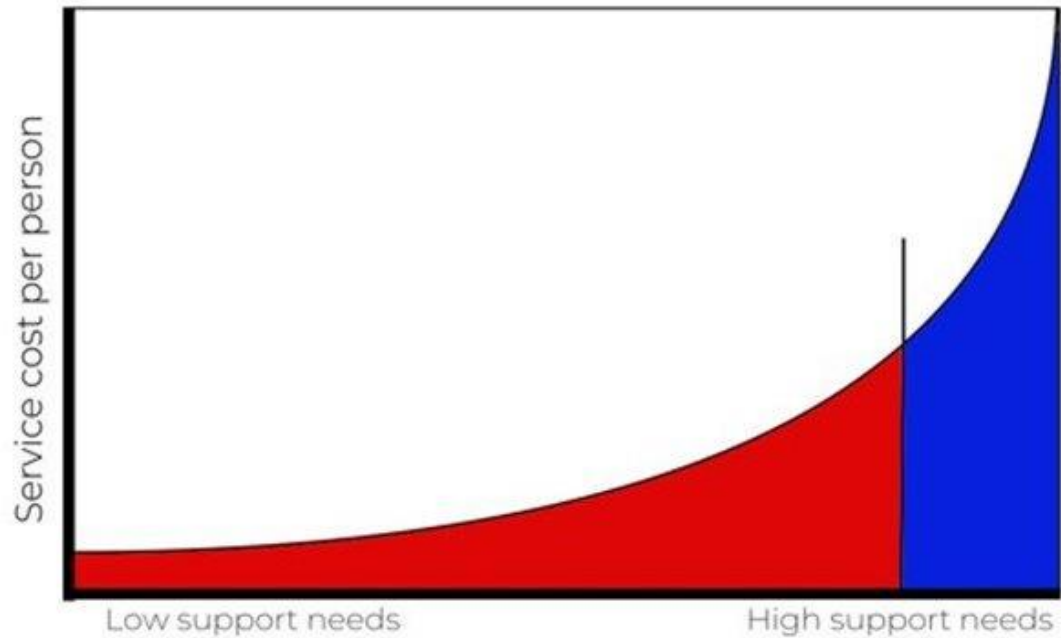




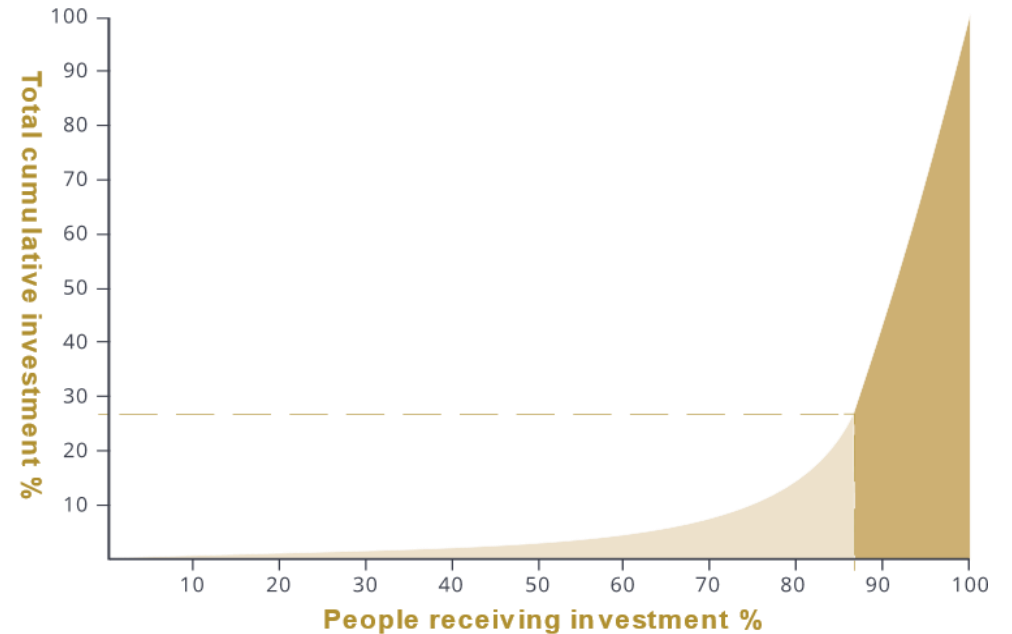
**To create a world where
investment works for
communities, so people can
live the lives they choose.**

Why? 15% of people use half of government services

The Mason Curve



ImpactLab analysis of 108 charitable programmes



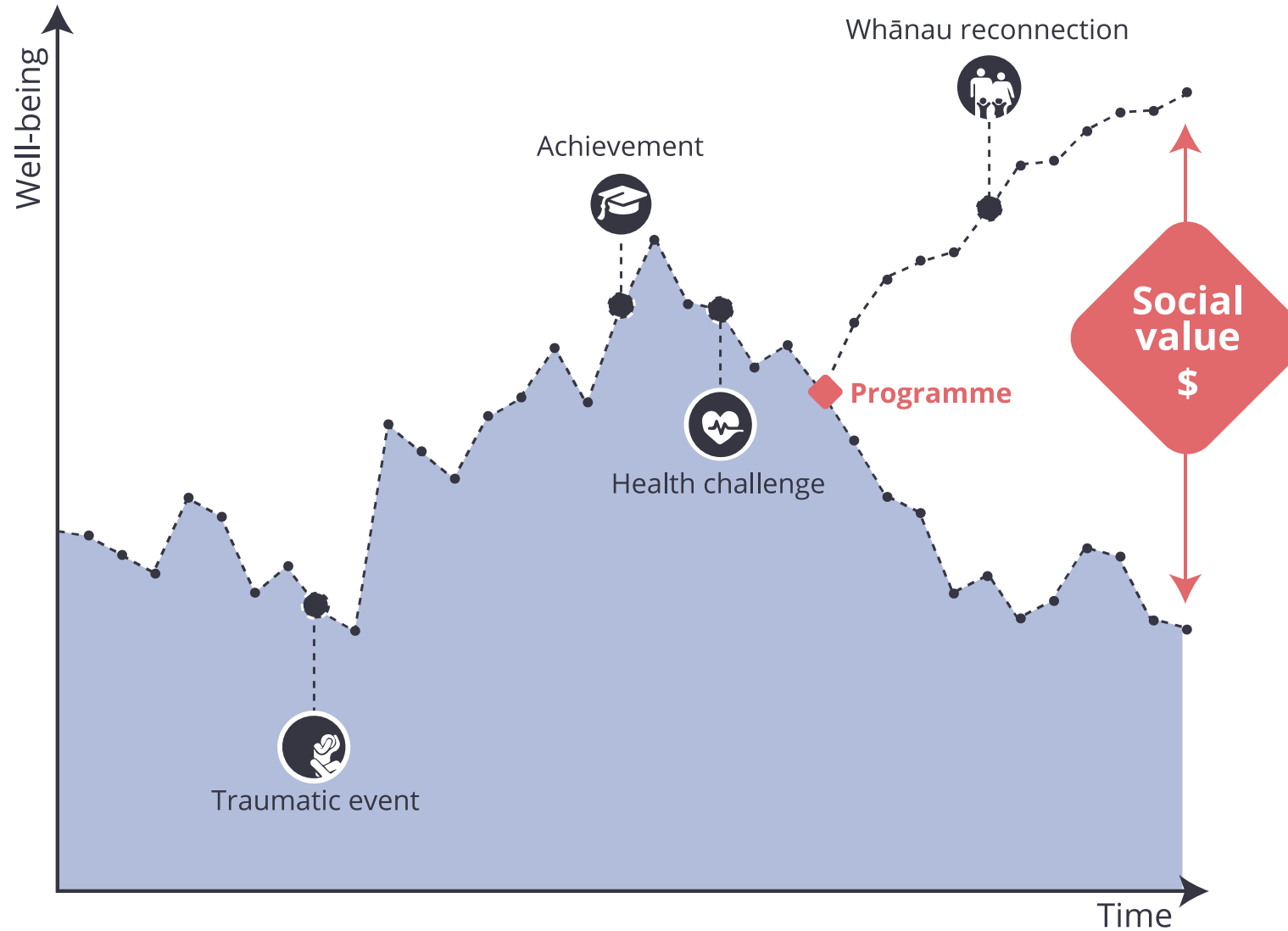
When impact is uncertain and difficult to quantify, **how can you know the good that you do?**

Social value is one lens through which to consider and measure impact.

Social Return on Investment

Measuring social return on investment is a quantified way to estimate **a programme's impact** on a person or family's **wellbeing** over their lifetime, relative to the **investment** that goes into it.

What is social value?



Three key drivers of social return on investment (SROI)

SROI

SCALE

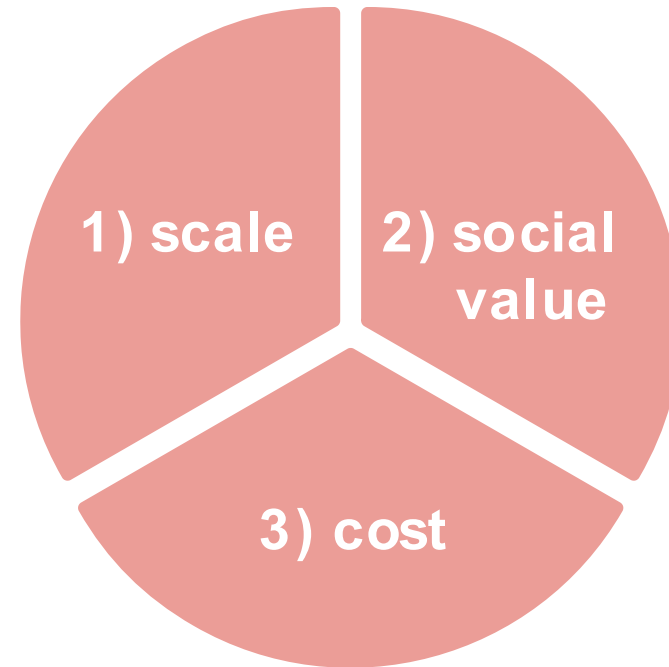
the number of people meaningfully engaged by a programme.

SOCIAL VALUE

the long-term social value created in the lives of each person engaged.

COST

the investment required to deliver the programme.

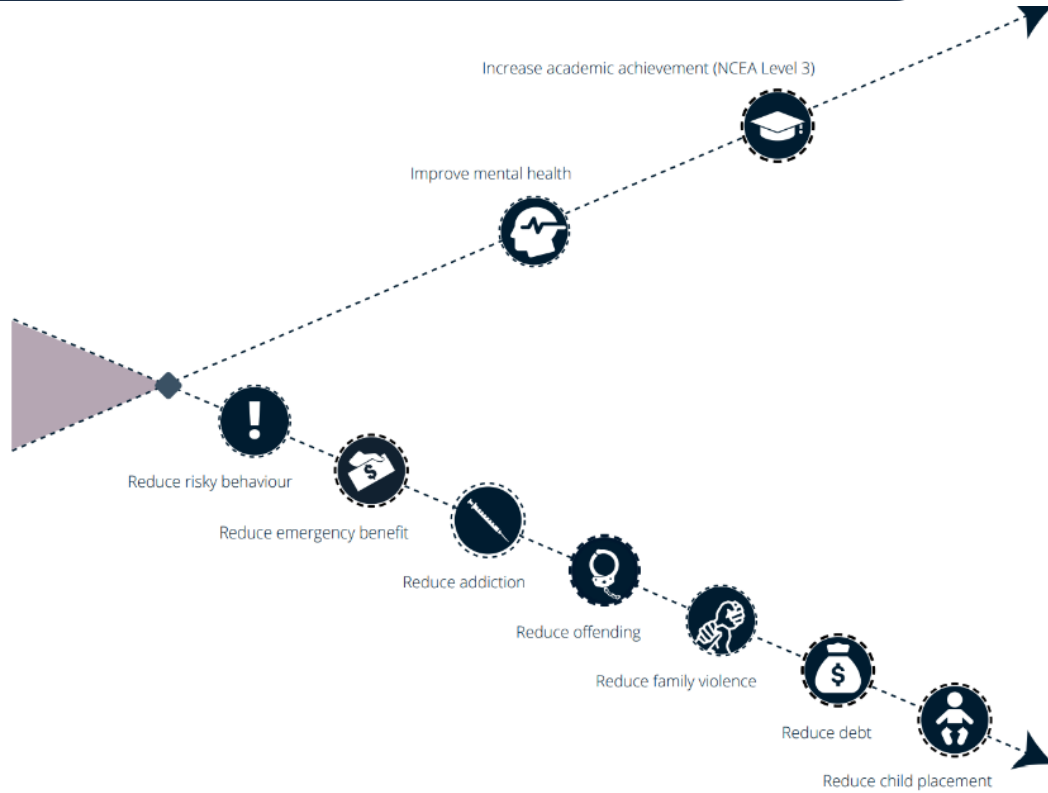


Example: Guardians of our Children

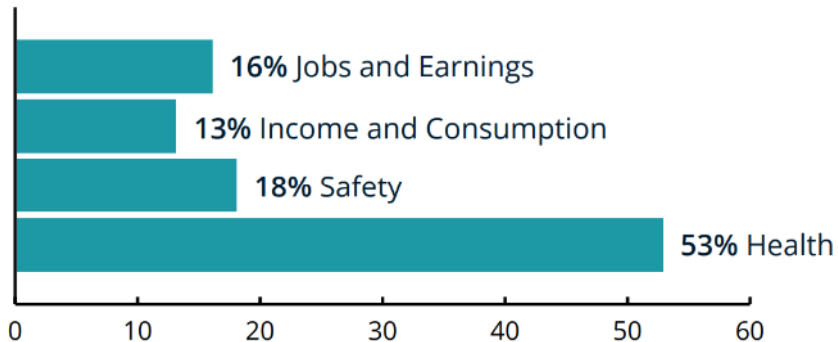


Guardians of our Children
Charitable Trust
ImpactLab GoodMeasure Report
January 2023

Example: Guardians of our Children



Social value by domain (%)



Key impact metrics estimated from available data

Social value: an estimate of the measurable good created for NZ through support to participants during the measurement period

Social return on investment: the estimated social value returned per dollar invested in the programme

Social value per person: an estimate of the average value measurable per person/family who engages with the programme

Guardians of our Children: Insights, learnings and value

- ◆ **Insight:** Low cost, moderate SROI
- ◆ **Learning:** Improved service delivery model and data collection.
- ◆ **Value:** External validation of work, increased funding, developed a new programme with a government agency due to the credibility of the GM report.





Charitable Sector Insights Report

Providing a snapshot of New Zealand's charitable sector.

This report is the first of its kind to be released in New Zealand.

It has been developed to provide a snapshot of the New Zealand charitable sector for both organisations and funders to better understand how investment is used in different parts of the sector.

The full report can be downloaded here:
impactlab.co.nz/#charitablesectorinsights



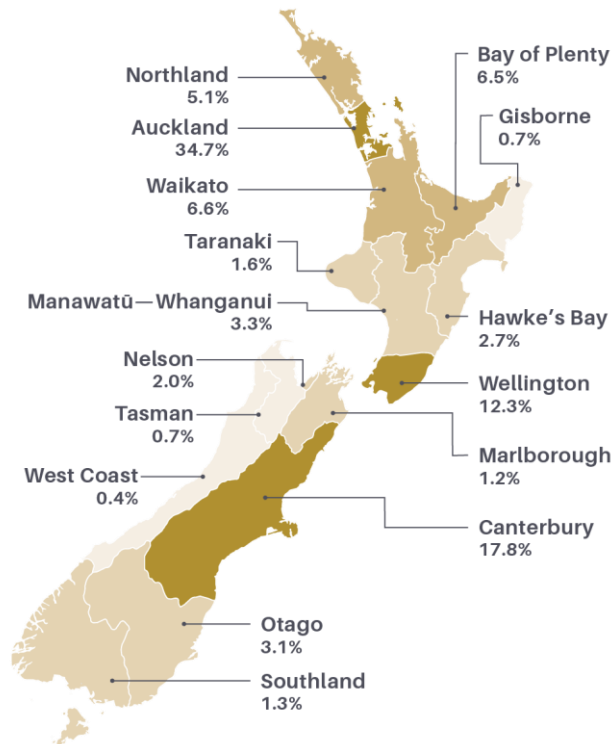
\$178m of investment reaching 320,000 people

COST

% of investment

> 10%
5% – 9.9%
1% – 4.9%
0 – 0.9%

Region	→
total cost	— %

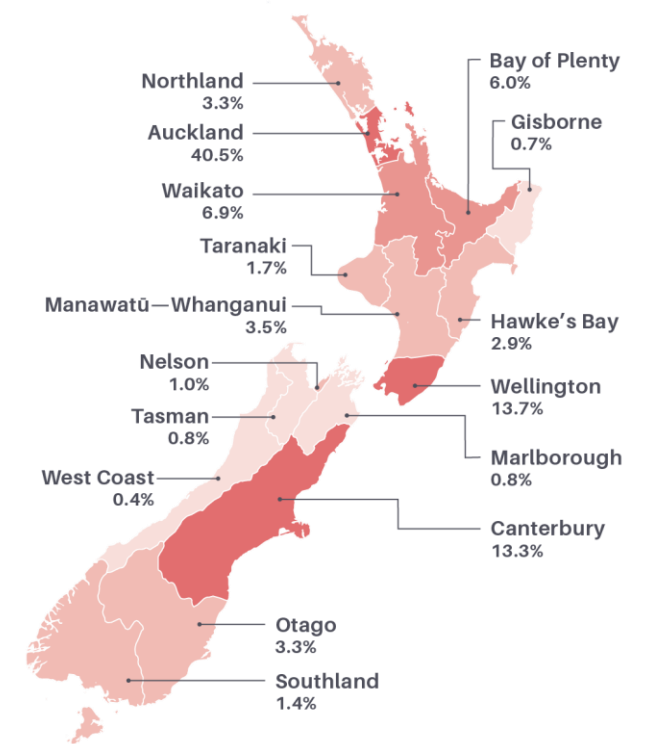


Scale

% of people reached

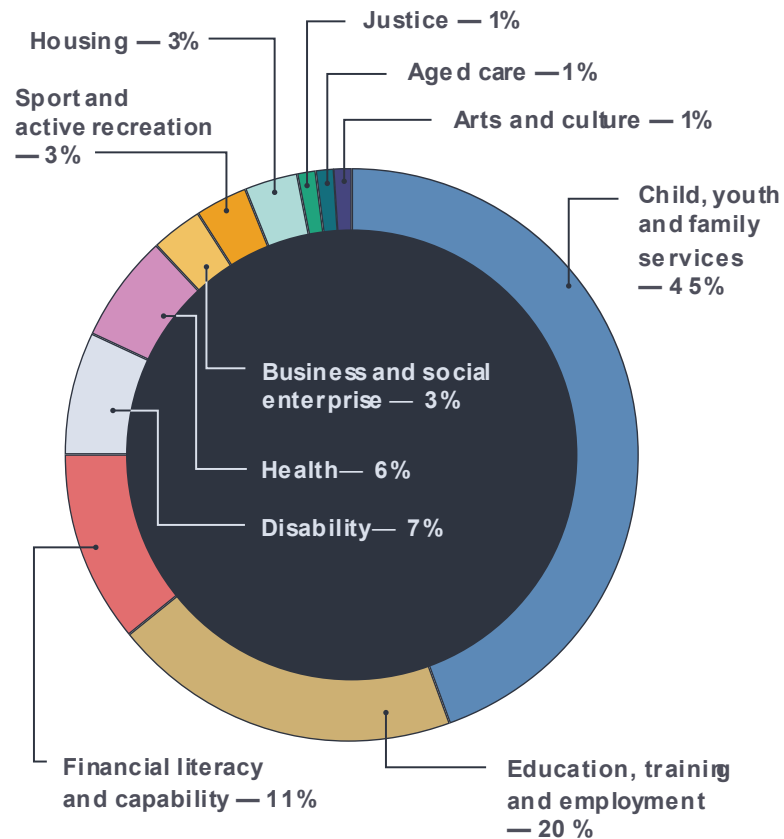
> 10%
5% – 9.9%
1% – 4.9%
0 – 0.9%

Region	→
total participants starting	— %

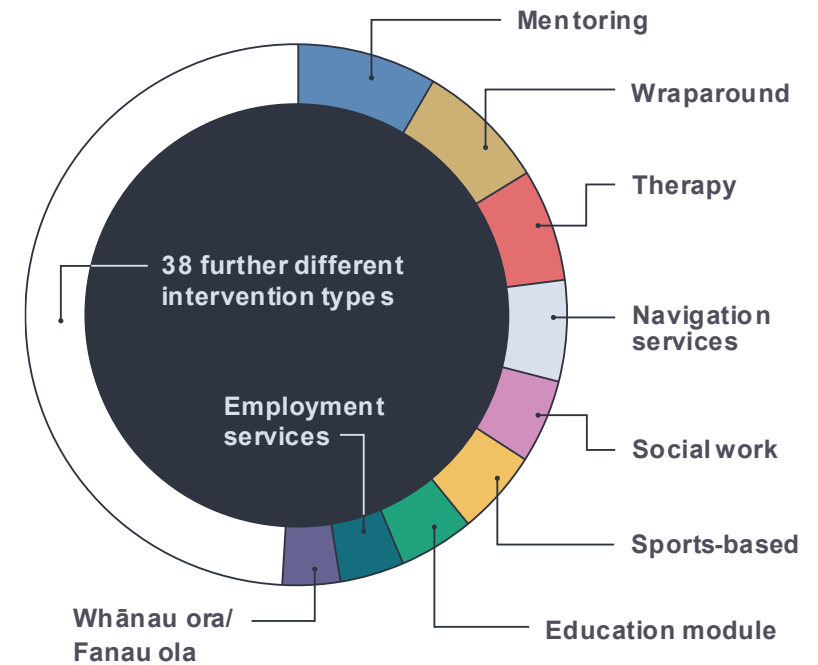


A snapshot of insights from the report

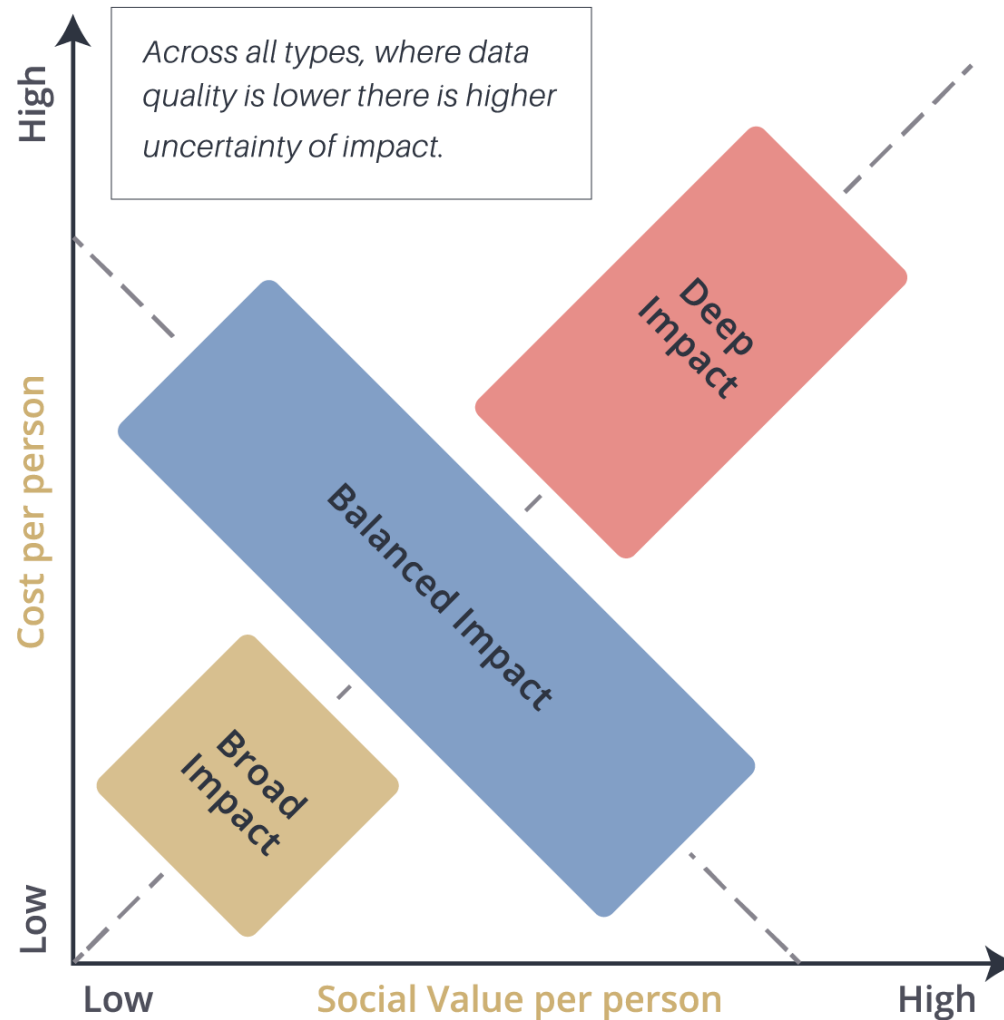
~80% of investment flows into three sectors



Programmes are diverse, covering 47 different intervention types



Three different investment approaches



Broad impact

34% of Investment, 89% of participants

- » Lower cost, larger scale programmes that deliver modest social value to many people.

Balanced impact

57% of Investment, 10% of participants

- » Moderate cost programmes of varying scale that deliver varied social value, depending on the comprehensiveness of support and complexity of the population served.

Deep impact

9% of Investment, 1% of participants

- » High cost programmes that deliver intensive support to a small group of people with high complexity to achieve significant social change.



GoodMeasure Homes

by ImpactLab

A simple, **data-driven**, comparable way to **measure positive social change**.

This tool calculates a **tangible Social Return On Investment (SROI)** by analysing an organisation's information against a library of **impact values, research, effectiveness, and data**.

Through applying our Housing Impact Framework, we consider the housing intervention, population characteristics, investment tools and related services.



Thank you

Questions?

Get in touch with us:

info@impactlab.co.nz

