# Social Return On Investment For Special Olympics Canada Community Sport Programs

# BAIN & COMPANY 🕙



SROI = A tool for measuring the net financial and social benefits from a program relative to its costs

## Community sports

### Output is the return from a social venture per unit cost invested

A note of caution...



Calculating SROI relies on a lot of assumptions - it's more art than science...



It doesn't allow you to compare the relative impact of two different organisations...



It's a point in time measurement that can't easily be used to track impact over time...

- Sports programs help athletes (ages 8+)develop sport specific skills for training and competition
- 12+ week programs with 36k athletes attending weekly practice(s)

How do you calculate it?

- Take the short-term and long-term **financial** and social outcomes from a program relative to the cost of running the program
- Use **monetizable proxies** to measure the social outcomes





"Let me win, but if I cannot win, let me be brave in the attempt"

Special Olympics Athlete Oath

Our SROI "elevator pitch" "For every \$1 invested in Special Olympics Community Sport Programs in Canada, a minimum of \$7 of social **benefit** is created through improved athlete physical and mental health and increased athlete employment."



# Social Return On Investment For Special Olympics Canada Community Sport Programs

## BAIN & COMPANY (4)







Regular physical activity



Network of peers and mentors



Nutrition and health education



Low cost program



Improved social skills



Improved self esteem



Supportive community



Employable skills







Fast facts

Individuals with an intellectual disability... Our impact, through direct benefits to athletes

Involvement in Special Olympics leads to...

Our impact reaches far beyond SROI for athletes, to families, volunteers, and society as a whole



have a chance of being obese or overweight 10%

fewer athletes who are obese or overweight vs average individuals with ID



as likely to have a mental illness vs the general population **20%** fewer athletes with anxiety disorders due to access to sport, vs average individuals with ID



have shorter lifespans than the general population 13 years 20 years

shorter II II shorter

**64%** of athletes engaging in aerobic activity 3+ times per week



have a **28%** rate of employment 44% employment rate for Special Olympics athletes

#### Society

e.g., creating a more inclusive society that values diversity

### Volunteers and Coaches

e.g., building resumes due to community involvement

#### **Families** and Friends

e.g., building a support network, friendships, and community

### **Athletes**

Benefits in SROI + Other benefits to athletes