



The Canadian **CED** Network

Le Réseau canadien de **DÉC**

### What is CED?

Community Economic Development (CED) is local action taken to create economic opportunities and enhance the environmental and social conditions of communities, particularly for those who are the most disadvantaged. It is a comprehensive, inclusive, integrative strategy, conceived and directed locally. Strategic priorities include but are not limited to: structural economic change, local ownership of resources, social development, environmental stewardship, labour market development and access to capital. (<http://www.ccednet-rcdec.ca>)

### Why is CED important?

*Problems facing communities – unemployment, poverty, job loss, environmental degradation and loss of community control – are holding communities back from reaching their potential. At the same time, some communities are creating vibrant, healthy environments through a community economic development (CED) strategy- a locally directed, multi-purpose social and economic strategy for systematic renewal.*

### Proven Success

A 2002 evaluation of just one program that supports CED, Community Futures (Western Canada), showed that supported community enterprises generated \$1.4 billion in revenues for 1995 to 2001 and created approximately 30,000 jobs. The return on investment to government is remarkable: for every dollar of operating funding provided by WD to the CFDCs, between \$65 and \$81 in client revenues are produced.

(Ference Weiker and Company. Impact of Community Futures in Western Canada. 2002.)  
[www.communityfutures.ca/provincial/index.html](http://www.communityfutures.ca/provincial/index.html)

### What is CCEDNet?

*The Canadian Community Economic Development Network (CCEDNet) is a member driven organization that seeks to increase the scale and effectiveness of the efforts of over 700 CED organizations and their networks across Canada to strengthen their communities and find solutions to local problems.*

## ELECTION TIME!

Whenever elections are close at hand there are strategic opportunities for community members to approach candidates at the general All Candidate meetings and Community visits. It is important to take advantage of these visits to highlight the importance of the Social Enterprise Trust in Ontario. During these visits you will most likely get the opportunity to direct a question to a candidate. If you are unable to meet with your local MPP and candidates, email them.

The following are examples of questions that could be raised:

- How is your party helping CED organizations and social enterprises?
- What is your strategy for supporting CED and social enterprises in Ontario?
- Our community has high unemployment/poverty rates and CED organizations and social enterprises are helping create jobs and develop human capital. How is your party supporting these organizations and enterprises and does your party support the establishment of an Ontario Social Enterprise Trust?

For more lobbying tips visit  
[www.ccednet-rcdec.ca/files/Lobbying\\_Tips.pdf](http://www.ccednet-rcdec.ca/files/Lobbying_Tips.pdf)

For a list of candidates click the following link  
[www.nodice.ca/elections/ontario/ridings.php](http://www.nodice.ca/elections/ontario/ridings.php)

[The Art of Advocacy: A Handbook for Non-Profit Organizations](#)- a handbook that is designed to help organizations with their advocacy and public education work, including the latest guidelines on advocacy by charities from the Canada Revenue Agency. You can order printed copies from our office at \$5 per copy.

### Ontario Social Enterprise Trust

The Ontario Social Economy Consortium is seeking to establish a long-term patient capital fund in Ontario that will make appropriately priced loans available for CED organizations including social enterprises. A draft of the proposal is available on our website.

### Ask → Ontario Social Enterprise Trust

- 1 **Support the Ontario Social Enterprise Trust** as a means of providing funding to scale up the work of the social economy sector. These 'patient capital' loans will ensure integrated, long-term, sustained funding for established CED organizations and social enterprises in Ontario.
- 2 **Provide sustained long-term funding** for effective CED organizations to facilitate human capacity development and succession planning with youth in the sector.
- 3 **Respect the right of communities to guide labour market policy** (through the LMDA and LMP agreements) while assuring that this policy can support the work of CED organizations and social enterprises.

### What is Social Enterprise?

Social enterprises are organizations that are run as businesses, producing goods and services, but which manage their operations on a not-for-profit basis. They direct any surpluses to the pursuit of social and community goals and account for the triple bottom line.

If you have any questions about this guide, please contact us at CCEDNet Ontario and ask for Abraham Tounkara. We'll be happy to help you in any way we can!

We would be thrilled to hear about your meetings and any commitments made to you. Feel free to call us at (416) 760-2577 or send us a brief e-mail about your meeting to [atounkara@ccednet-rcdec.ca](mailto:atounkara@ccednet-rcdec.ca)