

LOSE THE
FEAR:
SROI

OBJECTIVES AND OUTLINE

To get over the fear that may be associated with conducting an SROI calculation and report, we will:

1. Review the basic principles
2. Work through the trickiest early stages together
 - Identifying Scope
 - Mapping Stakeholders
 - Mapping Outcomes
 - Applying Proxies



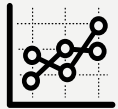
SROI'S 7 PRINCIPLES



Involving stakeholders



Only including what is material



Understanding what changes



Valuing what matters



Not over-claiming



Transparency



Verifying results

TRUE OR FALSE

- Analysts decide what to measure.
- Publishing a high return is a goal of the SROI.
- You can claim returns for the State and the Individual for the same outcome.
- Your stakeholders dictate what matters.
- Desk research is part of the SROI.

FIRST THINGS FIRST: IDENTIFY YOUR SCOPE



Example:

- You are a charity working with Latinos in London
- You operate a wide range of activities, including core activities like translation services, immigration assistance, and ESOL classes.
- However, 60% of your funding and most of your energy is directed towards an innovative gang prevention and recovery program for over 300 youths (which includes a wide variety of activities, including art therapy, sports clubs, mentoring, etc.)

CHECKLIST



- You've checked in with your stakeholders. They inform your data capture system.
 - You have your outcomes and how many people experience them (outcome and quantities)
 - You know how to measure them (indicators)
 - You've asked how long things last and what your organization is responsible for (Duration, Deadweight, Attribution)
 - You have asked for value estimations (help determining your proxies)
- PS: Don't forget to track INPUTS and OUTPUTS

NOW YOU'RE READY



- You can download a user-friendly “SROI training spreadsheet” here: http://socialvalueuk.org/component/docman/cat_view/29-the-sroi-guide?limit=5&limitstart=0&order=date&dir=DESC&Itemid=138
- And you can get proxy help here: <http://www.globalvaluexchange.org/>

PUT A PROXY ON IT



Outcome	Indicator	Quantity	Proxy	Value	Source



How else could this have happened?
What is this worth?

EMBEDDING



- What can our organisation do with this figure?

