



FOR IMMEDIATE RELEASE

NEW ANALYSIS FINDS EVERY \$1 INVESTED IN TRAILS YOUTH INITIATIVES GENERATES UP TO \$27 IN SOCIAL VALUE

New Social Return on Investment analysis completed in partnership with Accenture validates long-term impact of Trails' youth development model

TORONTO, ON | June 9, 2026

Trails Youth Initiatives (Trails) is proud to share the results of a recent Social Return on Investment (SROI) analysis completed in partnership with Accenture.

Selected for this pro bono initiative, Trails worked alongside Accenture's team to refresh and strengthen its SROI model, translating decades of impact into a rigorous framework grounded in measurable outcomes and long-term social value.

The analysis measured Trails' impact across physical and mental health, education and skills development, economic mobility, civic responsibility, social well-being and belonging, and environmental stewardship.

The findings demonstrate that for every \$1 invested in Trails, the organization generates up to \$27 in measurable social value.

This analysis validates what participants, families, facilitators, and supporters have witnessed for more than 30 years: sustained investment in young people creates lasting change. Through Trails' Four Season, Four Years program and lifelong alumni supports, youth gain the confidence, relationships, education, and opportunities needed to become healthy, contributing members of society. Over the past 35 years, Trails has supported hundreds of young people and today serves 500 youth annually through its long-term programming model.

Beyond the findings themselves, the partnership represented a meaningful opportunity for organizational learning and growth.

"Young people facing systemic barriers are often offered short-term solutions to long-term challenges," said Mel Millward, Trails President. "This analysis reinforces what we have witnessed for decades: when young people are surrounded by caring adults, meaningful opportunities, and consistent support over many years, the impact is profound and lasting."

For donors, foundations, and community partners, SROI provides an important evidence-based framework for understanding impact. While stories and lived experiences remain central to Trails' work, this analysis offers additional validation that relationship-based youth development generates measurable benefits not only for participants, but for communities and society as a whole.

The full SROI report and project overview are available at:

www.trails.ca/trails-impact/social-return-on-investment/



About Trails Youth Initiatives

Trails Youth Initiatives is a Toronto-based charitable organization that supports youth facing systemic barriers through long-term, relationship-based programming rooted in outdoor experiential learning. Through its Four Season, Four Years, For Life model and lifelong alumni supports that include mentorship and post-secondary scholarships, Trails helps young people develop confidence, leadership, resilience, and pathways toward education and employment.

For more information, contact: Janelle Dayman, Director of Development & Communications at janelle@trails.ca