thank you for your participation!

Please encourage any of your fellow social economy organizations to fill out the survey. If they have not already heard about this survey, you can send them to <u>http://www.socialeconomy-bcalberta.ca/mapping.html</u>