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# THE COMOX VALLEY BUSINESS GAZETTE

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## **New fund offers financial and social returns**

*Bridget Horel, special to the Gazette  
April/May 2014*

April is social enterprise month, a month to honour a growing movement that's offering exciting opportunities to those who want to invest in their community. Later this month, Valley residents will have a chance to find out more about local opportunities for social/financial investments.

Social enterprises are organizations that apply market-based strategies to achieve a social, environmental and/or cultural goal that's central to their operation.

On Wednesday, April 30, Rupert Downing, executive director of the Community Social Planning Council of Greater Victoria (CSPC), will give a presentation on Vancouver Island's new Community Investment Fund (CIF) from 5:30 to 7:30 pm at Zocalo Café.

The CIF, which brings together professionals, venture capitalists and social entrepreneurs, will match Vancouver Island-based projects in need of investment with local investors interested in keeping their money in their community. The CIF will finance a variety of social enterprises, with an initial focus on affordable housing projects. The initiative is part of a social finance movement that is gaining momentum in BC and across Canada.

"The CIF has the potential to be a game changer," says Sarah Amyot, CSPC Community Economic Development project manager. "By demonstrating success it will set off a chain reaction in the way individuals and institutions direct investment toward high value local projects throughout BC and the country."

The CSPC, established in 1936, continues to develop relationships with ethical investment advisors, professional associations, Chambers of Commerce, First Nations Economic Development Corporations and other entrepreneur networks across Vancouver Island and the Gulf Islands.

For information on the April 30 event, contact Elaine at [info@transitiontowncv.org](mailto:info@transitiontowncv.org). To learn more about the CIF or organize an information session, contact Sarah Amyot at [sarah@communitycouncil.ca](mailto:sarah@communitycouncil.ca)





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