

The Social Enterprise Model And Its Beneficiaries

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Abstract : This study will explore how the introduction of the for-profit social enterprise model affects the real lives of the individuals and communities that this model aims to help in South Africa. The congruence between organisational need construction and the real needs of beneficiaries, and whether the adoption of a profit driven model, such as social entrepreneurship, supports or discards these needs is key to answering the former question. By making use of qualitative methods, the study aims to collect empirical evidence that either supports the social entrepreneurship approach when compared to other programs such as vocational training programs or rejects it as less beneficial. It is the objective of this research to provide an answer to the question of whether the social enterprise model of conducting charity leaves the beneficiaries of non-profit organisations in a generally better or worse off position. The study will specifically explore the underlying assumptions the social entrepreneurship model makes, since the assumptions made concerning the uplifting effects it has on its beneficiaries may produce either real or assumed change for beneficiaries. The meaning of social cohesion and social capital for these organisations, the construction of beneficiary dependence and independence, the consideration of formal and informal economies beneficiaries engage in, and the extent to which sustainability is used as a brand, will be investigated. Through engaging the relevant literature, experts in the field of non-profit donorship and need implementation, organisations who have both adopted social enterprise programs and not, and most importantly, the beneficiaries themselves, it will be possible to provide answers to questions this study aims to answer.

Keywords : social enterprise, beneficiaries, profit driven model, non-profit organizations

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