

# Impact Report

## December 2024



**Social  
Venture  
Circuit**

## Advancing social enterprise

Social entrepreneurship is still taking shape in Canada and many changemakers continue to face challenges in navigating the landscape:

- Working in spaces designed either traditionally for-profits or non-profits
- Lack of awareness of legal, operating and changing tax structures to use
- Growing social deficit: pressure for impact-focused organizations to scale up services and outcomes versus insufficient access to funding opportunities

Founded in 2020, Social Venture Circuit is on a mission to support Canadian changemakers with the tools, community, and resources to build sustainable, impactful organizations. We are excited to share our first public impact report.

In 2022, we launched the Start with Impact coaching program to fill gaps in support for social enterprise leaders to explore unique operating structures and creative problem-solving; balancing purpose and profit.

*Working with innovators and changemakers is a unique and exciting experience. The passion for change, energy and commitment they bring to their work is unmatched.*

- Zahra Qureshi, Founder and Executive Director, Social Venture Circuit

	Programs	Outcomes
<b>15</b> events hosted	<ul style="list-style-type: none"><li>• Educational workshops</li><li>• Conferences held in 2020 and 2021</li><li>• Collaboration for outreach with 10+ partnerships</li></ul>	<ul style="list-style-type: none"><li>• New connections made</li><li>• Growing community of changemakers and partners</li><li>• Feedback and content led to Start with Impact creation</li></ul>
<b>3</b> cohorts of Start with Impact	<ul style="list-style-type: none"><li>• Resources and templates shared in 6 sessions to fill key information gaps</li><li>• 20 participants from 3 cohorts and 1 retreat</li></ul>	<ul style="list-style-type: none"><li>• 88% very satisfied</li><li>• Great to discuss and plan with small group</li><li>• New information with practical resources</li></ul>
<b>7</b> student opportunities created	<ul style="list-style-type: none"><li>• Social enterprise learning program for new students</li><li>• Internships for experience in marketing and community development</li></ul>	<ul style="list-style-type: none"><li>• Supported by Canada Summer Jobs annually</li><li>• Improvement in student skills for process design, writing and research</li></ul>

# Start with Impact



## The Program

Start with Impact is a coaching program designed to empower social enterprise leaders to achieve sustainable impact and business growth. The program offers learning and planning resources specific to social enterprises, facilitation and peer support, to help leaders address challenges, set strategic goals, and integrate their mission into all aspects of their organizations.

The coaching sessions are conducted virtually over 6 weeks, providing a safe space for leaders to learn, share ideas and work on implementation.

The program is led by Zahra Qureshi and Brooke Gordon, who share a combined 25+ years of experience and a passion for social impact.

## Our Vision for the Future

We are excited to keep growing the Start with Impact program with future cohorts and a thriving alumni community that continues to learn, share insight and grow together.

This expansion aligns with our vision to offer a safe space for innovative social entrepreneurs and support more social enterprises across Canada in achieving their mission and setting an example for doing business with purpose.



### Key Event Partners

