

Reasons to invest in SROI

As a funder or commissioner:

SROI allows you to systematically evaluate your investment and understand the outcomes achieved.

It monetizes the outcomes and helps you demonstrate the difference your investment makes in soft outcomes.

It support public health business planning processes

As a provider:

SROI allows to demonstrate the effectiveness of the difference and change that you make.

It provides you with detailed outcomes and benefits which have been monetized for your current funders and future funders.

A case study, based on the Women of the World group, which was part of a recent SROI (completed for Salford PCT) on the Big Life centres demonstrated a social return on investment of 1:14.11

this means that

for every £1 invested

a social return of £14.11

was achieved.

A copy of the case study can be requested through email to info@inspiretoaspire.co.uk

Social Return on Investment – evaluating the difference you make

Inspire to Aspire helping you maximise your potential



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SROI—evaluating the difference you make

measuring and valuing the difference you make and the social change you contribute to.



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Measuring what you value

valuing what you measure

Understanding the value of your investment

What is SROI?

Social Return on Investment (SROI) is a method for measuring a broad concept of social impact. It is a way of accounting for (monetizing) the value created by our activities and the contributions that make those activities possible.

SROI tells the story of change from the perspective of our stakeholders, especially those who benefit from and access our services and activities. It helps us to understand the change made and value the things that matter—which we do not often count.

It is much more than a cost benefit analysis as it places a value on both easy and hard indicators. It helps organisations understand the outcomes they achieve for the investment they make.

SROI—what it means to you.

SROI gives us an understanding of what's important to our stakeholders and what the difference is that we make or contribute to—it measures and gives a value to social outcomes.

SROI can help us to understand what change has been achieved in our communities and what difference, in outcomes, this means to our beneficiaries and service users.

SROI can be used to evaluate activities and services or to forecast future investment outcomes. It is helpful in:

1. Evaluating services, projects and activities
2. Informing business planning—especially demonstrating public health outcomes
3. Forecast changes to be made for commissioners and funders

SROI summary

- Measure what is important
- Value what matters
- Tell the story of change

SROI—the process.

SROI appeals to everyone demonstrating:

- Financial outcomes
- The big picture of what is happening and the difference being made
- The change this means to the people involved and the people we deliver services for

SROI follows a structure and process

From scoping the project and identifying stakeholders to developing the complete 'impact map' there are 4 stages.

1. The stakeholder analysis including intended and unintended changes
2. Identifying the inputs and outputs
3. Describing the outcomes
4. Allocating the resources to who makes the impact and monetizing the values

From the above the social return is analyzed and demonstrated.

measuring and valuing the difference you make and the social change you contribute to.