

Social Return On Investment For Special Olympics Canada Community Sport Programs



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



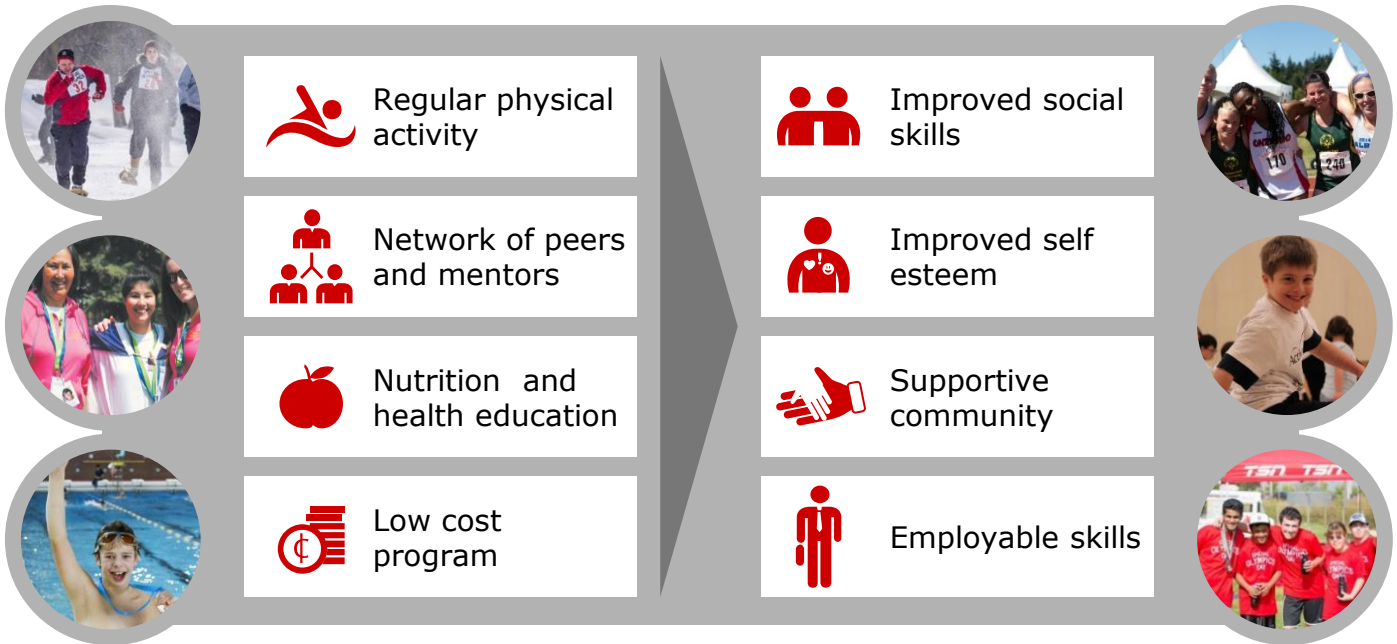
"Let me win, but if I cannot win, let me be brave in the attempt"
Special Olympics Athlete Oath

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."



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Fast facts

Our impact, through direct benefits to athletes

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

Individuals with an intellectual disability...

Involvement in Special Olympics leads to...

	<p>have a 4 out of 5 chance of being obese or overweight</p>	<p>10%</p>	<p>fewer athletes who are obese or overweight vs average individuals with ID</p>
	<p>are 2X as likely to have a mental illness vs the general population</p>	<p>20%</p>	<p>fewer athletes with anxiety disorders due to access to sport, vs average individuals with ID</p>
	<p>have shorter lifespans than the general population 13 years shorter  20 years shorter</p>	<p>64%</p>	<p>of athletes engaging in aerobic activity 3+ times per week</p>
	<p>have a 28% rate of employment</p>	<p>44%</p>	<p>employment rate for Special Olympics athletes</p>