

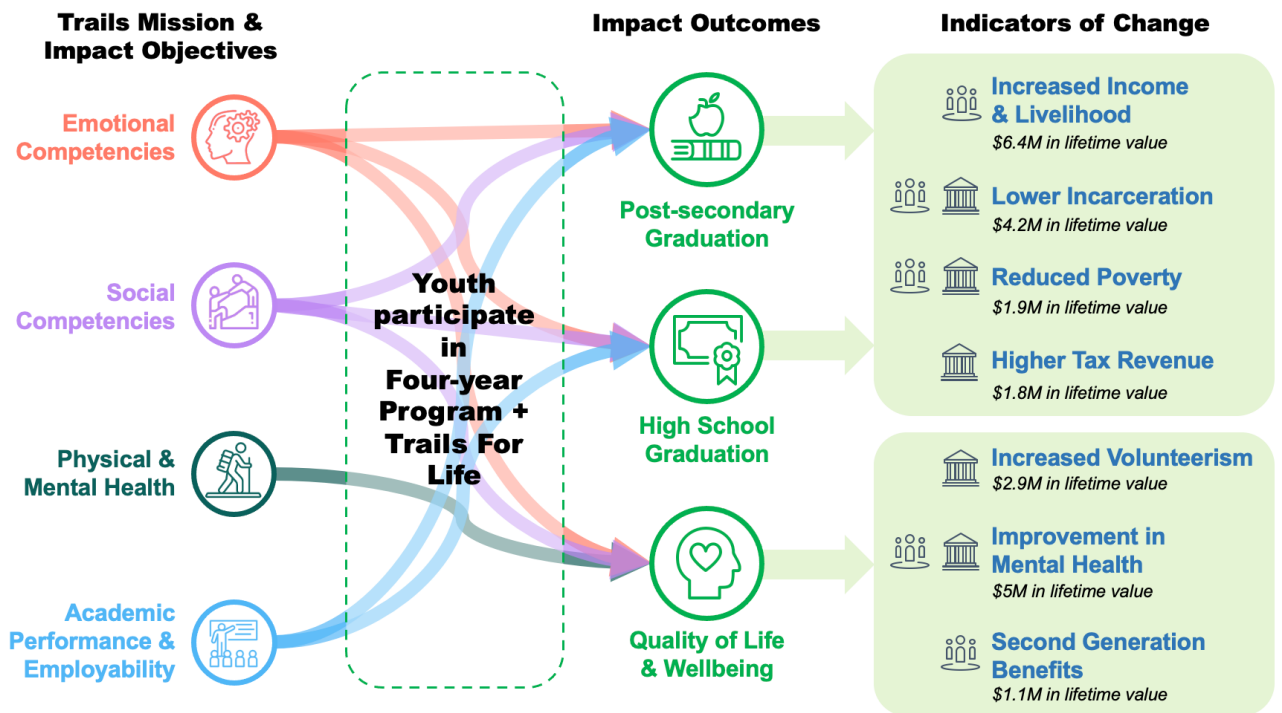
SOCIAL RETURN ON INVESTMENT


SROI is a “multiple of money,” representing the multiplier effect on social impact that financial support can generate when activated through Trails.

Every **\$1** donated to Trails generates **\$18.20*** in social impact value to program participants and society over their lifetime.

Youth cohorts of 40 participants that complete the four-year program will generate **lifetime value from Trails’ social impact** that totals **\$23.6 million** in economic terms.

*Methodology & calculation reviewed by **accenture**



Beneficiaries:  Marginalized Youth  Society/Government

*It costs approximately \$8,000 for one youth to attend Trails for a full year. Your investment of \$8k for 4 years (or \$32k) provides a return of \$591k.



Who are the beneficiaries of Trails' social impact?



Marginalized Youth

Increased livelihood, lower incarceration and poverty, improved mental health, second generation benefits



Government/Society

Higher tax revenue, lower incarceration and poverty, increased volunteerism, improved public health

Impact Value Generated from an Individual Participant



Financially supporting one youth through the Trails program generates **\$591,502** in impact value to them and society over their lifetime

- **\$162k** Their **income & livelihood increases**, improving their quality of life and contribution to the economy
- **\$46k** Economic contribution means **higher tax revenue for the government** to support social spending
- **\$105k** A **lower likelihood of incarceration** reduces incarceration rates and associated costs
- **\$49k** A **lower likelihood of poverty** reduces welfare costs and the mental and emotional toll of poverty
- **\$73k** A **higher occurrence of volunteerism** increases contribution to society
- **\$126k** **Improvement in health** decreases the cost and burden of healthcare
- **\$28k** Their **children (and surrounding family)** are more likely to receive the same benefits

*Trails' impact outcomes and subsequent indicators of change were identified based on comparable SROI models and are direct, primary outputs of the program with measurable financial proxies based on existing external research and census data.

Key SROI Assumptions & Data

Inputs based on 2020 metrics; to be reviewed every three years

40

Lifetime Value: Trails' impact outcomes have a lasting effect on beneficiaries and will persist for the duration of beneficiaries' "working lifetimes," which is why the SROI calculates total impact value over 40 years.

40

Program-level Measurement: The SROI unit of measurement is the Trails' program cohort of 40 participant. Since individual participant numbers/cohort size has changed in the past, tracking SROI at the program-level provides a holistic view of the impact being delivered by Trails.

99

Input: 99% of Trails participants complete high school

72

Input: 72% of Trails participants enrol in post-secondary school.

1.6

Input: Annual program cost is \$1.6M, or approximately \$8,000 per participant.

