

# Social Return on Investment Analysis

**Organization:** CEASE - Bulding Blocks for Families

**Name:** Civitas Consulting

**Date:** September 2012

## Theory of Change Statement:

"If pregnant or parenting women who were previously involved in sexual exploitation are given regular support and tangible poverty relief, then these families will improve their financial and family situations."

## Scope

### Activity:

Women will be provided assistance through financial literacy opportunities, transportation support, food security, community connections and crisis management.

### Objective of Activity:

The objective of this program is to help lift these women out of poverty through improving money management and crisis management skills, improving personal physical and mental health, and building education or employment aspirations.

### Purpose of Analysis:

This analysis will articulate the value of consistent support to formerly sexually exploited women in hopes of gaining sustained funding for the program.

### Time Period of Analysis:

July 2010 - June 2012 (24 months)

### Forecast or Evaluation:

Evaluative SROI Analysis

## Stakeholder Identification & Materiality Analysis

	Stakeholder	Size of Group	Stakeholder Engagement (number and methods)	Material?
1	Program Participants	15 women	meet with women during drop-in gathering; one-on-one interviews	Very Material
2	BBFF partners	CEASE, ESPC, ...	engage partnership group during learning circles	Very Material
3	Justice system	System		Somewhat Material
4	Healthcare system	System		Somewhat Material
5	Community-Based agencies		-based on the referrals given to/used by participants	Somewhat Material
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	Inputs	Actual Outcomes	Duration:	Financial Proxy:	Financial Proxy Value:	Source:	Outcome Value:	Deadweight:	Displacement:	Attribution:	Impact Value:
	time, trust, energy	Addressed issues of depression and feeling less depressed		Cost reallocation: 10 sessions of counselling	\$ 1,800.00	<a href="http://www.psychologistsassociation.ab.ca/site/recommended_fee_schedule">http://www.psychologistsassociation.ab.ca/site/recommended_fee_schedule</a>	\$ 1,800.00	5%	5%	5%	\$ 1,543.28
		Improved relationships with children	13.5 months	Cost avoidance: Average cost of foster care and supports per month in Alberta (\$3314.27) x 13.5 months	\$ 44,742.65	<a href="http://www.edmontonandareaacfsa.gov.ab.ca/publish/documents/AboutUs/Edm_and_Area_Annual_Report_Final_for_web_-_30_August_2010.pdf">http://www.edmontonandareaacfsa.gov.ab.ca/publish/documents/AboutUs/Edm_and_Area_Annual_Report_Final_for_web_-_30_August_2010.pdf</a>	\$ 44,742.65	20%	5%	10%	\$ 30,603.97
		Cleared debt with utility company		Debt paid on behalf of client.	\$ 857.60	Case files	\$ 857.60	0%	10%	0%	\$ 771.84
	Nov 2011-Jun 2012 8 months	Change to monthly income	2 months*	\$433 per month x 2 months	\$ 866.00	Case files	\$ 866.00	5%	5%	5%	\$ 742.49
	Oct 2010-Jun 2012 21 months	Change to monthly Income (FT job at McDonalds and application to AISH)	15 months*	-\$66 per month x	-\$ 990.00	Case files	-\$ 990.00	50%	5%	100%	\$ -
	time, trust, energy	Regained permanent custody of son (May 2011)	12 months	Cost avoidance: Average cost of foster care and supports per month in Alberta (\$3314.27) x 12 mos.	\$ 39,771.24	<a href="http://www.edmontonandareaacfsa.gov.ab.ca/publish/documents/AboutUs/Edm_and_Area_Annual_Report_Final_for_web_-_30_August_2010.pdf">http://www.edmontonandareaacfsa.gov.ab.ca/publish/documents/AboutUs/Edm_and_Area_Annual_Report_Final_for_web_-_30_August_2010.pdf</a>	\$ 39,771.24	20%	5%	10%	\$ 27,203.53
		Support from women during her battle with terminal cancer		NA - Qualitative Data	\$ -		\$ -	0%	0%	0%	\$ -
	time, trust, energy	Ended a bad relationship		Cost avoidance: average cost of an offense	\$ 2,314.14	<a href="http://www.edmontonpolice.ca/~media/EPS%20External/Files/Reports/2009ApprovedBudget.aspx">http://www.edmontonpolice.ca/~media/EPS%20External/Files/Reports/2009ApprovedBudget.aspx</a>	\$ 152,661.06	20%	5%	5%	\$ 110,221.29
				Cost avoidance: monetized loss per victim for assault and child abuse: \$150,346.92	\$ 150,346.92	Miller TR et al. Victim costs and consequences: A new look. National Institute of Justice. US Department of Justice. January 1996.					
	Nov 2010-Jun 2012 20 months	Change to monthly income	14 months*	\$234 per month x 14 months	\$ 3,276.00	Case files	\$ 3,276.00	5%	5%	5%	\$ 2,808.76
		Advancing personal employability through education (Norquest College - Health Care Aid Program)	1 year	Increased annual wage potential (from minimum wage to \$19.13/hour) \$9.73/hour x 37.5hours/week x 50 weeks = \$18,243.75	\$ 18,243.75	<a href="http://alis.alberta.ca/wageinfo/Content/RequestAction.asp?aspAction=GetWageDetail&amp;format=html&amp;RegionID=20&amp;NOC=3413">http://alis.alberta.ca/wageinfo/Content/RequestAction.asp?aspAction=GetWageDetail&amp;format=html&amp;RegionID=20&amp;NOC=3413</a>	\$ 18,243.75	5%	5%	5%	\$ 15,641.74
	time, trust, energy	Increased positive social network and support system		Cost reallocation: 10 sessions of counselling	\$ 1,800.00	<a href="http://www.psychologistsassociation.ab.ca/site/recommended_fee_schedule">http://www.psychologistsassociation.ab.ca/site/recommended_fee_schedule</a>	\$ 1,800.00	10%	10%	10%	\$ 1,312.20
		Addressing addictions issues (self-admitted into detox)		Cost avoidance: cost of hospital stay for female with mental disorder due to use of alcohol	\$ 5,471.00	Canadian Institute for Health Information, The Cost of Acute Care Hospital Stays by Medical Condition in Canada, 2004-2005	\$ 5,471.00	5%	5%	50%	\$ 2,468.79
	Dec 2010-Jun 2012 19 months	Change to monthly income	13 months*	\$2 per month x 13 months	\$ 26.00	Case files	\$ 26.00	5%	0%	5%	\$ 23.47
	time, trust, energy	Regained permanent custody of son (Feb 2012)	5 months	Cost avoidance: Average cost of foster care and supports per month in Alberta (\$3314.27) x 5 mos.	\$ 16,571.35	<a href="http://www.edmontonandareaacfsa.gov.ab.ca/publish/documents/AboutUs/Edm_and_Area_Annual_Report_Final_for_web_-_30_August_2010.pdf">http://www.edmontonandareaacfsa.gov.ab.ca/publish/documents/AboutUs/Edm_and_Area_Annual_Report_Final_for_web_-_30_August_2010.pdf</a>	\$ 16,571.35	20%	5%	20%	\$ 10,075.38
		Gained stable housing (Crossroads Housing First)	60 days	Cost reallocation: cost of emergency shelter (\$73.23 per person per night x 60 nights)	\$ 4,393.80	City of Toronto, City Budget 2011: Shelter, Support and Housing Admin Operating Budget Analyst Notes. (2010): Appendix A, 20	\$ 4,393.80	5%	0%	50%	\$ 2,087.06
	Jan 2011-Jun 2012 18 months	Change to monthly income	12 months*	\$288 per month x 12 months	\$ 3,456.00	Case files	\$ 3,456.00	5%	0%	20%	\$ 2,626.56

	Inputs	Actual Outcomes	Duration:	Financial Proxy:	Financial Proxy Value:	Source:	Outcome Value:	Deadweight:	Displacement:	Attribution:	Impact Value:
	time, trust, energy	Filed Income Tax returns; opened bank account		NA - Qualitative Data	\$ -		\$ -	0%	0%	0%	\$ -
		Increased confidence and self-motivation		NA - Qualitative Data	\$ -		\$ -	0%	0%	0%	\$ -
		Received her SK birth certificate and obtained AB identification		NA - Qualitative Data	\$ -		\$ -	0%	0%	0%	\$ -
	Oct 2010-Jun 2012 21 months	Change to monthly income	15 months*	\$21 per month x 15 months	\$ 315.00	Case files	\$ 315.00	5%	0%	0%	\$ 299.25
	Oct 2010-Jun 2012 21 months	Change to monthly income	15 months*	\$746 per month x 15 months	\$ 11,190.00	Case files	\$ 11,190.00	5%	0%	20%	\$ 8,504.40
	time, trust, energy	Got her first credit card to establish credit rating		NA - Qualitative Data	\$ -		\$ -	0%	0%	0%	\$ -
		Paid her outstanding fines (\$1000)		NA - Qualitative Data	\$ -		\$ -	0%	0%	0%	\$ -
		Improved parenting techniques	13.5 months	Cost avoidance: Average cost of foster care and supports per month in Alberta (\$3314.27) x 13.5 months	\$ 44,742.65	<a href="http://www.edmontonandareacfsa.gov.ab.ca/publish/documents/AboutUs/Edm_and_Area_Annual_Report_Final_for_web_-_30_August_2010.pdf">http://www.edmontonandareacfsa.gov.ab.ca/publish/documents/AboutUs/Edm_and_Area_Annual_Report_Final_for_web_-_30_August_2010.pdf</a>	\$ 44,742.65	20%	0%	20%	\$ 28,635.29
	Oct 2010-Mar 2012 18 months	Change to monthly income	12 months*	\$101 per month x 12 months	\$ 1,212.00	case files	\$ 1,212.00	5%	0%	5%	\$ 1,093.83
	time, trust, energy	Learned financial and budgeting skills		NA - Qualitative Data	\$ -		\$ -	0%	0%	0%	\$ -
	time, trust, energy	Regained custody of son in transitional phases (April 2012)	3 months	Cost avoidance: Average cost of foster care and supports per month in Alberta (\$3314.27) x 3 mos.	\$ 9,942.81	<a href="http://www.edmontonandareacfsa.gov.ab.ca/publish/documents/AboutUs/Edm_and_Area_Annual_Report_Final_for_web_-_30_August_2010.pdf">http://www.edmontonandareacfsa.gov.ab.ca/publish/documents/AboutUs/Edm_and_Area_Annual_Report_Final_for_web_-_30_August_2010.pdf</a>	\$ 9,942.81	20%	5%	20%	\$ 6,045.23
		Stayed clean after detox		Cost avoidance: cost of hospital stay for female with mental disorder due to use of alcohol	\$ 5,471.00	Canadian Institute for Health Information, The Cost of Acute Care Hospital Stays by Medical Condition in Canada, 2004-2005	\$ 5,471.00	5%	0%	50%	\$ 2,598.73
	Oct 2010-Jun 2012 21 months	Change to monthly income	15 months*	-\$601 per month x 15 months	-\$ 9,015.00	Case files	-\$ 9,015.00	100%	0%	0%	\$ -
	Nov 2010-Jun 2012 20 months	Working full-time for Edmonton Drug Court	14 months	\$227 per month x 14 months	\$ 3,178.00	Case files	\$ 3,178.00	5%	0%	5%	\$ 2,868.15
	time, trust, energy	Eliminated credit debt (\$600) - Paid \$200 herself, \$200 from CEASE. \$400 forgiven by Telus		Debt cleared from account.	\$ 600.00	Case files	\$ 600.00	0%	0%	0%	\$ 600.00
		Increased physical health		Cost reallocation: cost per case of cardiac arrest	\$ 12,074.97	Jacobs and Bachynsky. An Alberta Standard Cost List for Health Economics Evaluations. Item #201. Institute of Health Economics. 2005.	\$ 12,074.97	10%	5%	5%	\$ 9,807.89

\$ 372,657.87

\$ 268,583.10

Stage 2				Stage 3								Stage 4						
Stakeholders	Inputs	Value	Outputs	Outcomes	Indicator:	Source:	Quantity:	Duration:	Financial Proxy:	Financial Proxy Value:	Source:	Outcome Value:	Deadweight:	Displacement:	Attribution:	Drop off:	Year 1 Impact:	
1 <b>CEASE</b>	In-kind human resources; poverty relief supports; bursaries	\$ -					0			\$ -		\$ -	0%	0%	0%	0%	\$ -	
							0		\$ -									
							0		\$ -									
							0		\$ -									
2 <b>ESPC</b>	In-kind human resources	\$ -	Quarterly Reflection Circles				0			\$ -		\$ -	0%	0%	0%	0%	\$ -	
							0		\$ -									
							0		\$ -									
							0		\$ -									
3 <b>Families First</b>	In-kind human resources	\$ -	Quarterly Reflection Circles				0			\$ -		\$ -	0%	0%	0%	0%	\$ -	
							0		\$ -									
							0		\$ -									
							0		\$ -									
4 <b>Funders</b>	Year 1: \$96,970 Year 2: \$116,211	\$ 213,181.00					0			\$ -		\$ -	0%	0%	0%	0%	\$ -	
							0		\$ -									
							0		\$ -									
							0		\$ -									
		<b>\$ 213,181.00</b>																<b>\$ -</b>

<b>SROI Ratio:</b> (Impact divided by investment)	Total Impact =	\$ 268,583.10
	Total Investments =	\$ 213,181.00

→ 1.26 : 1

**"For every \$1 invested, \$ 1.26 of social value is created."**

<b>Payback Period:</b> (Investment divided by impact multiplied by 24)	Total Investments =	\$ 213,181.00
	Total Impact =	\$ 268,583.10

→ 19.0 Months