

# 6 Income Tactics That All Social Enterprises Can Pursue

This brief explains how versatile the legal forms of social enterprises in South Africa can be, regardless of whether that form is for-profit or non-profit, by showing 6 tactics for generating income.

Social enterprises can select from a range of legal forms. In South Africa, these range from the Voluntary Association and Non-Profit Company (non-profit legal forms) to the Sole Proprietorship and Private Company (for-profit legal forms). The following strategies to generate income can be used by social enterprises with either of the above legal forms. This helps to demonstrate their versatility of social enterprises.

- 1. Social enterprises can sell goods and services directly to individuals.**  
A good example of this is [Iyeza Express](#) that uses men on bicycles to pick up chronic medicine from clinics for patients.
- 2. Social enterprises can get sponsorships from the marketing department of businesses.** The businesses can record this transaction as a legitimate business expense and quite likely get B-BBEE points. A good example is [Siyavula](#) that has received sponsorship from both Vodacom to provide children with the ability to practice maths and science on their cell phones.
- 3. Social enterprises can get paid by Corporate Social Investment (CSI) departments and foundations** to help them achieve their social objectives. For example, [Imani Development](#) has been helping [DG Murray Trust](#) to develop a transport solution for travellers with disabilities. This project led to the recent launch of UberASSIST in South Africa, amongst other outcomes.
- 4. Social enterprises can sell skills development or enterprise development services to businesses** that can help them to achieve their B-BBEE objectives. For example, [Learn to Earn](#) runs clothing shops that provide training to young people to enter the retail fashion industry.
- 5. Social enterprises can become suppliers** of organizations such as government, businesses and other non-profit organizations. For example, [Code4SA](#) runs an academy that trains journalists and other organizations in how to tell good stories with data.
- 6. Social enterprises can also employ their beneficiaries and sell directly to the public.** For example, [Brownies and DownieS](#) runs a restaurant that provides people with Downs Syndrome with employment, training and placement into other hospitality services.

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