

Annual Newsletter

Spring 2015

Unlocking Potential (UP) Foundation

Generating Returns on Your Investment

An SROI tells us about the future expenses we save by investing in programs that prevent problems from happening or worsening.

A Social Return on Investment (SROI) is an international measurement tool that evaluates how much money a particular program or service saves our society in the long run. This dollar value is called the program's "social value". The social value is determined by considering the outcomes of a service with the known costs of not achieving that particular outcome.

To understand SROIs, we've found it helpful to use an analogy. Consider the decision to replace worn tires on your vehicle. Tires can be expensive, but not replacing them increases your chances of being in an accident. If you're in an accident, you potentially face lost time at work, physical and emotional trauma, a costly car repair, and increased insurance premiums in the years to come. Additionally, the medical attention and police support you may require pose a cost to the government, and, by extension, tax payers. By looking at all of the potential costs of an accident, you could (and this is what an SROI does) figure out how much each dollar you invest in new tires can save you in the long term. When you see the cost of new tires versus the cost of an accident, spending the money on new tires makes a lot more sense.

Working from an assumption of spend now or spend more later, an SROI gives us a good idea of how much more we'd have to spend later if we don't spend now. What we save by investing now is the "social value" generated by the program.

We use SROIs to help us determine if the cost of funding a particular program generates enough future savings to make good financial sense. These are the programs we bring to you to consider for your philanthropic gifts. As an investor – and as a tax payer – we think you deserve to know what costly problems you are preventing in the future by investing in measurable solutions now.

Four programs supported by the UP Foundation have been evaluated for SROI.



LOUISE DEAN CENTRE

SROI study showed that each dollar invested in Louise Dean Centre programs generates a **social value of \$13.95 after seven years.**

FAMILIES AND SCHOOLS TOGETHER

SROI study showed that each dollar invested in the F&ST program generates a **social value of \$5.34 after five years.**

COUNSELLING SERVICES

SROI study showed that each dollar invested in Counselling Services generates a **social value of \$1.62 after one year.**

NEVER TOO LATE

SROI study showed that each dollar invested Never Too Late generates a **social value of \$3.34 after three years.**

Frequently Asked Questions

Is the SROI trustworthy? How can I know you haven't "inflated" your results?

The SROI is completed by a neutral third party. Only social savings that can be reasonably connected to the change inspired by the program are included. In fact, because of the need to clearly connect the program outcomes with the savings, SROI results are often quite conservative estimates.

Does this mean the Louise Dean Centre, with the highest social value, is the better investment?

Not necessarily. Each program is unique. The social value is influenced by many variables such as the intent of the program, the population served and the number of years the value is projected. Additionally, the risk factors and the associated costs to society if left untreated vary considerably for each SROI.

Why isn't there an SROI for all programs supported by the UP Foundation?

Because they need to be completed by a third party with expertise in evaluation, an SROI study is expensive – approximately \$15,000. Since an SROI helps us better understand our programs' benefits and enhances our capacity to secure large financial gifts (and therefore spend less on fundraising), we hope to complete an SROI for all programs.

My favorite UP program isn't included in this report. Where can I find information about the return on my investment?

We would love to provide you with specific details about the programs that resonate with you. Please contact us for more information.



For more information, or to arrange a program visit or tour, please contact:

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