

WoodGreen's Homeward Bound: Social Return on Investment (SROI)



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Presentation Overview

- 1) WoodGreen Community Services
- 2) The Homeward Bound Program
- 3) Outstanding Program Results
- 4) BCG's SROI
- 5) WoodGreen's SROI "Next Steps"



We have an opportunity to break the cycle of poverty for single mothers and their children.

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WoodGreen Community Services

- One of the largest social service agencies in Toronto
- Celebrating more than 75 years
- Spans 36 locations and serves 37,000 people each year
- A founding United Way of Toronto member agency
- Spectrum of services : **affordable housing**, seniors services, settlement, childcare, after-school programs, employment and skills training, mental health services
- Website: www.woodgreen.com

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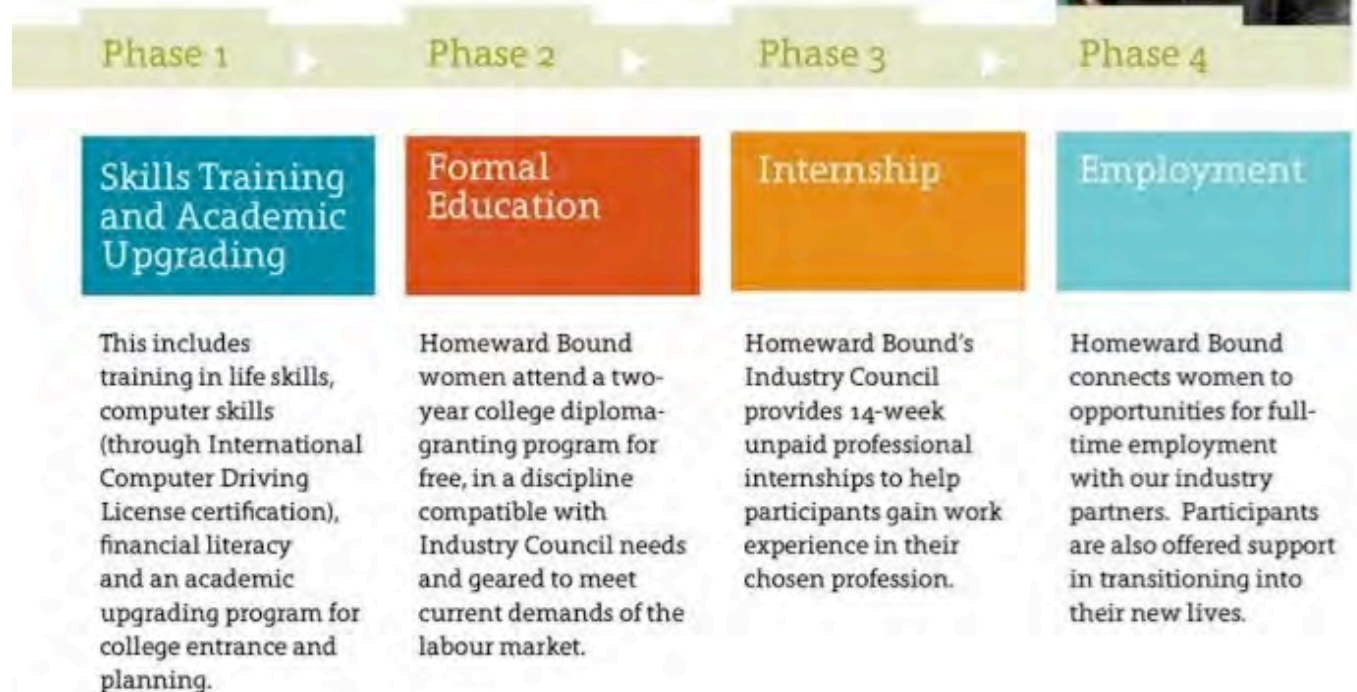


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The Homeward Bound Model

"Being able to leave my kids with really good daycare staff is important. If I wasn't content where my children are concerned, I wouldn't be able to do anything."

Homeward Bound Participant



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Outstanding Program Results

80%

of the women who have entered Homeward Bound have either successfully completed the program, or are on track to meeting the program's milestones.

ONPHA Housing
Excellence Award (2005)

Conference Board of
Canada Community
Learning Awards -
Honourable Mention
(2005)

Approval to build
44 more units -
Homeward Bound
Phase II (2007)

CMHC Award of
Excellence (2006)



"WoodGreen's Homeward Bound changed everything. Here someone was telling me they would give me a subsidized two-bedroom apartment, access to top-of-the-line daycare my son could attend and an opportunity to go back to school and get a good job. I did not have to be poor forever. I would be able to have the life I had dreamed of - a normal life. That's all I wanted... someone was giving me a chance."

Homeward Bound participant

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BCG SROI: Findings

- Based on the initial participant cohort data, **for every dollar invested, the Homeward Bound program returns \$4 back to society**
- The future cumulative societal benefit of Homeward Bound's first cohort of participants is estimated at **\$10.3M**
- On average, **\$185K of benefit is generated for every woman enrolled** which translates into an **NPV of \$56K/women**, when adjusted for time value of money and Social Return on Investment of 88%
- Homeward Bound **program graduates who get a college degree and become fully independent generate \$295K of cumulative benefit to society** (\$176K in NPV terms)

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WoodGreen's SROI "Next Steps"

- Completed the Phase 1 Practitioner Accreditation process with SROI Canada
- Currently developing an SROI forecast template for HB replications and adapted Urban Aboriginal HB programs
- Homeward Bound replications being developed in Halton, Peterborough, Brockville and other communities – Halton launched in Sept. 2014 and Peterborough and Brockville are expected to launch in the next year
- Feasibility studies for an adapted HB program for urban Aboriginal women currently under way through partnership with OFIFC:
 - Participating Friendship Centres in Timmins, Dryden, Niagara, Hamilton, and London
 - Dryden and Timmins moving forward with program development, London, Niagara and Hamilton still engaged in feasibility process

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Examples from the HB SROI Forecast Workbook

Stakeholder Name	Outcomes	Indicator	Financial Proxy
Participants	Participants have stable housing for themselves and their children	Participants stay in Homeward Bound for the entire 4 year program	Value of an affordable apartment
Children	Greater probability of post-secondary education and employment therefore breaking the cycle of poverty	Improved academic performance of children, # of children who graduate from high school	Cost per high school drop-out (private/individual/personal costs) E06

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Conclusion

“Social Return on Investment (SROI) is a framework for measuring and accounting for this much broader concept of value [...] SROI measures change in ways that are relevant to the people or organisations that experience or contribute to it.

It tells the story of how change is being created by measuring social, environmental and economic outcomes and uses monetary values to represent them.”

- A Guide to Social Return on Investment

[http://www.sroi-canada.ca/PDF/SROI_Guide_2009-full-spreads\[1\].pdf](http://www.sroi-canada.ca/PDF/SROI_Guide_2009-full-spreads[1].pdf)

Thank you!!

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