

10C

A successful journey to purchasing 42 Carden Street



The Organization

10C is a hub for community activators and change makers in Guelph, Ontario. Currently, 10C activates 25,000 s.f. of social purpose real estate. 10C uses place making, social enterprise, social finance, social innovation – and food – to create new ways to connect, collaborate and share resources.

The Need

Project capital was needed to purchase and redevelop a property that would be utilized as a community co-working and event hub. Traditional funding streams were lengthy and complex, and an opportunity to align finances with the organizational vision of building sustainable relationships with like-minded organizations and individuals would be best fit.

The Solution

A series of community bonds ranging from \$1,000 to \$150,000 CAD were developed, and 140 investors were reengaged to raise approximately \$2.3 million CAD. A successful outcome included the purchasing and re-development of 42 Carden Street and increased community engagement and partnerships.

In Their Own Words

“The future is social. The practice of making investments intended to create social or environmental impact in addition to financial returns is fundamental to us and our work.”

Key lesson(s) or best practice(s) shared

Board support, legitimacy of leadership, a willingness to learn and adapt, and community support were critical to the success of our community bond offering.

AT A GLANCE

Type of organization

Not for Profit Social Enterprise

Social finance approach

Community bond

Sustainable development goal(s)



Investment readiness stage

