

2015 ONPHA Conference & Trade Show



Session #102:
**Measuring success:
How SROI can benefit
your organization**

Presented by Peel Living



Why SROI?

Affordable rent alone can not address complex social mobility challenges

Peel Living diversified its service model to:

- Morph to a de facto community development agency
- Diversifying the use of assets
- Commit to deliver greater community benefit
- Invest in ways most beneficial to tenants & community


SROI is Social Capital – Involve those outside your context.




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ABOUT SOCIAL RETURN ON INVESTMENT

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SOCIAL RETURN ON INVESTMENT



SROI illustrates the value of change to individuals, families & community members by expressing it in a **dollar value**.

SROI quantifies the value of an organization that is not shown on financial statements.

SROI is a combination of **social, financial and environment value**.

- Improved Educational Outcomes
- Increased Job Prospects
- Improved Health


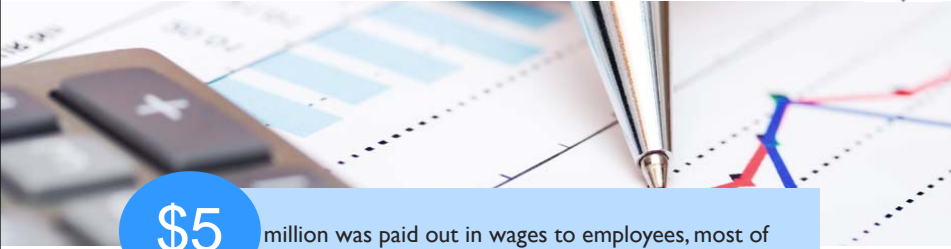
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SOCIAL INVESTMENT AT PEEL LIVING



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ECONOMIC FACTS: PEEL LIVING





\$5 million was paid out in wages to employees, most of which reside within the Region of Peel (2014)

\$17 million was paid to vendors for day to day operations, many of which are local contractors (2014)

\$11 million was spent on major capital expenditures (2014)

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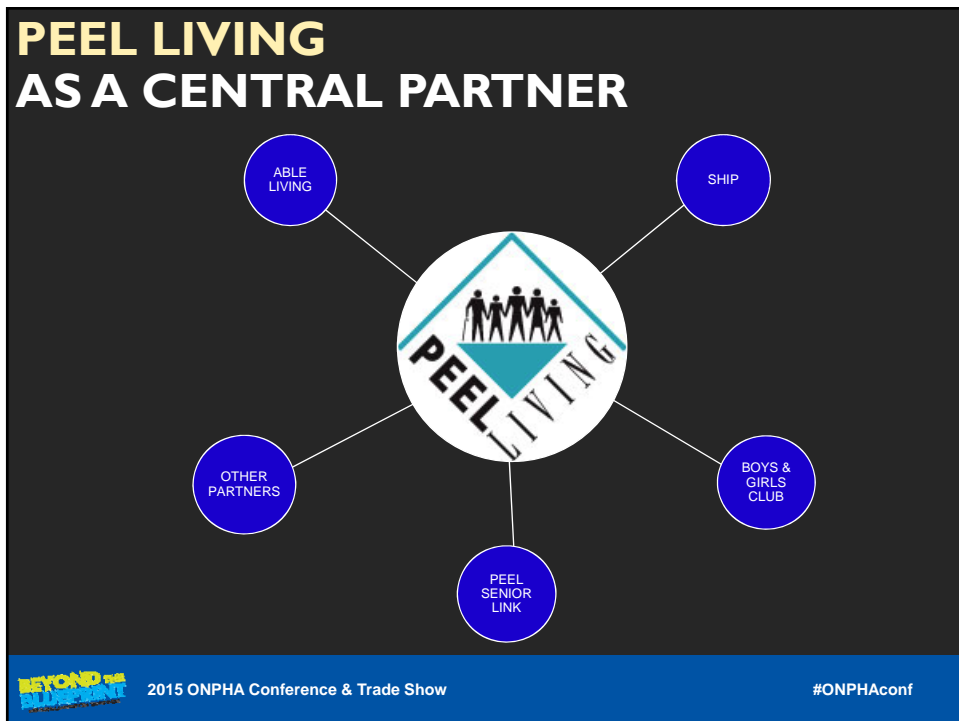
SOCIAL VALUE INVESTING



\$130 Thousand was spent on supporting Special Purpose Enterprises such as the **Boys and Girls Club** and **St Leonard's Place** Peel's programs called License to Cook and License to Clean (2014).

\$1,400 Was donated to the Boys and Girls from the pockets of Peel Living's staff for a raffle (2014).

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DISABILITIES: ABLELIVING

ABOUT ABLELIVING
AbleLiving provides non- medical personal support to persons with a physical disability or traumatic brain injury.




SERVICES:

- Meal Preparation
- Housekeeping
- Shopping
- Laundry
- Banking
- Life Skills Assistance

AbleLiving embraces the Independent Living Model

MENTAL HEALTH: Supporting Housing in Peel

PROVIDES HELP & SUPPORT
Being unemployed creates an invisible barrier for those with a mental illness with those in the working community.



- Assist individuals with their day-to-day tasks enhancing **their life skills**.
- Provides **education on financial responsibilities** - this prevents the individuals with subsidy from losing their subsidy.
- Decreases the need for emergency and treatment services by **assisting with medication use**.
- **Reduces the high use of hospital care** of individuals who become homeless due to their mental health issues.

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SOCIAL BENEFITS: ABLEIVING & SUPPORTING HOUSING IN PEEL



47.5%
SINGLE ADULT
MALES BETWEEN
25 & 55
YEARS OLD

MAKE UP THE HOMELESS POPULATION

Love and work are the cornerstones of our humanness.
-Sigmund Freud

Other social returns:
Faster recovery, higher self esteem, happier families, decreased homelessness, and less crime.



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PEEL SENIOR LINK

ABOUT PEEL SENIOR LINK

Personal care & home-making services make it possible to provide support to seniors without taking away their independence and dignity.



Peel Senior Link averts crises and prevents unnecessary hospitalization and institutionalization.

Improved physical health → provides education on nutrition and exercise.

Promotes independent living

Improved Emotional Well- Being → alleviates loneliness and isolation

Family benefits → a trusted service families can rely on



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BOYS & GIRLS CLUB

About Us

We provide safe, supportive places for children and youth across Canada.



Enables youth in the community to **build confidence and self esteem.**
Program List:

Youth Employment

Summer Programs

Family Support

Homework Support

Youth Leadership Program

Recreation and Healthy Lifestyle Program

Located at: McHardy/Fair Oaks Place, Chelsea Gardens, Acorn Place, Colonial Terrace , Creditvale Mills



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SOCIAL BENEFITS OF A **YOUTH BASED PROGRAM**

Clubs & Programs

Boys and Girls Clubs provide a safe place for children of all ages to learn, develop and grow, have fun, and make new friends.



FACT Young people aged 16-24 make up about 20% of the homeless population.

CAUSE Family conflict, disruptions in school, lack of life experience & skills to support living independently, grew up in poverty etc.

Youth programs in the community allow for:


- ❖ Decreased crime → Reduces admin costs, treatment & incarceration
 - ❖ Improved school performance and graduation rates
 - ❖ Increased work force preparedness
- ❖ Decreased teenage pregnancies and reduced usage of illegal substance
 - ❖ Improved household mental health
 - ❖ Reduced counseling cost, and health care cost



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PREVIOUS STUDIES ALSO FOUND...




Partners
Learn about how our partners help us make a difference.

\$10.51 Return when compared program cost with the benefit of increased graduation rate.


\$4 Return when compared to benefits of reduced drug use, reduced truancy, and reduced crime.

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Peel Living Summer Students Program

34 students, 16 weeks, and \$457,000 in savings



- Increased ownership of the community
- Will evolve into being more empathetic
- Youth perspective will trickle down to the society

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PEEL LIVING AS A CENTRAL PARTNER

A central white circle containing the Peel Living logo (a house with a family silhouette and the text 'PEEL LIVING') is connected by lines to five surrounding blue circles. Each blue circle contains a demographic group: 'YOUTH' (top-left), 'ELDERLY' (top-right), 'DISABLED' (right), 'FAMILIES' (bottom), and 'HOMELESS' (left).

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On behalf of



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