

What is a social impact business?

A social impact business pursues a greater purpose in addition to profit. It provides an impact that can be measured. By connecting purpose to the bottom line they make a significant social, environmental, or humanitarian impact in their communities.

What makes a social impact business different?



A social impact business has a clear and defined social purpose.



The social impact is clear to employees, customers, stakeholders, and the community. They know it, see it, and feel it.



It's more than a statement on the website or writing a cheque to charity. It's a clear and demonstrated commitment to making the community a better place.



The social impact is integrated into every aspect of the business operations. It's baked-in, not added-on.



The impact can be measured, both in terms of the impact on the business and the impact to the community.



They attract great employees and provide meaning beyond the paycheck, providing expanded growth and innovation opportunities.