

USING THE RESULTS OF A SOCIAL RETURN ON INVESTMENT ANALYSIS

(A SUMMARY OF ACTIONS TAKEN BY EXISTING SOCIAL SERVICE CLIENTS
TO UTILIZE THE RESULTS OF THEIR CSACO SROI PROJECT RESULTS)

PROOF OF VALUE TO FUNDING SOURCES

GRANT APPLICATIONS

SROI included in grant applications to show financial value of program.

SROI in specific areas of interest (i.e. Domestic Violence, Housing, Public Benefits).

DONATION VALIDATIONS

SROI reports focused on specific areas of interest.

TAX-BASED PROOF OF VALUE

Information packets and summary reports to legislators.

Value by legislative district reports.

Grassroots lobbying handouts.

COMMUNICATION WITH STAKEHOLDERS

Inclusion of results in their annual reports.

Inclusion of results in their quarterly newsletters.

Distribution of copies of summary reports.

Flyers for handouts at service locations.

Inclusion of summary results on their website.

Social media (primarily Facebook and Twitter).

COMMUNICATION WITH THE COMMUNITY

Inclusion of summary results on their website.

Copies of summary reports openly available at organization offices.

Flyers for handouts at service locations and public events.

PUBLIC MEDIA

Media and social media publicity on the values of services (short and long-term values).
Demonstration of value to the community, stability of organization, and number of people affected.

INTERNAL STRATEGIC PLANNING

Importance of services analysis:

- Adjustment of lines of services and future resource allocations to maximize the value of services.
- Adjustment of qualification levels for services.
- Value of potential new services.
- Economic benefit of mergers/acquisitions.

INTERNAL EMPLOYEE BENEFITS

There has been a surprising number of comments from internal employees at multiple service organizations on how they did not realize how valuable their services were and how important their services are to their community. This has been a significant morale booster.

INTERNAL CONTROL DEVELOPMENT

Almost every social service organization (over 90%) has realized from the project process that their internal controls need enhancement (primarily in the areas of outcome reporting – also known as outcome codes for Legal Aid groups) and increased management oversight in the area of data entry (i.e. the recording of case type codes for Legal Aid matters or problem codes for Disability providers).

Increasing the completeness and accuracy of the daily transaction entries (particularly in the entries by volunteer personnel) will provide the additional level of information needed for more accurate value calculations.

VOLUNTEER RECRUITMENT

Proof of value to the community for results of potential volunteer services provides additional incentives for volunteers to become involved.

STRATEGIC ADVOCACY VALUE ANALYSIS RESULTS (a new areas of value analysis for special project grants):

- Analysis of potential value resulting from strategic advocacy efforts.
- Projections of cost and service level increases resulting from the achievement of strategic advocacy goals.

COOPERATIVE OR PARTNERSHIP EFFORTS WITH OTHER ORGANIZATIONS

- Proof of value of integrated services.
- Proof of value to joint effort partners in the results of proposed development activities (i.e. partnering between social service organizations to promote the coordination of services to provide integrated solutions).
- Calculation of costs and funding requirements for projected increases in service demands based on actual experience.