



The Social Return on Investment for a Community-Based Volunteer Home Visiting Program

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TARGETTED
SECONDARY AND
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SERVICES

CHILD AND
FAMILY
HEALTH AND
WELLBEING

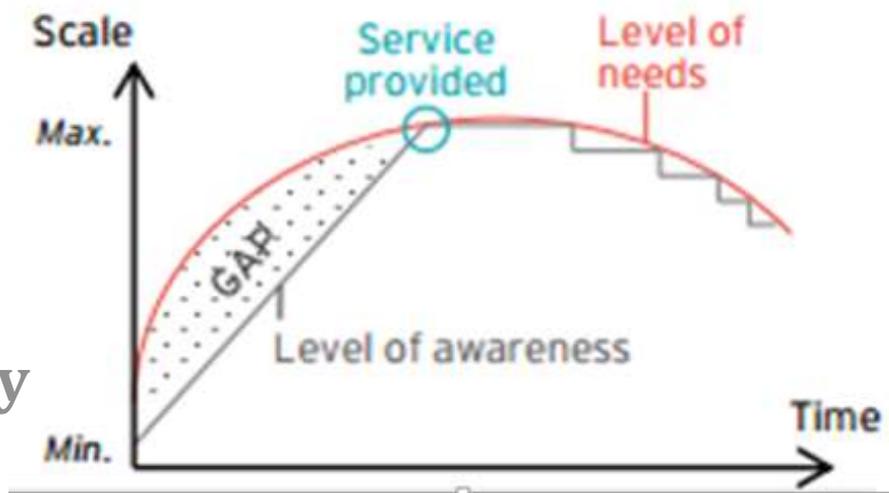
UNIVERSAL SERVICES

STRUCTURED SOCIAL
RELATIONSHIPS
e.g. VFV

SOCIAL CONNECTIONS
e.g. friends and family

The role of VHV
on the service
landscape for
families of young
children

The relationship
between level of
needs, awareness
and service delivery





The VFC Program of Research

This research will provide evidence of:

Families (RCT)

- The impact of VFC on outcomes for families, including the health and wellbeing of parents and children;
- The support needs of families who most benefit from volunteer home visiting and how these families are best identified;

Volunteers (matched comparison study)

- The benefits of volunteering in a volunteer home visiting program;
- Issues arising from implementation, including volunteer development, training, support and supervision;

Implementation and service linkages

- Inter-sectorial relationships between volunteer home visiting services and other early childhood services, including early childhood education and care services;

SROI

- The social and economic return gained by investment in volunteer home visiting.

The Social Return on Investment (SROI) methodology

► What is SROI?

Social Return on Investment (SROI) is a framework for measuring the value created beyond what can be captured in financial terms. It is about value, rather than money.

SROI measures the impact of a program in a way that is relevant to the people or organisations that experience or contribute to it. It unpacks how change is being created by measuring social, environmental and economic outcomes and converts them in dollar-terms.

Methodology

1. Establishing scope and identifying key stakeholders
2. Mapping outcomes
3. Evidencing outcomes and giving them a value
4. Establishing impact
5. Calculating the SROI
6. Reporting, using and embedding

Principles

1. Involve stakeholders
2. Understand what changes
3. Value the things that matter
4. Only include what is material
5. Do not over-claim
6. Be transparent
7. Verify the result

Environmental value



Economic value



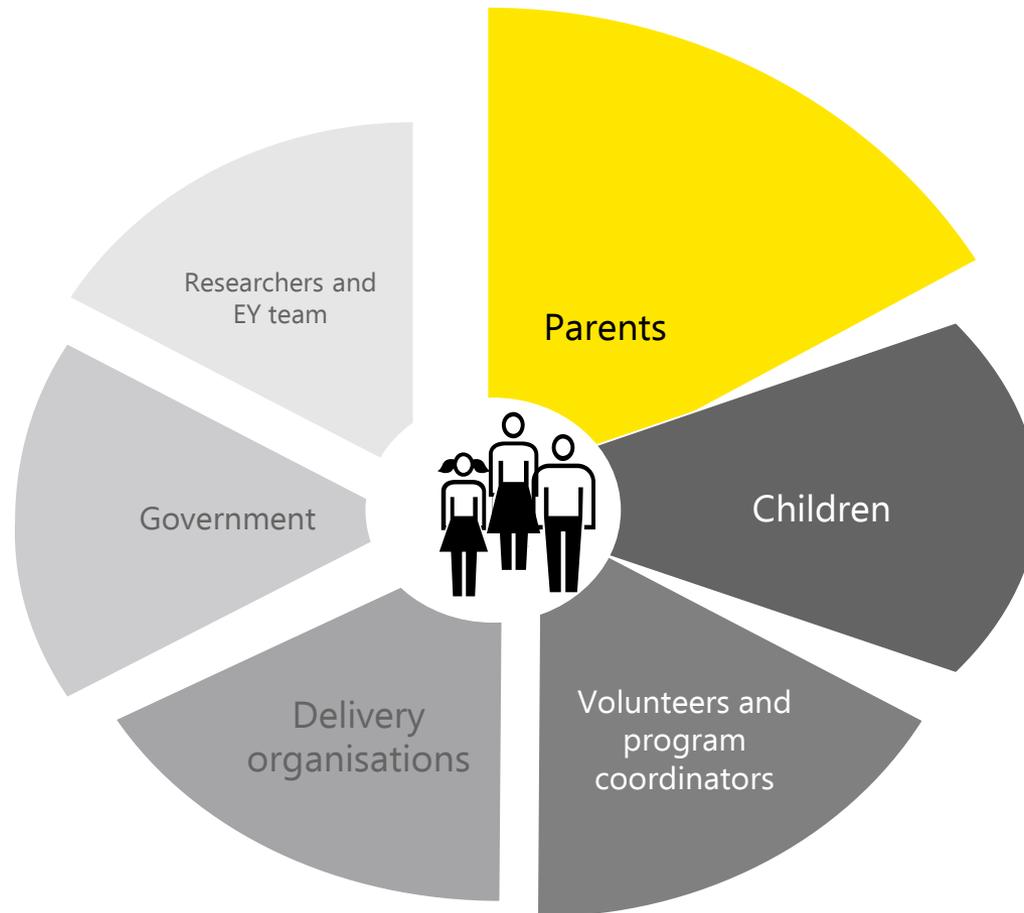
Social value



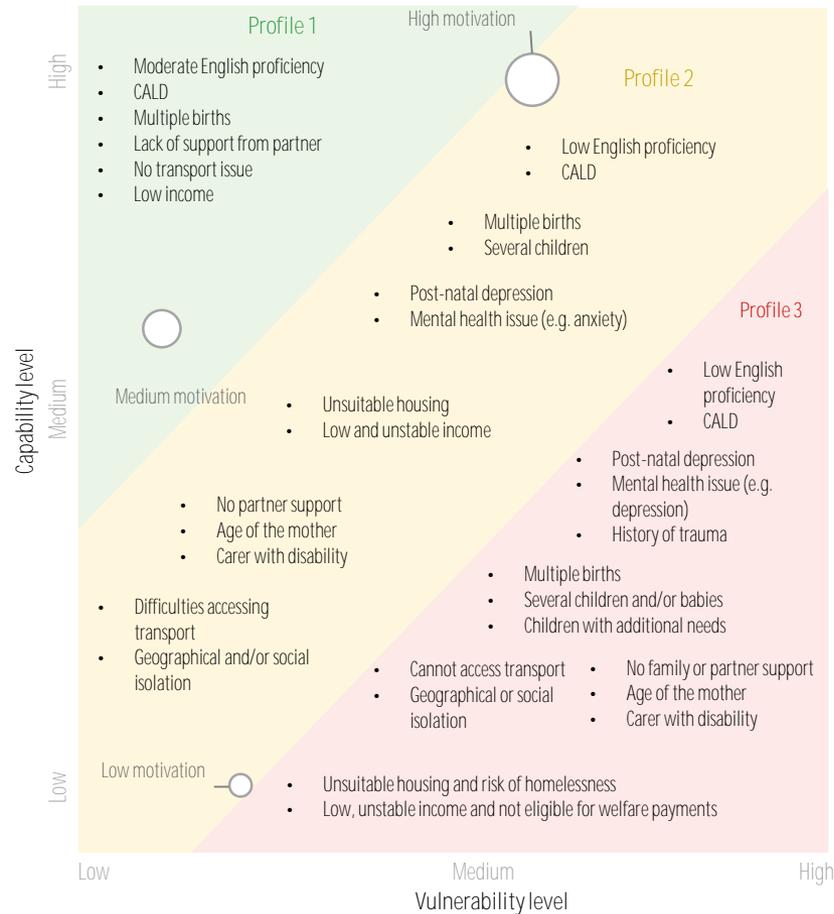
Predictive (or Forecast) SROI

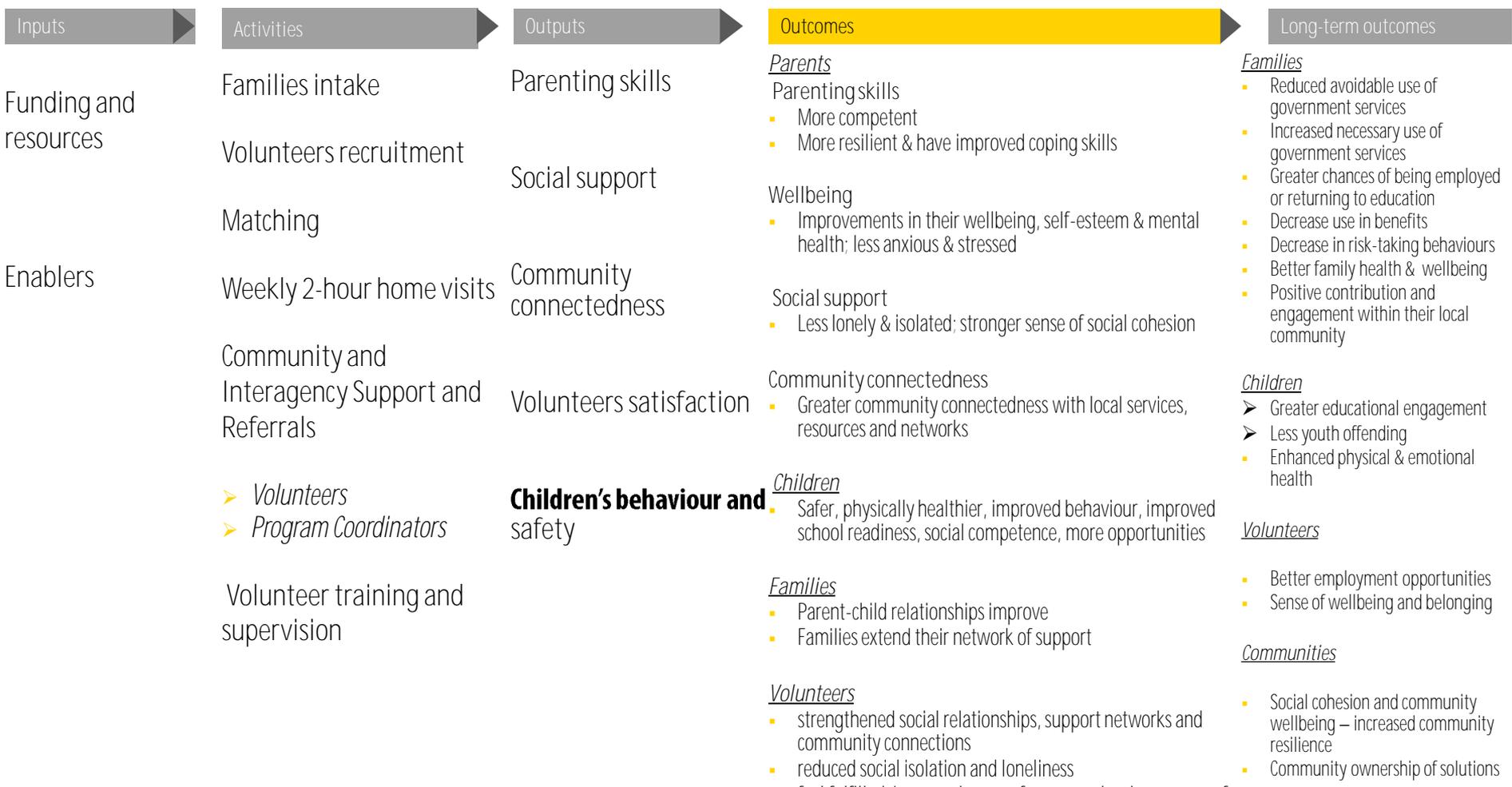
- ▶ EY has completed a predictive (or forecast) Social Return on Investment (SROI) based on the operation of Volunteer Family Connect in 2015 and 2016 and utilising the research for piloting the Randomised Control Trial (RCT) which included some comparative analysis (with playgroups).
- ▶ An SROI comprises a stakeholder informed Theory of Change for each material stakeholder, a benefit-cost analysis, and monetisation of the social value
- ▶ A predictive SROI can be used as evidence for the development of strategy especially with regards to investing in and scaling up / replicating programs.
- ▶ On completion of the RCT a retrospective or evaluative SROI will be undertaken using this methodology (2018).

Who are the stakeholders of VFC?



Family segmentation: Capability & Vulnerability





Volunteer Family Connect

Theory of Change

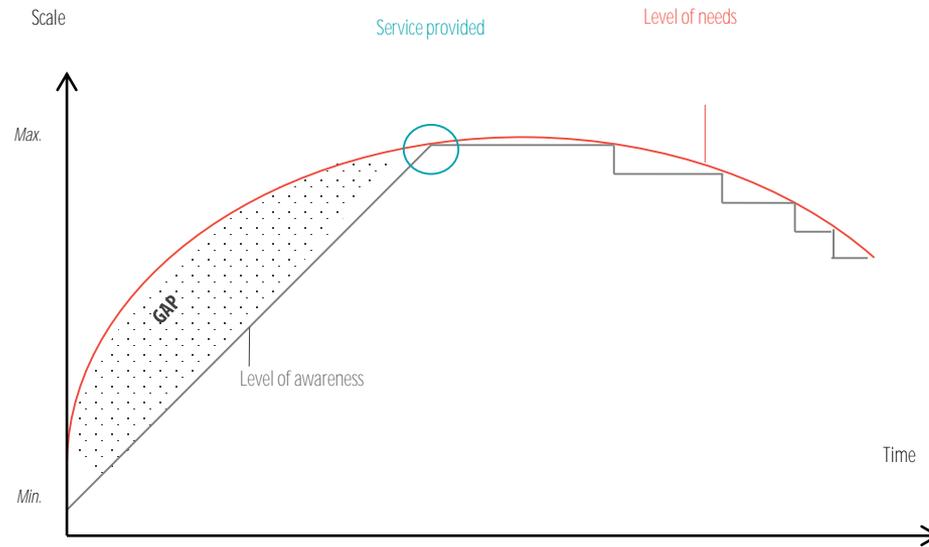
Predictive (or Forecast) SROI: Key findings

- ▶ VFC creates value for the primary stakeholders – families (parents and children)
- ▶ VFC engages families with a range of vulnerabilities, capabilities and levels of motivation.
- ▶ Outcomes for families include:
 - ▶ Parents feeling more confident, less lonely and better connected
 - ▶ Perception of overall wellbeing increases
 - ▶ Children improve their school readiness and social competences
 - ▶ Children are safer and benefit from more opportunities
- ▶ VFC creates value not only for families but also volunteers, service providers, and government
- ▶ VFC volunteers have high levels of human capital – experience and qualifications. Volunteers feel more fulfilled, have access to opportunities, and benefit from greater social status.

Predictive (or Forecast) SROI: Key Findings continued

- ▶ VFC fills a gap and plays a key role in the continuum of family support service that ranges from playgroups through to intensive support services
- ▶ VFC can fulfil a step up and step down role for families needing support
- ▶ VFC leverages the strengths of a volunteer led services - building trust with families to identify their real needs, vulnerabilities and capabilities. The relationship between volunteer and families can facilitate referrals in to other services (e.g. relationships), early intervention (e.g. developmental delay) and prevention (e.g. risk of serious harm).
- ▶ VFC's role in the service continuum creates value for Government in terms of cost savings, cost avoidance and improved value for money.

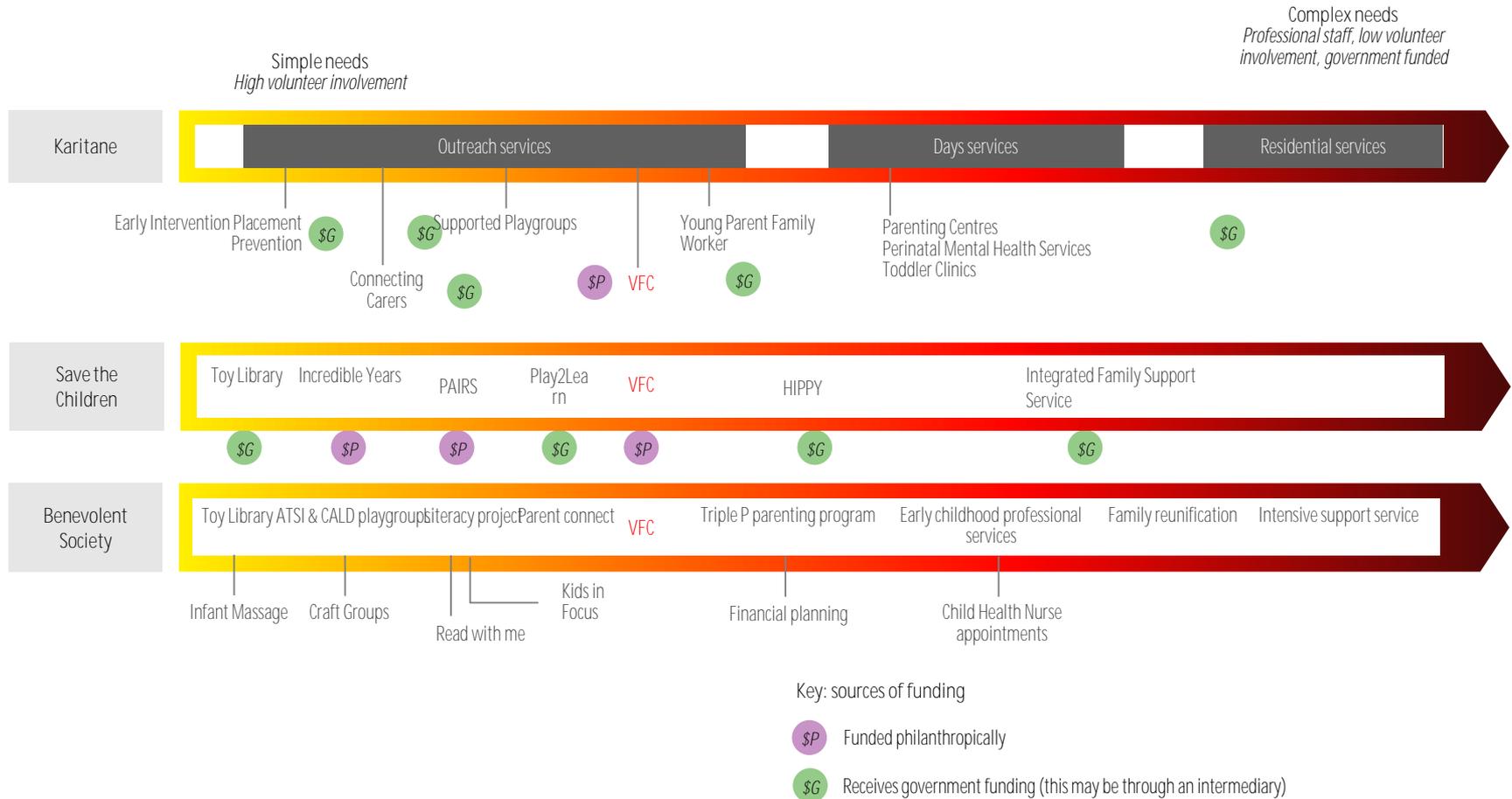
Trusted relationship between volunteers and families



Volunteers build trust and positive relationships with families allowing volunteers into their homes and to identify and share their needs which may lead to further support including referrals to other services.

STEP UP AND STEP DOWN

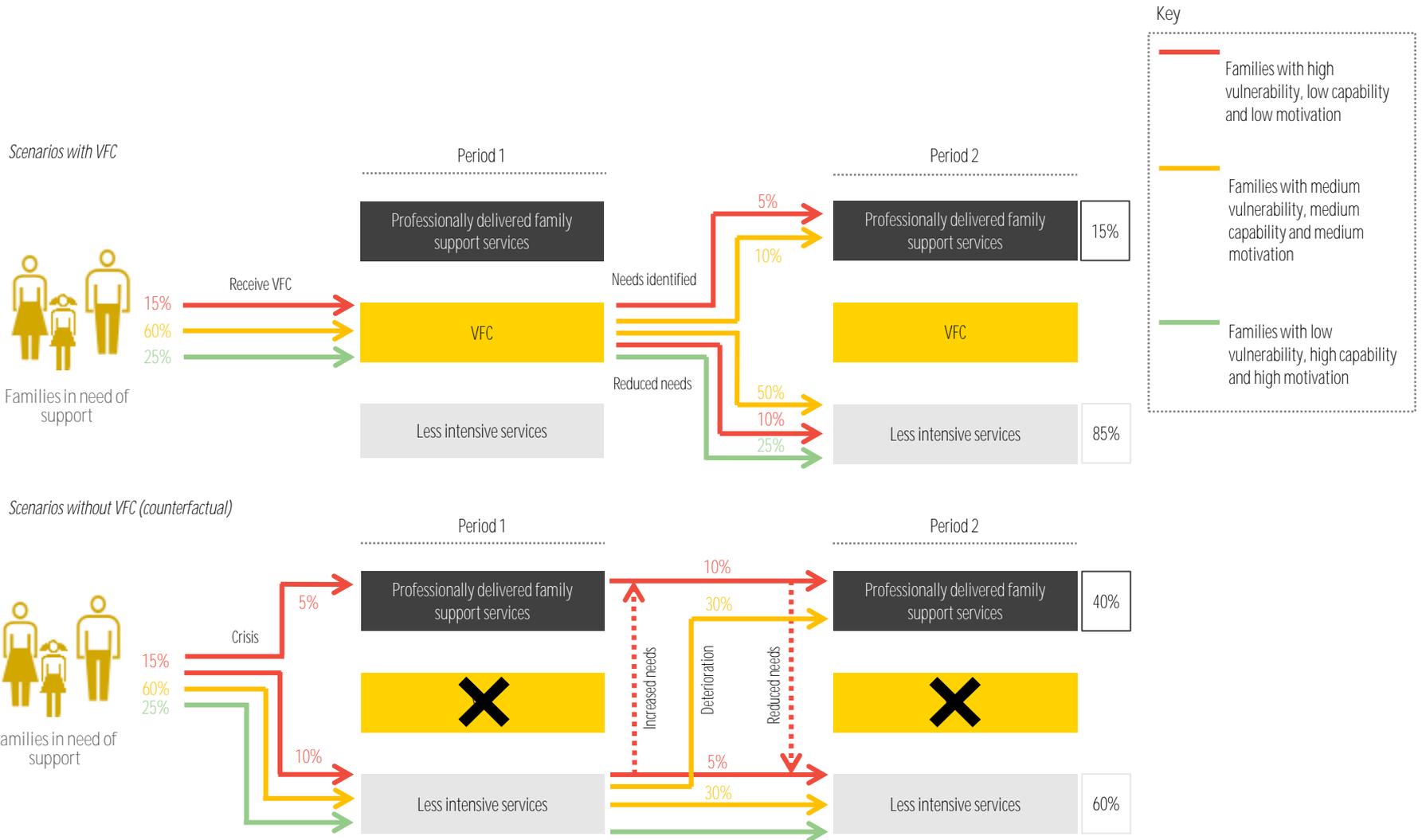
About VFC – Fit amongst other family services (DRAFT)



Volunteer Family Connect: the missing link in the family support service system

VFC enables vulnerable families to access services earlier and at a lower level of intensity. VFC fills a gap in the delivery organisations' family service continuum, creating better outcomes for families, a rewarding volunteer engagement, and generating cost savings to the Government.

Scenarios of proportion of Government cost savings



SROI calculations

	Share of monetised benefits	Contribution to costs (overall)	Contribution to real costs	Contribution to in-kind costs			
Parents	22.9%	0%	0%	0%			
Children	0.4%	0%	0%	0%			
Volunteers	2.2%	44%	0%	84%			
Organisations	0.0%	56%	100%	16%			
Government	74.4%	0%	0%	0%			

- ▶ Pilot phase: Benefits to real cost ratio is 1.16:1
- ▶ Operational phase BCR range from 3.23: 1 to 5.13:1
 - ▶ reduced real costs (50%), scale up (10x) and focus on higher vulnerability families (increase from 25% to 45%)

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