



Measuring and communicating success using the Social Return on Investment Model

Sarah McCoy
Research Manager

Today's session

- What is askTheSite?
- What is SROI?
- How YouthNet piloted the SROI model
- Using SROI to communicate

What is askTheSite?

1. Visit TheSite.org and ask a question



2. askTheSite sources an answer from one or more of our expert partners



askTheSite
answering the personal
questions and concerns
of young people

4. With permission, the answer is published in an archive for everyone to access



3. SMS/email alert confirms the answer is ready + it can be retrieved from secure area of TheSite.org




Our impact and measurement challenges:

- **Difficult to capture data from those in distress**
- **Service is confidential and anonymous**
- **Investigating long term impact of advice and support difficult**

But..

- ***We must* prove the value of the service in an easy communicable language that people understand**

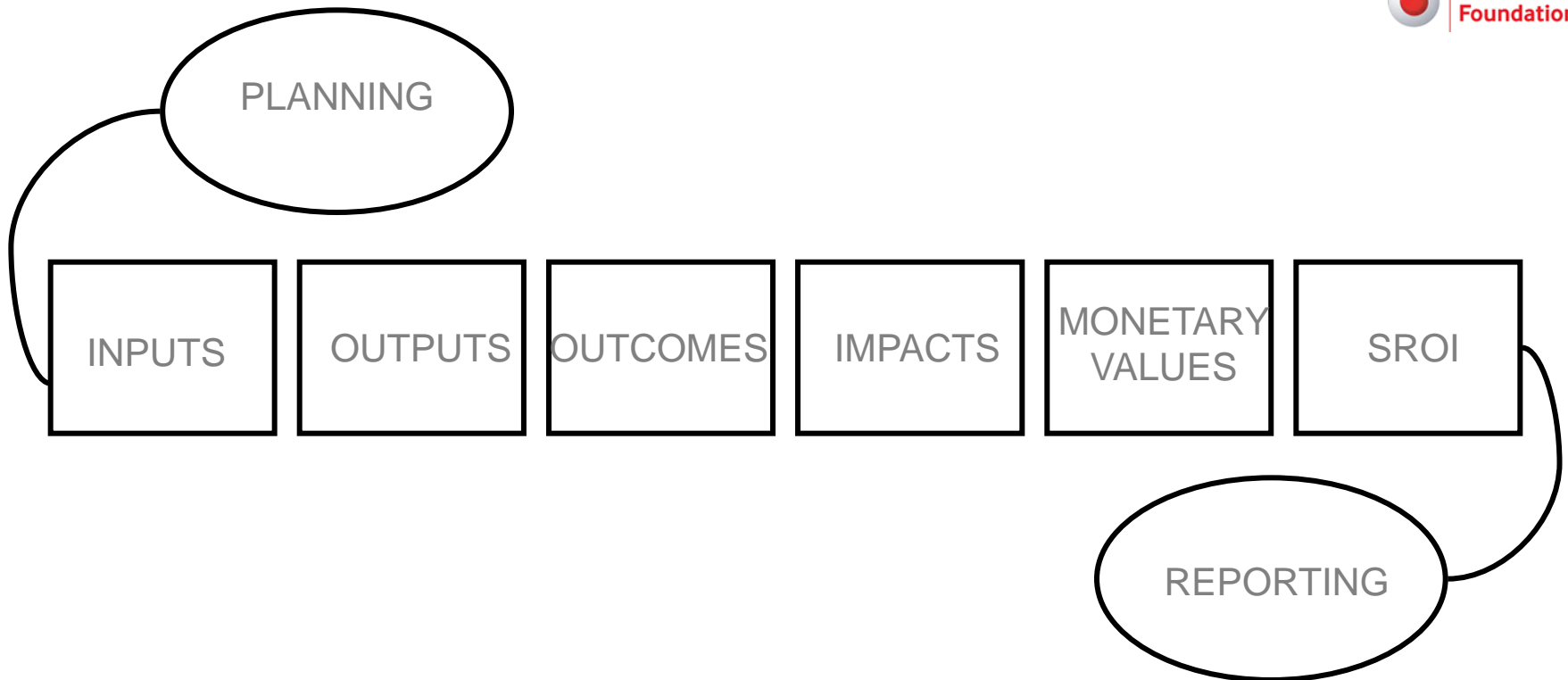
What is SROI?



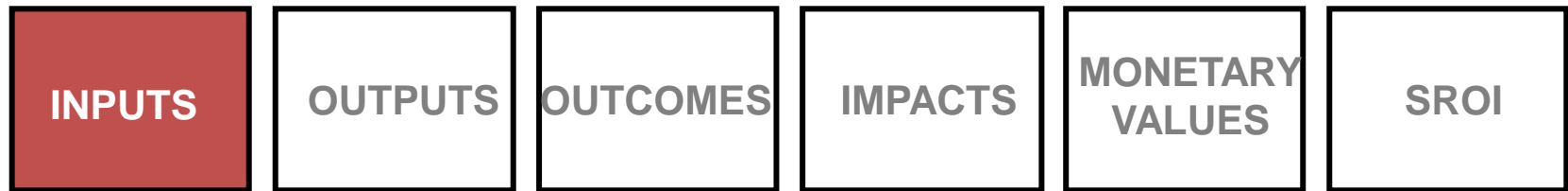
“Social Return on Investment enables monetary values to be assigned to the social benefits of specific projects, expressed in relation to the projects’ costs.”

For every £1 invested in askTheSite, YouthNet created a social impact of £7.38

SROI – the process



Step 1



The costs of resources invested in the project

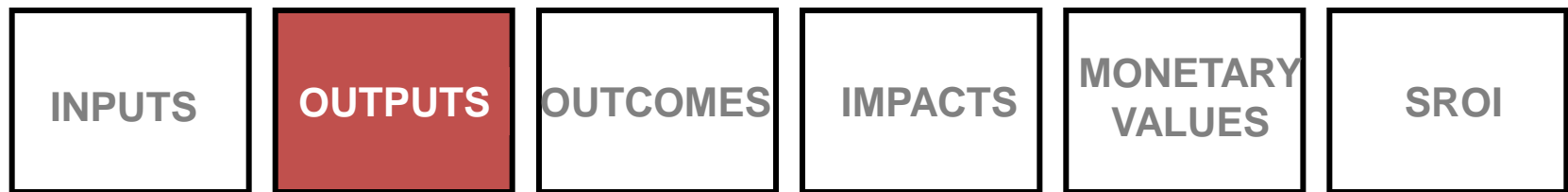
Inputs

Staff time

Overheads

Purchase of equipment

Step 2



The direct benefits resulting from the work of the charity

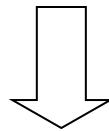
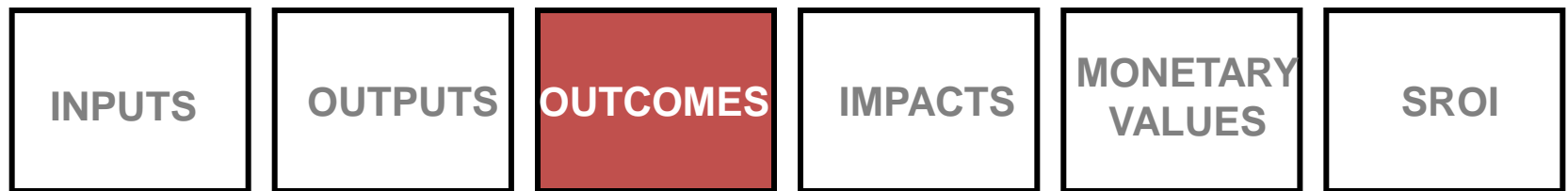
Outputs

Number of people trained

Number of people vaccinated

Number of children mentored

Step 3



The changes that result from the outputs

Outputs

Number of people trained



Number of people vaccinated



Number of children mentored



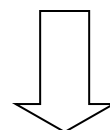
Outcomes

Number of people getting a job

Percentage reduction in mortality rates

Level of improvement in GSCE grades

Step 4



**The additional benefit provided by a charity's work –
the outcomes less an estimate of deadweight and attribution**

Outcomes

Number of people getting a job

Percentage reduction in mortality

Level of improvement in GSCE grades

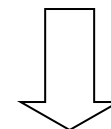
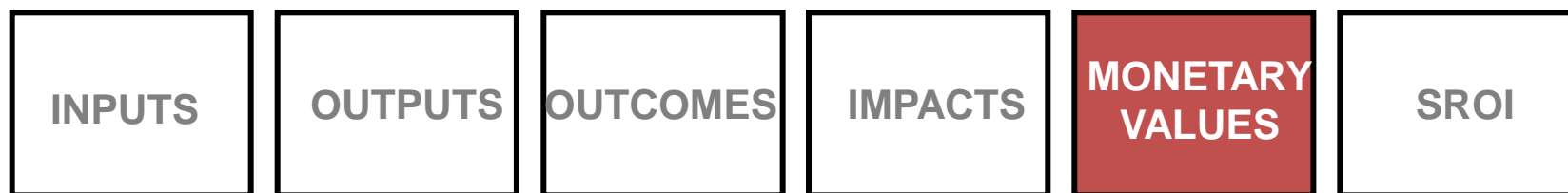
Impact (minus deadweight & attribution)

How many people would have found work anyway?

What other measures have helped to reduced mortality?

How many mentored children would have gained those results anyway?

Step 5



Assigning a monetary value to the impacts identified

Impacts (minus deadweight & attribution)

Number of people getting a job



Percentage reduction in mortality



Level of improvement in GSCE grades



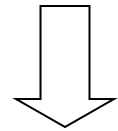
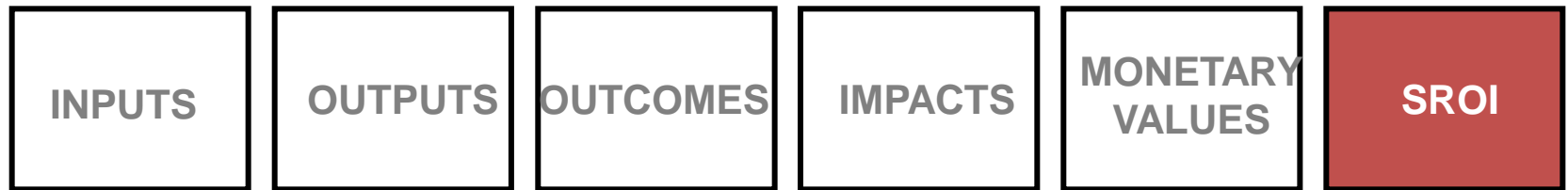
Monetary value

Social security benefit saved

Cost of health expenditure saved

Increased earnings compared to school leavers with fewer qualifications

Step 6



Dividing the impact measures by the costs involved
gives the social return on the investment figure

The SROI of askTheSite

Our objectives

- **Understand more about using SROI technique; the challenges and opportunities**
- **Explore new ways of communicating the value of our services**
- **Investigate how results can help attract further funding**
- **Develop toolkit that can be used on other areas of our work**

Inputs



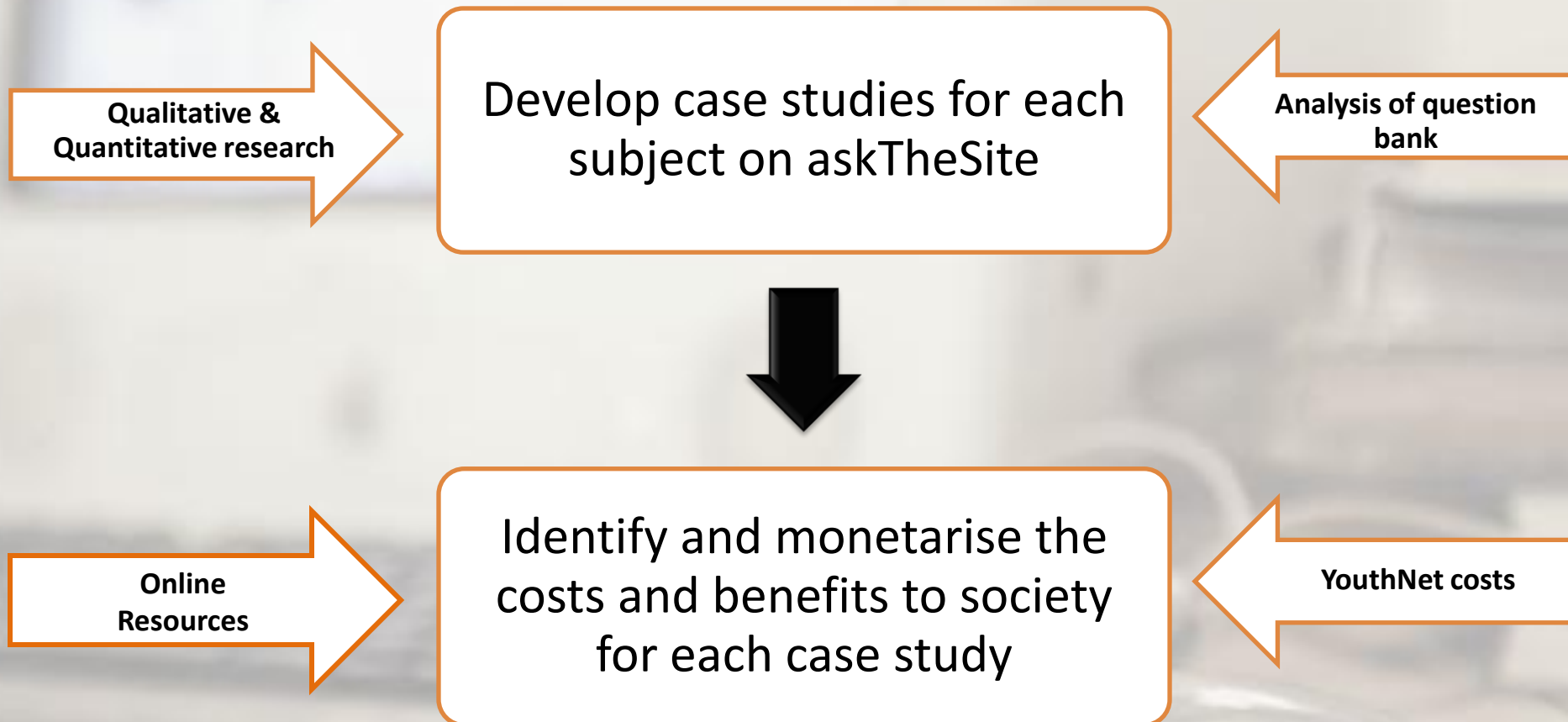
**£221,714.40
for
six months**

Outputs



**2,870 questions
answered
100,000+ views of
archived Q&As**

Monetarising outcomes:



Sexual health case study:

- David has a sexually transmitted infection (STI)
- David asks a question on askTheSite about his STI and receives a personal answer
- This information directs David to a GUM clinic where he gets the treatment he needs
- The cost to society for David to visit a GUM clinic to get treatment is £438.24

The total cost to society is £438.24

Sexual health case study:

- David has an STI but does not 'askTheSite' or access the information and treatment
- Assumption that David passes his STI on to three people
- Cost treating the three people that David infects is £1,314.72 (3 x £438.24)
- The net benefit to society is the difference between cost of treatment these three people and the cost of treating David

NET benefit to society = £876.48
(i.e. £1,314.72 - £438.24)

Monetarising outcomes:

Calculate benefit to society of per general topic



Calculate total benefit using topic ratio over agreed timescale



Average saving to society per
question answered

£6,696.26

	Value
Number of (within remit) questions answered between 1 st July and 31 st December 2007	2,870
Proportion of questions leading to positive outcome for young person	74%
Number of questions during period leading to positive outcome for young person	2,124
Benefit per question (assuming 100% attribution, 0% deadweight)	£6,696.26
Total benefit for period (assuming 100% attribution, 0% deadweight)	£14,222,856.24
Attribution	23%
Deadweight	50%
Total benefit	£1,635,628.47
Total input	£221,714

**Overall, for every £1 invested in askTheSite,
YouthNet created a social impact of £7.38**

Communicating using SROI

- Way of demonstrating the value of askTheSite in a language supporters understand
- Adds tangibility to a relatively intangible service
- Has raised the profile of YouthNet amongst the sector
- Model has flexibility so can be adapted to other YouthNet services

But...

- We're more than just a number - transparency is key!



Where to find out more

Corporate Citizenship - www.corporate-citizenship.com

Office of The Third Sector -
www.cabinetoffice.gov.uk/third_sector/news/news_stories/081120_sroi.aspx

The SROI Network - www.sroi-uk.org

European SROI Network - www.sroi-europe.org

Thanks – any questions?