

# SROI Impact Measurement and the Social Enterprise Demonstration Fund

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## What is SROI?

Social Return on Investment (SROI) is a principles-based methodology for measuring and communicating value in terms of social, environmental and economic impacts. By measuring the change experienced by stakeholders as a result of a project or initiative, SROI gives a more holistic and comprehensive analysis of the impact of a project or business.



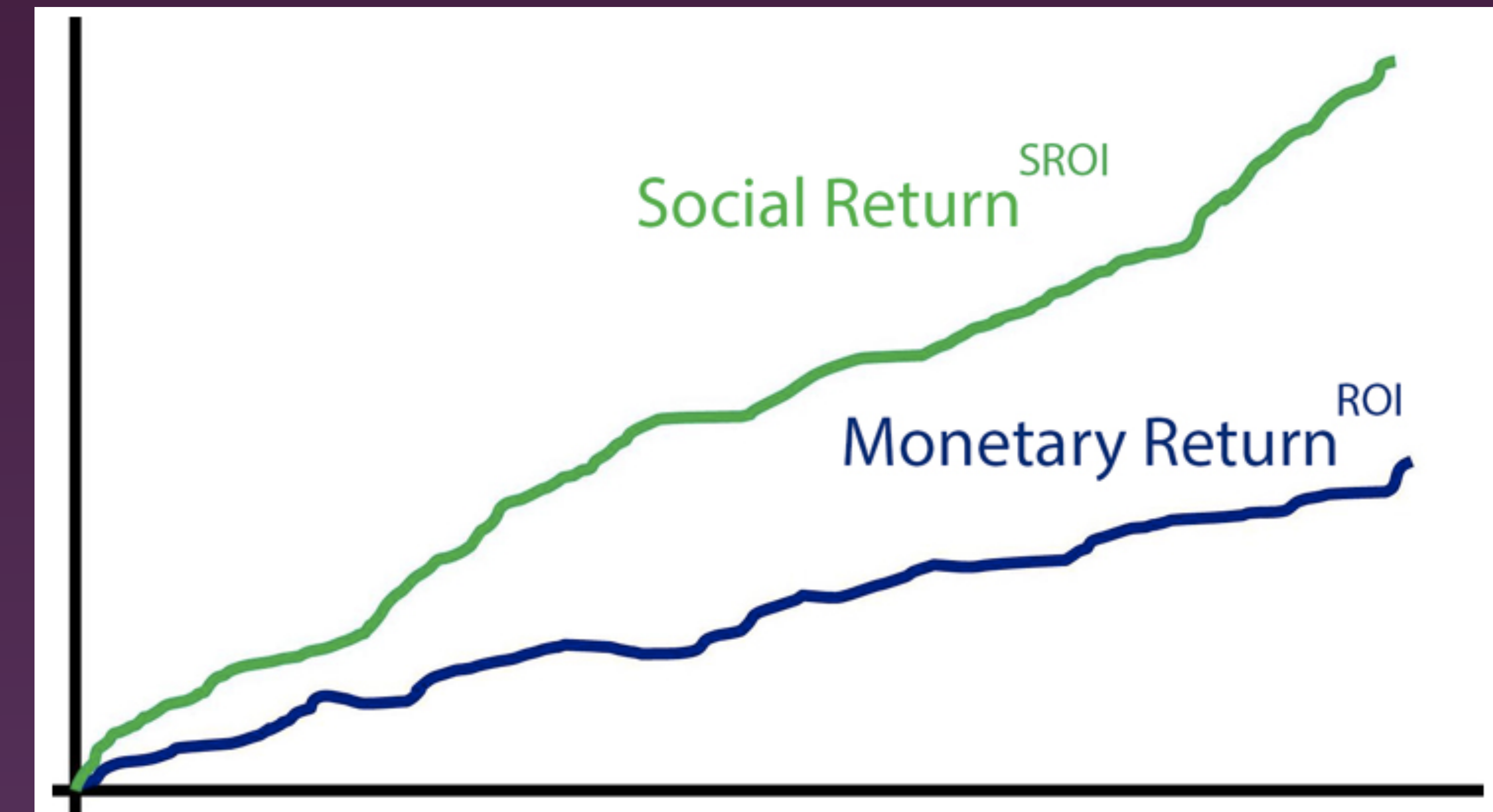
## My Project

At SiMPACT, I worked on the SROI evaluation of the Social Enterprise Demonstration Fund (SEDF), an investment project by the Ontario Ministry of Economic Development. SEDF was launched to support innovative social finance pilot projects in Ontario. The goal of the project is to help cultivate capital and business supports to social entrepreneurs who are working to solve Ontario's most pressing social and environmental issues.

SiMPACT is responsible for evaluating the progress and effectiveness of the project and reporting on the dynamic change it evokes in communities.

## SiMPACT Strategy Group

A consulting/strategy group that works in community investment consulting, SROI analysis and training, and facilitates LBG Canada (corporate benchmarking for community investment).



## Measuring Value Created Beyond the Bottom Line

Developed from traditional cost-benefit analysis and social accounting, SROI is a participative approach that is able to capture the monetary value of a wide range of outcomes. An SROI produces a narrative of how an organization creates value in the course of making change in the world, and provides a ratio that states how much social value (\$) is created for every dollar of investment.



The six general steps of an SROI evaluation.

## What I learned

1. Companies are interested in social investment, they just don't know how to go about it. Understanding this process can be a major asset.
2. Deadlines are not a joke. Your reputation depends on your ability to meet them.
3. Take initiative, but do not overstep.
4. Listen to the client. Listen to the client. Listen to the client.