



The Regional Municipality of Wood Buffalo
Services Offered by the Social Profit Sector

Volunteerism
is the backbone
of the
**Social Profit
Sector!**

Social Profits provide a wide variety of services like: supporting youth in sport and leadership, building and celebrating arts and artists, environmental awareness, caring for individuals experiencing personal challenges and fostering cultural awareness.

Social Profits: A Unique Mission

Organizations, whether private, public or social profit, understand the critical need to provide value for investment. In the private sector, a customer exchanges money for goods and services. In the public sector, citizens contribute tax dollars and civic participation in exchange for good government. The social profit sector is a complex combination of these functions, with some exchange of money for goods and services as well as participation, all leading to social benefit.



The True Benefit...

of the Social Profit Sector is encompassed in the good it does directly in-service provision, the economic benefit it contributes as an industry sector, and the often intangible benefits of the way the sector conducts its work.

Who is the Social Profit Sector?

A survey was conducted as part of an Economic Impact Analysis on the Social Profit Sector in the Regional Municipality of Wood Buffalo (RMWB) that focused on understanding the value that the sector contributes to the RMWB through their operations. Questions revolved around the ways that social profits lead and build community. The types and missions of social profit organizations in the RMWB are wide ranging:

| Service | |
|----------------------------|----|
| Education and research | 30 |
| Religious | 5 |
| Fundraising and volunteers | 23 |
| International | 4 |
| Environment | 4 |
| Sport | 23 |
| Recreation | 28 |
| Social club | 12 |
| Social service | 21 |
| Business and professional | 3 |
| Law, advocacy and politics | 2 |
| Health | 17 |
| Other | 20 |

| Group | |
|-----------------|----|
| Indigenous | 18 |
| Child and Youth | 49 |
| Seniors | 17 |
| Women | 21 |



The Value of the Social Profit Sector

When asked to rate their perceptions of “value to the RMWB”, respondents clearly and consistently felt that their ability to understand local social conditions was their strongest value proposition. Quick response, nimbleness and best practice service delivery were also highly rated.

| Demonstrates Value | Weighted Totals | | Raw Totals | |
|--|-----------------|---------|------------|---------|
| | Score | Ranking | Score | Ranking |
| Understanding of local social conditions | 110 | 1 | 47 | 1 |
| Ability to respond quickly to emerging needs | 80 | 2 | 37 | 4 |
| Best practices in service delivery | 78 | 3 | 39 | 2 |
| Leadership in core competencies | 75 | 4 | 38 | 3 |
| Efficient operations | 66 | 5 | 34 | 5 |
| Developing local leaders | 61 | 6 | 27 | 6 |
| Developing volunteer base | 34 | 7 | 18 | 7 |
| Training of skilled staff | 23 | 8 | 14 | 7 |
| Other | 53 | | 33 | |

Challenges

Like many sectors in the Regional Municipality of Wood Buffalo, the Social Profit Sector faces challenges. Organizational health and resilience is a key concern for social profits in the RMWB. Respondents were asked to choose the top three “Challenges to Sustainability” from a list developed based on local knowledge of the sector:

| Challenges to Sustainability | Weighted Totals | | Raw Totals | |
|--|-----------------|---------|------------|---------|
| | Score | Ranking | Score | Ranking |
| Corporate Sponsorship | 128 | 1 | 59 | 1 |
| Provincial government grant availability | 125 | 2 | 51 | 2 |
| Volunteer Hours Committed | 94 | 3 | 40 | 3 |
| Retaining Qualified Staff | 56 | 4 | 32 | 4 |
| Qualified Board Members | 54 | 5 | 27 | 5 |
| Finding Qualified Staff | 46 | 6 | 23 | 6 |
| Corporate In-kind support | 31 | 7 | 23 | 6 |
| Other | 53 | | 33 | |

Volunteers Impacts

Volunteerism is the backbone of the Social Profit Sector. When reviewing the economic contributions of volunteers, it is clear that beyond the social benefits, there is also an economic good. Based on Government of Alberta estimated hourly wages a conservative value of volunteer work is \$20M, or the equivalent of 321 full-time positions. Of 92 reporting organizations, 33 saw an increase in volunteer hours, 22 noted a decrease in hours and 40 noticed no change.

| Volunteer Overview | |
|--|-------------|
| Volunteers | 30,900 |
| Volunteer Hours | 399,000 |
| Board/Director Volunteers | 1,830 |
| Board/Director Volunteer Hours | 268,000 |
| Total Volunteer Hours | 667,000 |
| Equivalent Volunteer Weeks Worked | 16,675 |
| Estimated Value of Total Volunteer Hours | \$20million |

Key Strengths:

The survey revealed that the key strengths of the Social Profit Sector are community focus, nimbleness, professional competency, leadership, cost effectiveness, affordability and passion for service.



Vision

Our vision is to create a community for social innovation.

Mission

Every day at FuseSocial we inspire the social profit sector and community to push boundaries that maximize all of our potential.