



Director Lindsay Jeffs



Advisor Di Jennings



"There has never been a better time to be working in and supporting social enterprise: Gerry Higgins, CEO, CEIS UK

PROGRAMME INFO

The course takes participants through:

- How to start or develop a social enterprise
- How to conduct a concept analysis and feasibility study
- How to produce a business plan for assessment
- How to finance a social enterprise
- How to implement the business plan
- How to measure social added value

Participants will be provided with online support and mentoring – both during and after the course.

THE 'HOW TO' PROGRAMME FOR BUILDING A SOCIAL ENTERPRISE

The Social Enterprise Institute has been established to identify, support and encourage New Zealand's not-for-profit sector to explore social enterprise opportunities to build social wealth.

The Institute offers a programme that enables a not-for-profit organisation to identify and assess profit-making initiatives that can assist the organisation to become more financially independent and

sustainable whilst retaining their values and a commitment to social, environmental, economic and cultural outcomes.

The programme leaders are experienced social enterprise practitioners who have run successful social enterprises in their communities. The programme builds on the lessons they have learnt.

Social enterprises are mission driven not-for-profits that apply business strategies to achieve social, environmental, economic and cultural outcomes, with profits being re-invested for community benefit.





Who is it for?

The course is designed for not-for-profit organisations which are looking to:

- Diversify their income sources
- Establish sustainable and independent income streams
- Become less grant dependent
- Avoid funder capture
- Establish a profit-making division

Participant's employers will be requested to sign an agreement with the Institute to provide active support, including access to relevant organisational information to develop an appropriate business plan.

Why should I attend?

This programme provides an invaluable opportunity for any not-for-profit organisation which is considering developing a social enterprise or trading arm that is compatible with their organisations' values, vision and mission.

This is an opportunity to:

- Develop your entrepreneurial skills with peers in an interactive learning environment
- Discuss the opportunities, nature, and challenges of social enterprise
- Explore how to develop and market your enterprise effectively
- Access hands on support with financial management and income generation
- Development as an enterprising community leader

The course runs one day per week over a 20 week period.

Courses will be run in Christchurch from March – July 2012 and Auckland from June – October 2012.

Course Fees \$2400 + GST
(Partial scholarships are available)

Register your interest
today

www.csbec.org.nz