

YOUR
LOGO

SEEDing Social Impact

February 2015 Ratings – Individual Lives Touched

OPERATING
BUDGET 2014

\$340,000



SOCIAL ROI RATING

Social ROI (Return on Investment) is a measure of reach to individuals across five levels of influence, relative to operating budget.

SEED Results Ladder™



LEVEL 5. LAUNCHING LEADERS WHO EMBODY OUR MISSION: Individuals serving in a leadership capacity as a result of their (current or past) experience in our programs are extending the value of our work to others within or beyond our organization.

LEVEL 4. ACHIEVING BEHAVIOR AND LIFESTYLE CHANGES: Individuals demonstrating behavioral and lifestyle changes in the past 12 months as a direct consequence of participating in our program activities.

LEVEL 3. ENGAGING IN DEVELOPMENTAL LEARNING: Individuals consistently participating in ongoing program activities throughout the past 12 months, with an understanding of progress we intend them to achieve.

LEVEL 2. ASSISTING WITH GOODS AND SERVICES: Individuals receiving at least \$300 worth of goods or services from our organization over the past 12 months.

LEVEL 1.5 IMPACTING LIVES INDIRECTLY: Individuals benefitting from a major policy or systems change initiative driven by our organization.

LEVEL 1. REACHING WITH INDIRECT MESSAGES: Individuals indirectly reached or encouraged by our organization over the past 12 months, via the internet, a flyer, or other media.

PEOPLE REACHED per level

5

36

49

97

40,000

11,000

**SOCIAL
VALUE**

\$495,100

The SOCIAL VALUE is a dollar-value estimate of the total reach and depth of impact being achieved.

**BENEFIT-
COST RATIO**

1.5: 1

The BENEFIT-COST RATIO reveals that for every \$10,000 expended by the organization, **\$15,000** of social impact is realized.

Want to raise these impact scores?

SEEDing Sustainability quickly reveals opportunities to build internal capacity.



Learn more about SEED Diagnostics.

