

BC Aboriginal Youth

Social Enterprise Contest

Contest Overview

Aboriginal youth are finding ways to build better futures for themselves and their communities. Through social enterprise, Aboriginal youth can develop a way to earn a meaningful living while bringing a much needed service or product to their communities in a way that also helps their communities and/or the environment.

As part of the BC Association of Aboriginal Friendship Centres' (BCAAFC) annual Gathering Our Voices Aboriginal Youth Conference (GOV), we have partnered with Urban Matters to co-host an Aboriginal Youth Social Enterprise Contest. The Sauder School of Business Centre for Social Innovation & Impact Investing at UBC is the delivery partner for the contest. We are also pleased to have Vancity Credit Union and the Rina M. Bidin Foundation as sponsoring partners.

This contest will highlight the social enterprises that Aboriginal youth are developing throughout BC and encourage other Aboriginal youth to develop businesses that help their communities. The contest concludes with public presentations from contest finalists March 17 to 20, 2015 at the GOV 2015 conference in Prince George, B.C.

What is a Social Enterprise?

A social enterprise is a business regardless of its business structure (non-profit, for-profit, coop, partnership, etc.). Like other businesses, social enterprises have the goal of being self-sustaining—they earn enough money to pay employees a fair wage, cover all of their expenses, and support the business' growth. Unlike other businesses, social enterprises also have the goal of improving social, cultural, community, or environmental outcomes built into their business model. In other words, social enterprises have a blended bottom line. They generate both a financial profit and a social benefit.

Some examples of social enterprises are:

- [Mama's Wall Street Studio](#)
- [Starworks Packaging and Assembly](#)
- [Victory Gardens](#)
- [Skipper Otto's Community Supported Fishery](#)
- [Kitigan: Cultivating Communities](#)
- [Drive Change](#)

Categories & Prizes

Two prizes for each category will be awarded to the strongest applicants. Each finalist will receive both a cash prize and expert business support from a business consulting organization.

1. Existing Social Enterprises

This category is for social enterprises that are earning money (revenue) from customers or clients and have been doing so for at least 6 months.

- First prize – \$6000 plus 40 hours of business support
- Second prize – \$4000 plus 20 hours business support

2. Concept Social Enterprises

This category is for social enterprise concepts that you would be interested in launching and that have strong potential to succeed.

- First prize – \$4000 plus 40 hours of business support
- Second prize – \$2500 plus 20 hours business support

3. Youth Innovator Award

This category is for youth between 14 and 18 years of age whose existing social enterprise or social enterprise concept falls into one of the two categories above. Applicants in this age range for either the Existing or Concept categories will automatically be considered for this additional prize.

- First prize – \$1500 plus 40 hours of business support
- Second prize – \$1000 plus 20 hours business support

4. Support from a business consulting organization

Support will include, but is not limited to, business advisory services in the following areas:

- Marketing
- Communications
- Financial planning
- Networking—introductions to key players in the community and/or industry
- Strengthening your business plan

Contest finalists will also win a free trip to the Gathering Our Voices 2015 conference on March 17 to 20 in Prince George, BC to present their ideas on March 18. Transportation, lodging, and conference fees will be covered. The Centre for Social Innovation & Impact Investing will liaise with finalists in the weeks before the conference to help them prepare for their presentations.

Qualifying Criteria

- The contest is open to all Aboriginal youth (age 14 to 29) living in B.C. that have an existing social enterprise or an idea for a social enterprise that they would like to start.
- The social enterprise must have positive community impacts (human, social, cultural, or environmental benefits).
- Completed entry form must be received by the submission deadline.
- Must be able to travel to Prince George and present on the evening of March 18, 2015.

Important Dates

- Submission deadline – February 20, 2015 at 4:00 pm
- Finalists are selected and contacted – February 27, 2015
- Coaching and preparation for presentation – March 2 - 13, 2015
- Finalist presentations and prizes awarded – March 18, 2015 (at the Gathering Our Voices 2015 Aboriginal Youth Conference)

Why Apply?

Five reasons to apply:

1. Industry professionals will review applications and offer applicants constructive feedback to help their businesses or their business ideas.
2. Finalists can win a range of cash prizes to invest in their enterprise.
3. Finalists receive professional business planning support.
4. Finalists could meet partners, grow their network and their customer base.
5. By going through the application process, applicants have an opportunity to organize their thoughts and gain valuable insight about their social enterprise.

Only those who will risk going too far can possibly find out how far they can go. – T. S. Eliot

How to Apply

1. Download the application form [here](#).
2. Email completed application to social.enterprise@sauder.ubc.ca before 4:00 pm on February 20, 2015.

If you have any questions about the application, please email social.enterprise@sauder.ubc.ca.

Application Form Questions

About You

1. First Name
2. Last Name
3. Address
4. Email Address
5. Phone Number
6. Date of Birth
7. Please identify if you are: Status First Nations; non-Status First Nations; Metis; or Aboriginal.

Please fill out the questions for the category below that you're applying for:

Existing Businesses

1. Name of enterprise
2. Date founded (MM/YYYY)
3. Type of enterprise (for profit corporation, not-for-profit, co-op, partnership, sole proprietorship)
4. Social media links (if applicable)
 - a. Website
 - b. Facebook
 - c. Twitter
 - d. Other
5. What is the general concept of your enterprise?
 - a. Describe your business in 1 or 2 sentences.
 - b. What is the social, environmental or cultural problem or issue that your business addresses? Why is it a problem?
 - c. How does your enterprise tackle that problem or issue?
6. Tell us an engaging story about the impact of your social enterprise.
 - a. Do you have an example of how your enterprise has made a difference? (You don't need to provide individual names, but a specific story showing how your concept is working would be helpful)
 - b. If you don't have an example story, then what's the ideal impact that you'd like your business to have?
7. How do you see your business growing? What's your ideal scenario? And what do you think would help you get there?
8. Are you partnering with any organizations? If so, which ones and why?
9. How many people does your enterprise employ and what are their roles?

10. Who is your competition? What do they do better than you? What do you do better than them?
11. References: list two clients, customers or someone that your enterprise serves (not a family member). Include their name, phone number and their relationship to the business. Please note that references will be contacted.
12. List any awards, grants, or funding that you have received to date.
13. Financials
 - a. How much money did your business receive (revenue) for its services or products last year in 2014? Include some detail, if you can.
 - b. How much money did your business spend on expenses last year? Include as much detail as possible.
 - c. What do you expect to be different financially next year or farther in the future?

Concept Stage Businesses

1. If you have a name for your enterprise, what is it?
2. What is the general concept of your enterprise?
 - a. Describe your business in 1-2 sentences.
 - b. What is the social, environmental or cultural problem or issue that the business would address? Why is it a problem?
 - c. How does your enterprise tackle that problem or issue?
3. Are there any other businesses or services that are addressing the same issue or problem? How are they tackling the problem/ or issue? How are you going to be different?
4. How will you launch your business? What steps will you take? And what do you think would help you get there?
5. What do you see as possible challenges for your organization? And how do you plan to overcome them?
6. How will you initially finance the business? How much money do you need to start the business? What do you need it for? And how do you see the business growing so that it will support itself?
7. Please provide two references (not family members) that can speak to your character. Include their name, phone number and their relationship to you.

Email completed form to social.enterprise@sauder.ubc.ca

Contest Hosts



BCAAFC

The [BC Association of Aboriginal Friendship Centres](#) (BCAAFC) is the umbrella association for 25 Aboriginal Friendship Centres throughout the Province of British Columbia. One of the many initiatives that the BCAAFC runs is the Five by Five Aboriginal Job Strategy – a program designed to ensure an additional 5000 Aboriginal people have successful jobs within the next five years. This contest is in support of the 5x5 initiative.



[Urban Matters](#) is a social enterprise aimed at supporting sustainable community development. Combining the strengths of business rigour with a social purpose, Urban Matters collaborates with businesses and non-profits working toward resolving systemic community challenges.

Urban Matters is a product of the successful 40 year old consultancy Urban Systems Ltd. and the Urban Systems Foundation, a separate registered charity.

Delivery Partner



The Sauder School of Business Centre for Social Innovation & Impact Investing at the University of British Columbia

The mission of the centre is to advance the role of business in solving intractable social and environmental challenges through research and capacity building. The centre works to support social enterprises at all stages of their business cycles. Relevant programs in this area include the centre's Coast Capital Savings Innovation Hub accelerator program for social entrepreneurs and its First Nation Economic Development work across B.C.

Sponsoring Partners



Vancity is a values-based financial co-operative serving the needs of our 501,000 member-owners and their communities. We have 57 branches in Metro Vancouver, the Fraser Valley, Victoria and Squamish. As Canada's largest community credit union, we use our \$17.5 billion in assets to help improve the financial wellbeing of our members while at the same time helping to develop healthy, sustainable communities.



Rina Maria Bidin was born in Deroche, BC in 1914. Rina established the Rina M. Bidin Foundation in 1988. She enjoyed participating in fundraising and the promotion of many causes amongst her network of friends and family. She left proceeds from her estate for the Bidin Honderich Orphan Childrens' Fund. The Rina M. Bidin Foundation holds these funds in trust for distribution to causes that promote the values and beliefs Rina held throughout her life.