



SOCIAL IMPACT ANALYSIS



FOR SEWA DAY ON 7 OCTOBER 2012

JUNE 2013



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Foreword

Sewa Day has become a permanent fixture in the life of St Philip's Centre and our partners across the different faith communities. Each year we have utilised the vehicle of charity, as the basis upon which we can provide a shared platform for social action which is rooted in faith.

In a world where narratives about diversity are all too often about division, for us, Sewa Day serves as a reminder about the long-standing efforts made by Buddhists, Hindus, Jains and Sikhs to the social fabric of the UK. Charity is part and parcel of these major faiths and is delivered in temples and communities every single day of the week. However, Sewa Day enables the collective co-ordination of these efforts.

Leicester is the most diverse city in the UK. For all of us involved in Sewa Day Leicester, our aim was to pioneer an innovative and inspirational way in which selfless service is delivered. Christians, Muslims and Jews have joined in too because for us, Leicester would not be Leicester unless we delivered Sewa Day in our own unique and cosmopolitan style. It is all too easy to run campaigns for individual communities, by individual communities. Our partnership incorporates faiths, business and the public sector. Our efforts have included food and entertainment parties for the elderly and a street clean-up.

Sceptics would argue that these initiatives are tokenistic and of limited value. Try telling that to one of the elderly ladies who said that our presence made her feel "Royal", or the elderly gentleman who "wanted us to come back every day". For those on the frontline, our efforts were welcome and worthy.

Civic engagement enables St Philip's Centre to provide a firm root for our wider work in building and sustaining good inter faith relations. It also enables us to discharge the very responsibilities which are enshrined in the codes of our respective faiths.

Riaz Ravat, St Phillips Centre, Leicester

As the days were spent around doing things for others, I felt overwhelmed and excited to know that we were doing things for someone to whom I do not know.

It was really fun and my heart was really satisfied to do something for humans of our own planet even though they were far away.

Anita Roy, Salaam Street project, The Cambridge High School, Abu Dhabi

We all know that we must plant trees, reduce pollution and all of that. But it was that event that really instilled in me the feeling of pride that my school has contributed in whatever small way it can. It was this feeling that opened my eyes and helped me to contribute more to the environment as well as the society, just to feel the satisfaction and joy once again.

I am sure this is what all the students from our school would have felt after witnessing an event with such a great historical importance. I would like to thank all those who have given me the opportunity to be part of this event. And I can proudly say that the school has produced one more environmentally aware and active human being.

Shishira Johny, Our Own English High School, Dubai

Foreword from Lloyds Banking Group

Lloyds Banking Group was immensely proud to support Sewa Day and actively encouraged all colleagues to donate their time, effort and enthusiasm to good causes within their local community. Over 400 of the Group's colleagues accepted the challenge, participated in projects across the UK and personally helped the Group display its commitment to make a visible difference within its communities.

Projects were wide ranging. They included an apprentice style challenge in Scotland, volunteering with Big Issue vendors in London and many of our volunteers in Bristol worked hard at Cheddar George to maintain the community landscape. A team in Cardiff supported Leonard Cheshire Disability Home where they spent time with the charity's residents and helped to serve lunch, whereas colleagues in Birmingham worked in teams at Sheldon Country Park to improve the park's general appearance.

Paul Turner, Community & Sustainable Business Director said: "We are proud of the work our colleagues delivered during Sewa Day, which provided them with a further opportunity to volunteer and use their annual "Day to Make a Difference". Through our colleagues, the Group has committed to provide one million hours of volunteering by the end of 2015 and we are actively encouraging all colleagues to invest their time and effort in events such as those provided during Sewa Day. As one of the UK's biggest community investors, we recognise the value and power of volunteering in helping build thriving communities."

Paul Turner, Community & Sustainable Business Director

Chairman's Foreword

It is incumbent upon any organisation to continually question its relevance, its rationale for its convictions and the value it delivers – economic or otherwise. This is as important for a social action enterprise like Sewa Day as it is for a profit making, commercial endeavour.

Since the last independent Impact Report on our activities was published around two years ago, Sewa Day's volunteering force has grown from 15,000 in 2011 into 50,000 in 2012. We also extended our global reach by being present in over 20 countries. This has meant that measuring our impact has become more important than ever and not surprisingly (with our growth) has become a more complex task, calling for more sophistication in the tools that we use.

The three core tenets remain the same: alleviating hardship, improving the environment, bringing a little joy where none exists. We want people to donate their time, not their money. We've always highlighted community cohesion and inter-social strata bridge building as a fourth, implicit agenda item for Sewa Day. Fostering better ties between people from different community groups can only be a good thing (and as this EPG report shows, adds economic value too).

Thank you to Pratik Dattani and the team at EPG for compiling this insightful report. Gauging social impact is difficult and complex. There are many amorphous, intangibles involved. As I've said previously, if we were a commercial endeavour, you'd apply discounted cash flow or enterprise value modelling techniques and produce a number "x". How do you measure the impact of a project like Sewa Day on society or even on an individual?

Moreover, there are no globally recognised standards in measuring social impact. However, it's an evolving discipline and impact reporting in this space has evolved with it. For example, in preparing this report, great effort has been made to incorporate the recommendations and findings from the 2011 Impact Report. EPG wanted to ensure the results of this study are as robust as possible e.g. we have several thousand data points this time compared to the several dozen last time around. We also opened up our organisation, without reservation, to our evaluators to produce an independent, warts-an'-all look at Sewa Day. The results continue to affirm our belief that Sewa Day adds a huge amount of value to society. EPG's analysis shows that Sewa Day 2012 generated an SROI (Social Return on Investment) of £2.60 for every £1 invested. Further extrapolations in EPG's report show that Sewa Day 2012 potentially generated up to £11.7m of value. I'd certainly be more than happy with a 260% return from my personal investment portfolio, any day.

Ultimately, the success of Sewa Day will be judged by the smiles we bring to people's faces, the improvements to the environment that we bring about, the feelings of fulfilment that our volunteers obtain and generally by the promotion of peace in our society. If the underlying economics uphold our suppositions, then all the better.

Read the report. Join us on October 6 this year. Be the change.

Arup Ganguly, Chairman, Sewa Day

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1 Introduction

Introduction

- 1.1 Sewa Day is an annual day of social action, which occurred on 7 October 2012, and aims to promote volunteering and engagement within local communities.
- 1.2 This study calculates a social return on investment ("SROI") for the volunteering as part of Sewa Day 2012 projects in Britain, and analyses whether the benefits of doing so for society outweighed the costs of carrying out such an initiative. It is a significantly more detailed study than the Sewa Day 2011 SROI study (the "2011 Impact Report"), carried out last year.

Main findings

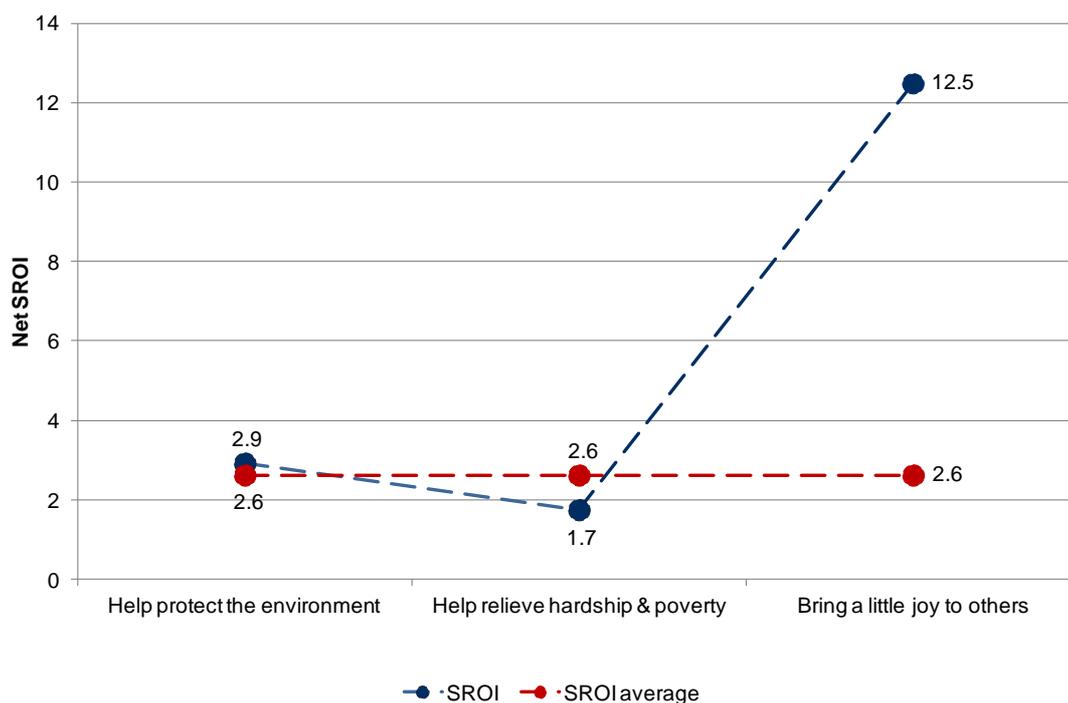
- 1.3 EPG's analysis shows the following main results for Sewa Day 2012, across the three types of projects:
- Generated an **SROI of £2.60 for every £1** invested into it, which equates to **£4.7m of additional value** for Britain in 2012.
 - This was based on several conservative assumptions which, when relaxed, show that Sewa Day 2012 could have generated an **SROI of up to £4.80 for every £1**, and **£11.7m of value**.
 - This compared to an SROI of £4.40 in the 2011 Impact Report, which equated to approximately £0.3m of value.
 - The 2012 SROI appears lower on first sight, but is based on reliable data from 237 projects (compared to 21 for 2011), and is therefore a **significantly more robust estimate**.
 - The **2012 social impact represents an increase of at least 15x over the impact generated in 2011** and shows the growth of Sewa Day as an institution.

Table 1.1 Impact Dashboard - Summary

237 projects in 2012, of which 107 in Britain
20 countries in which Sewa Day 2012 took place
46,600 people that took part in 2012
390,000 hours of volunteering activities in 2012
29 cities and towns in Britain where projects took place

Source: EPG analysis, Sewa Day team. We had access to data from eight countries, so have based out analysis below on just these eight.

Figure 1.1 SROI across all project groupings for Sewa Day 2012



Source: EPG analysis.

Content of this report

1.4 The rest of this report is structured as follows:

- **Section 2** provides an a summary of the 2011 Impact Report;

- **Section 3** discusses the key outputs and outcomes;
- **Section 4** calculates the social impact for projects in Britain and provides a brief summary for the UAE;
- **Section 5** presents our conclusions and recommendations.

Acknowledgements

- 1.5 This report was based on significant data collection and feedback on the veracity of the assumptions used in this report by the central Sewa Day team, as well as Lisa Donohue from FTI Consulting and Carly McDonough from Lloyds Banking Group.

2 Summary of Impact Report 2011

- 2.1 Approximately 15,000 people took part in Sewa Day 2011. The social impact report was produced to assess what real, tangible value had been produced from these projects. That report was compiled by the City Hindus Network ("CHN"), a not-for-profit organisation based in London created to promote networking, knowledge about Hinduism and traditions, and charity amongst its members.
- 2.2 The report found Sewa Day 2011 provided approximately £4.40 of net benefits to Britain for every £1 expended on it, which equated to a conservative estimate of approximately £0.3m of monetised net benefit.
- 2.3 This masked wide variations in net benefits generated by type of project. Projects based on the Sewa Day principle of 'Protecting the environment' had a calculated SROI of £1:£11.40. 'Help relieve hardship and poverty' and 'Bring a little joy to others' projects generated SROI figures of £1:£0.9 and £1:£1.00, respectively.
- 2.4 The following three factors explained the variation, and the low figures for the latter Principles:
- **Lack of data:** Out of 113 projects organised in Britain, the 2011 Impact Report had reliable data available for only 21. For the latter two categories, benefits were generally intangible and, without data, were difficult to quantify.
 - **'Conservative bias':** Where assumptions used in measuring social impact were unlikely to be robust, or were prone to subjectivity, typically in quantifying qualitative benefits, the report did not seek to estimate that benefit. This principle has been carried forward into this 2012 report.
 - **'Taste' for volunteering:** The report assumed that many participants, introducing to mass volunteering of this scale for the first time, would acquire a 'taste' for volunteering. This would make them more likely to volunteer in the future. Hence, the real benefits would be captured outside an SROI context, but through intangible, long-term effects. Certainly, after seeing

70,000 Games Makers volunteer for London 2012¹, this is a reasonable assumption.

Main recommendations

- 2.5 The 2011 Impact Report made the following main recommendations:
- **Improve the quantity and quality of data:** For conducting a robust SROI analysis, this is very important.
 - **Focussing resources into high impact areas:** Resources should be focussed on projects where benefits can be replicated over a number of years. This means focussing on repeatable projects, as well as developing the 'taste' for volunteering amongst participants.
- 2.6 For the first of these recommendations, for example, the New Economics Foundation's handbook on measuring well-being² recommends the use of ex-post questionnaires. The way the issue of data has been addressed has exceeded our expectations. The specific activities undertaken by the Sewa Day team to address the second recommendation are reflected in using more realistic assumptions for 2012.

¹ Independent.co.uk (2012), *London 2012: Olympics success down to 70,000 volunteers*, 10 August 2012. Accessed 27 January 2013.

² Michaelson, J. (2012), *Measuring Well-being – A Guide for Practitioners*, New Economics Foundation, 30 July 2012.

3 Activities, Outputs and Outcomes

Introduction

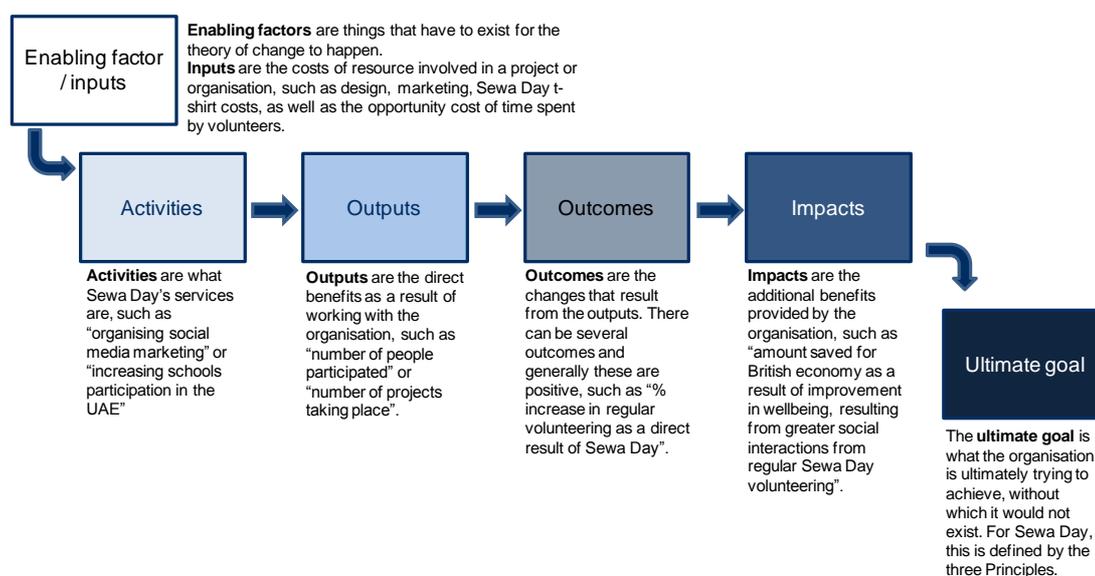
- 3.1 Voluntary work is an important part of civic engagement and pride. There is considerable economic literature available on the effects of charitable donations and the public policy implications of encouraging these. However, less has been written by economists on voluntary work, where the key variable in determining the social impact is 'time spent', rather than 'monies donated'.
- 3.2 The main public policy consideration is whether this is, in economic terms, a useful activity. First, it is important to understand the steps that lead up to that impact. Going through this process helps us understand what it was about Sewa Day 2012 that contributed to its success, and what specifically helped achieve its impact, and ultimate civic engagement goals.
- 3.3 To do this, we use a framework called 'theory of change', which is widely used in charities and community activities both in Britain and abroad.

Overview

- 3.4 'Theory of change' is an outcomes-based approach which applies critical thinking to the design, implementation, and evaluation of initiatives and programmes intended to support change in their contexts. It has been increasingly used in Britain in the third sector and for development projects.
- 3.5 A theory of change shows a charitable organisation's path from needs to activities to outcomes to impact. It is important to understand the steps taken by an organisation to arrive at the impact calculated. A good theory of change can reveal whether an organisation's activities make sense, given its goals, as well as understanding which activities do and do not help in achieving them, interdependencies within the organisation and outside, as well as understanding how best to measure impact.
- 3.6 In the course of research for this study, we did not explicitly set out to conduct a theory of change analysis. This is for entirely practical reasons, as it was not possible to conduct face-to-face interviews. However, we are able to comment as a result of the large volume of data available to us for Sewa Day 2012 projects.

3.7 The remainder of this section provides an overview of the steps included in a theory of change view of an organisation, and provides examples.

Figure 3.1 Overview of theory of change



Source: EPG analysis.

Key Outputs

Impact dashboard

3.8 The following table provides a summary of Sewa Day 2012 in comparison with 2011. We had access to data from eight countries although projects took place in around a dozen more. All analysis below is based on the eight countries only.

Table 3.1 Impact Dashboard - Detailed

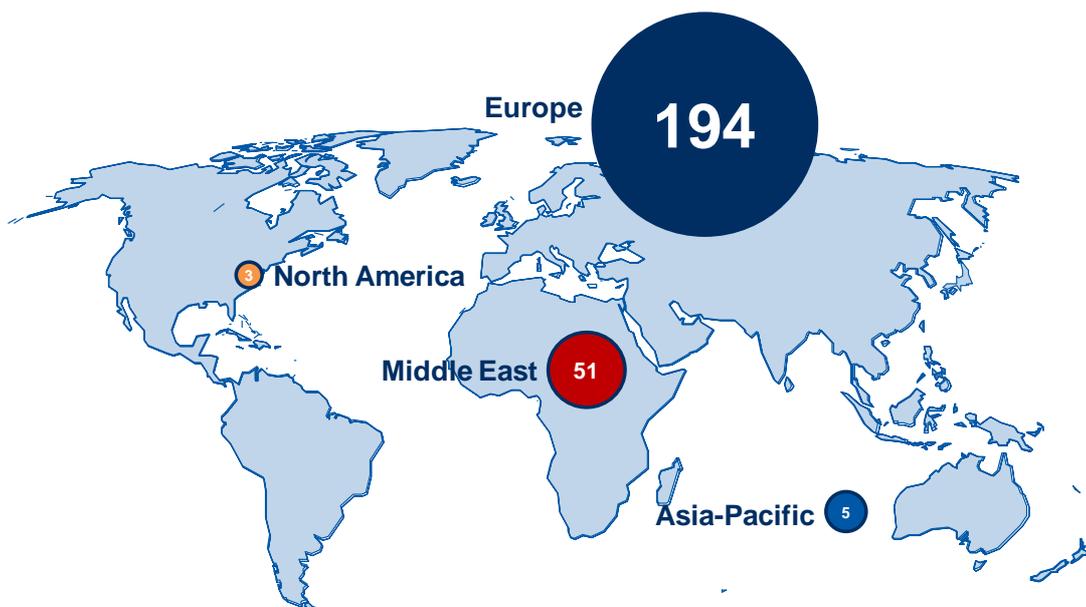
132 projects in 2011, of which 113 in Britain
237 projects in 2012, of which 107 in Britain
8 countries in which Sewa Day took place
46,600 people that took part in 2012
390,000 hours of volunteering activities in 2012
29 cities and towns in Britain where projects took place
406 people took part from Lloyds Banking Group

Source: EPG analysis, Sewa Day team.

Participating organisations across the world

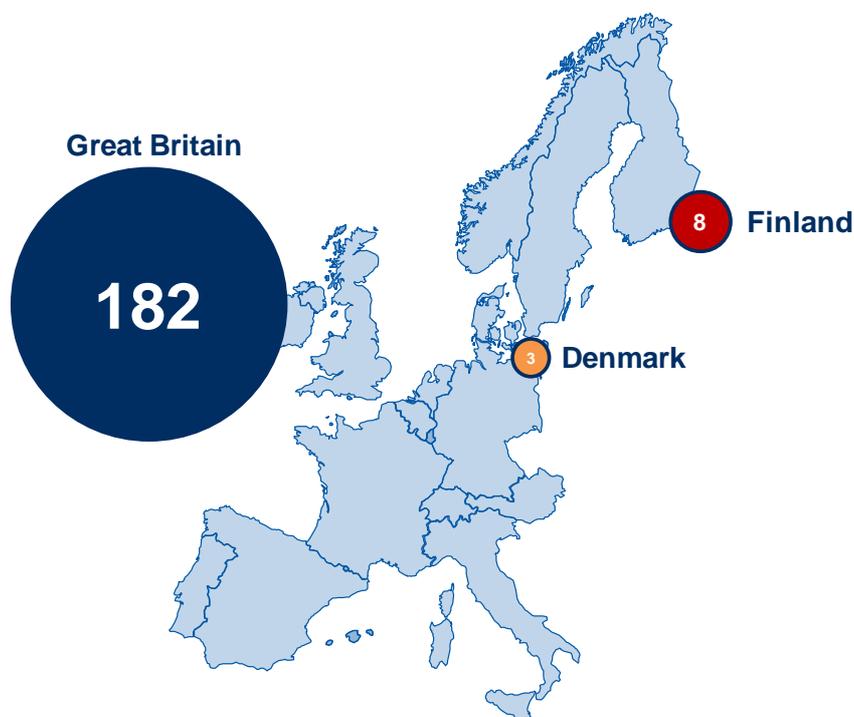
3.9 The following figures show the distribution of organisations that took part in Sewa Day 2012 projects across the world.

Figure 3.2 Participating organisations by geographical area



Source: EPG analysis, Sewa Day team.

Figure 3.3 Participating organisations by country in Europe

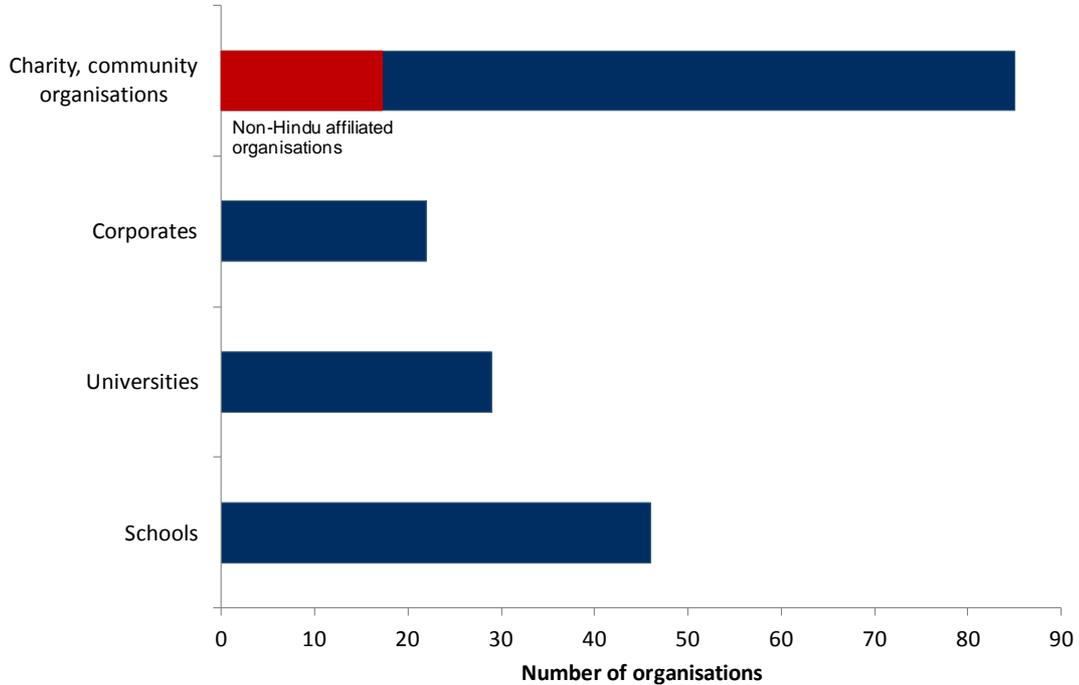


Source: EPG analysis, Sewa Day team.

Participating organisations in Britain

- 3.10 The following figures show the distribution of organisations that took part in Sewa Day 2012 projects in Britain.
- 3.11 The first figure shows that a wide range of organisations took part in Sewa Day 2012. For charity and community organisations, we attempted to determine which organisations were not affiliated to the Hindu or Indian communities. This is shown in red. It shows that, three years on from Sewa Day 2010, most of the charity and community organisations supporting it are Hindu-affiliated. Amongst corporate partners, universities and schools, there is significantly more diversity.

Figure 3.4 Breakdown of organisations in Britain taking part in Sewa Day 2012



Note: For the category 'Charity, community organisations', non-Hindu affiliated organisation shown in red. University projects were typically organised by student societies. Source: EPG analysis, Sewa Day team.

3.12 These projects were spread across the country, but focussed in London, the South-East and the Midlands, as shown in the figure below.

Figure 3.5 Location of Sewa Day 2012 projects in Britain

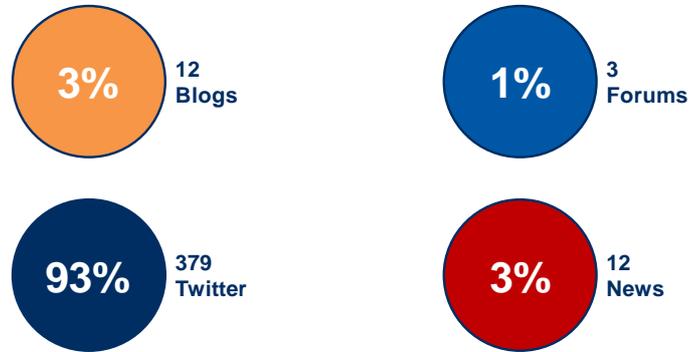


Source: EPG analysis, Sewa Day team.

Social media

- 3.13 A large part of the activities undertaken by the central Sewa Day team was to promote projects and encourage participation. The following figures show how these activities led to successful social media outputs.
- 3.14 The first figure shows the number and proportion of mentions on different social media for Sewa Day 2012 in the build-up to the actual day.

Figure 3.6 Sewa Day mentions on social media (1 September to 15 October 2012)

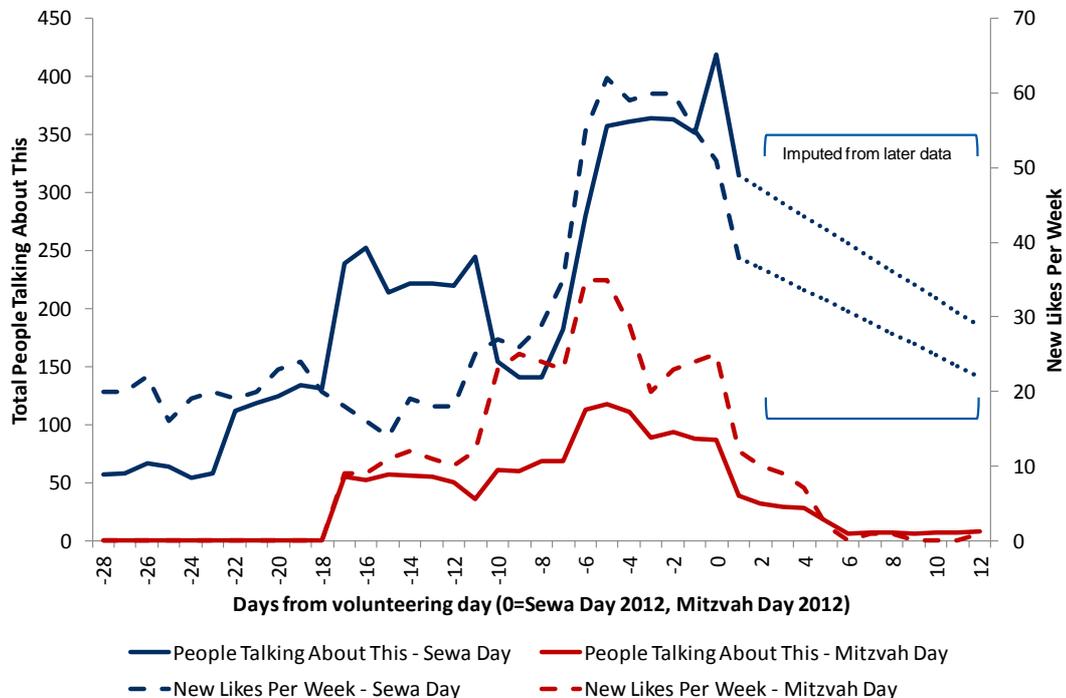


Source: FTI Consulting, Sysomos.

3.15 The number of tweets about Sewa Day tripled in comparison with the month before, while the number of tweets per day rose from 3.4 to 8.7. The number of mentions online (in all media space) rose from 124 to 406 in the same period.

3.16 Daily statistics on Facebook engagement went up significant in the lead-up to the day itself, as shown by the following figure.

Figure 3.7 Facebook engagement: Sewa Day versus Mitzvah Day



Source: Facebook.

3.17 To given an indication of scale, the figure shows Sewa Day Facebook engagement in relation to its closest comparable in Britain, Mitzvah Day, which is a day of social action based in the Jewish community.³ The template for the initial Sewa Day was based on Mitzvah Day.

Data available

3.18 The following table lists the number of projects that took place in Britain and the UAE, the two largest countries involved in Sewa Day 2012, and the questionnaire responses we received.

Table 3.2 Projects in Britain and the UAE

	Number of projects (2012)		Number of questionnaire responses (2012)		Number of questionnaire responses (2011)	
	Britain	UAE	Britain	UAE	Britain	UAE
Bring a little joy to others	24	58	9	5	6	-
Help relieve hardship and poverty	43	26	20	5	8	-
Help protect the environment	40	28	10	3	7	-
Total	107	115	39	13	21	-

Source: Sources in alphabetical order.

3.19 In 2011, only data points for only 21 projects were available to base the social impact analysis on. In 2012, participants were more disciplined about recording *ex-ante* details about them and their projects. There was detailed information available on how long the activity was forecast to last, the estimated number of volunteers, detailed descriptions of projects, testimonials which included narratives about what the projects had achieved, as well as a breakdown of volunteers by age group.

3.20 The 39 questionnaire responses showed in Table 3.2 were filled in by these organisations after the project was completed, giving an overall response rate of 36%. The questionnaire contained 15 questions, including asking about the actual

³ Neither Sewa Day nor Mitzvah Day appeared to pay for Facebook advertising. We could not find other comparables apart from Mitzvah Day where the growth in traffic was entirely organic.

number of volunteers. In Section 4, we extrapolate the data from these 36% to draw inferences for the other projects.

Outcomes

Personal narratives about impact

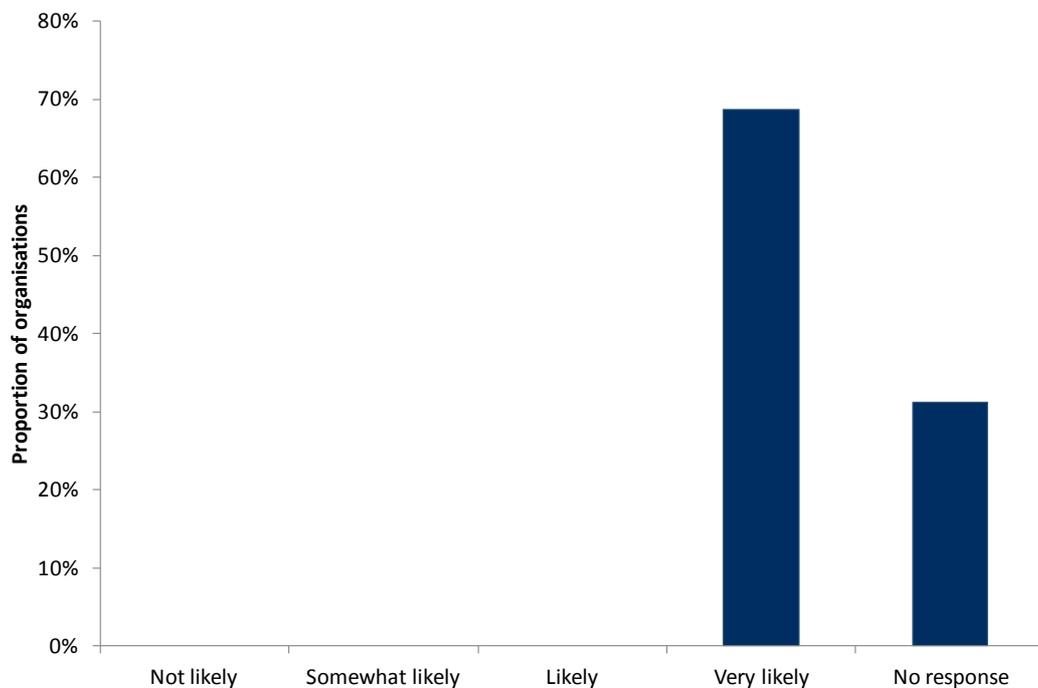
- 3.21 Calculating social impact, in monetised terms, can provide a snapshot of the value of an organisation or activity to society. However, personal stories and strong narratives that civic engagement and the universality of sewa as a concept are built on can sometimes get lost in the numbers. Often difficult to quantify are the individuals friendships that are developed, relationships that are built and personal stories that make volunteers want to volunteer in the future.
- 3.22 Below is a summary of the positive outcomes that come from volunteer testimonials.
- *"[The Sewa Day team] did a great job on supporting us and keeping us up to date."*
 - *"Everyone enjoyed and had good fun, so much that they forgot they were doing physical work"*
 - *"In particular many were emotionally touched as being able to remember their loved ones in such a lasting and meaningful way."*
 - *"Donating blood is akin to giving life and this act brought together people from all walks of life."*
 - *"I felt really valued and appreciated when Year 1 student from my phonics group presented me with a potted tomato plant that they had planted and decorated themselves."*
 - *"First grade teacher Kelly Dao is a light to all. She embodies the culture of kindness and perpetually wears a smile, gives high fives and hugs to all she encounters."*
 - *"As the days were spent around doing things for others, I felt overwhelmed and excited to know that we were doing things for someone to whom I do not know. It was really fun and my heart was really satisfied to do something for humans of our own planet even though they were far away."*

- *"We all know that we must plant trees, reduce pollution and all of that. But it was that event that really instilled in me the feeling of pride that my school has contributed in whatever small way it can. It was this feeling that opened my eyes and helped me to contribute more to the environment as well as the society, just to feel the satisfaction and joy once again. "*
- *"We hadn't anticipated the level of support from the community that we got - in the end, to keep up with the demand from book donors, our 'Sewa Day' turned into 'Sewa Month'."*

Impacts on the 'taste' for volunteering

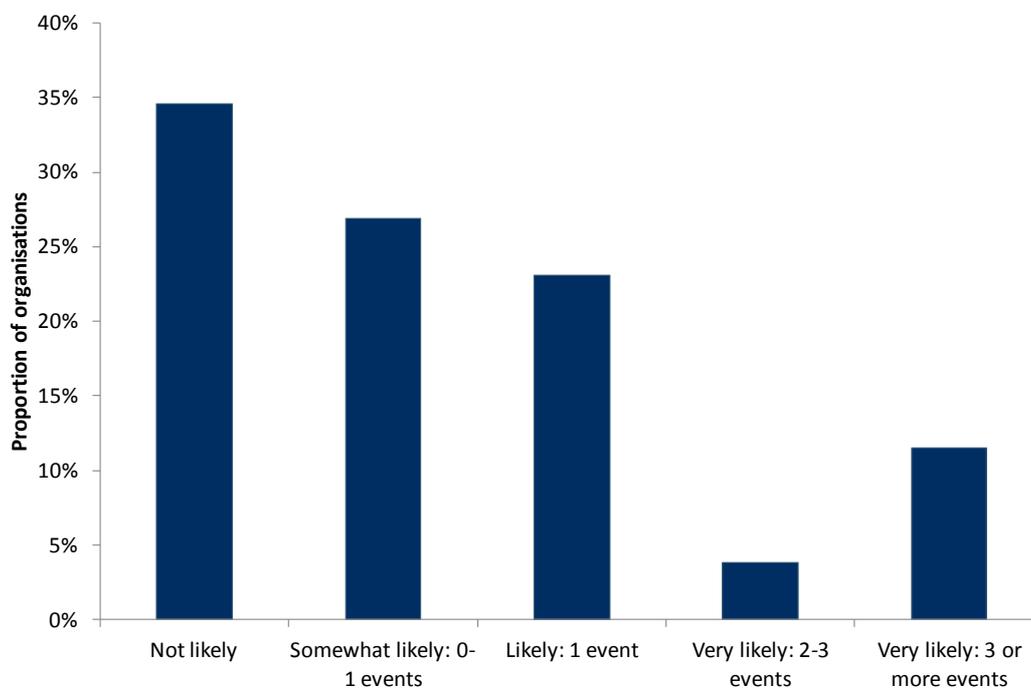
- 3.23 The 2011 Impact Report considered that Sewa Day as a concept would be successful if it cultivated a 'taste' for volunteering amongst its volunteers, following on from anecdotal evidence from volunteers, and a significant body of academic evidence, as discussed further in Section 4.
- 3.24 The following two figures illustrate the positive outcomes achieved by Sewa Day 2012. They are responses to the *ex-post* questionnaire and both show that without Sewa Day 2012, the amount of volunteering that would have occurred, and will occur, amongst the participants would have been, and will be, substantially lower.

Figure 3.8 Responses to the question "How likely are you to participate in Sewa Day next year?" (Britain only)



Based on 32 responses for Britain. Source: EPG analysis, Sewa Day team.

Figure 3.9 Responses to the question "How likely were you to have hosted this volunteering event anyway this year without Sewa Day?" (Britain only)



Based on 26 responses for Britain. Source: EPG analysis, Sewa Day team.

3.25 As the survey responses were completed by the lead organiser of each project, the responses, particular in Figure 3.8, are likely to suffer from optimism bias. We based our deadweight⁴ assumptions on the responses to Figure 3.9, but adjusted them on a case-by-case basis to make them more reasonable, based on project descriptions, interviews and an understanding of what kind of voluntary work those organisations currently already do.

Summary

3.26 In summary, Sewa Day in 2012 has organised more and bigger projects globally, with better feedback and a greater reach. There has been significantly improved qualitative and quantitative data to evidence outputs and outcomes.

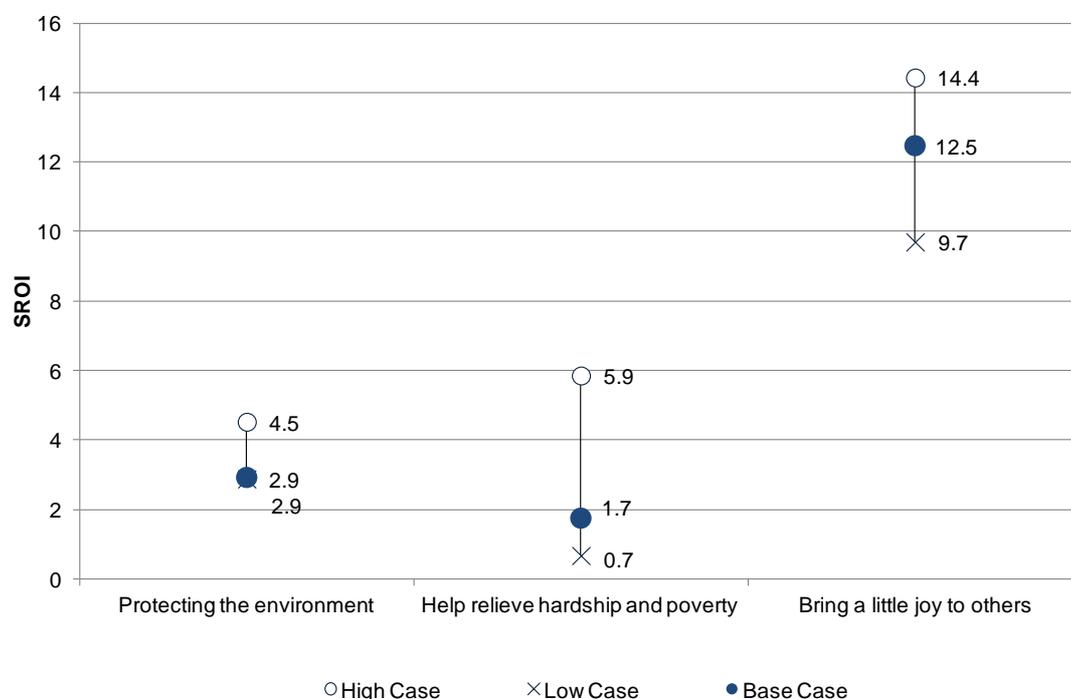
⁴ The term deadweight refers to the extent to which a project would have been organised anyway, or those good deeds would have been performed anyway, without the tag of Sewa Day. We ought to count only those benefits that are gained over and above what would have happened in the absence of Sewa Day.

4 Economic impact

Introduction

- 4.1 In this section, we quantify the social impact of Sewa Day 2012 by grouping projects into the three Principles, then further dividing them into sub-categories within these Principles, based on specific types of project.
- 4.2 To do this, we used information from the hundreds of organisation and project descriptions submitted, questionnaire responses, academic research on wellbeing and the valuation of volunteering activities, as well as our own additional research.
- 4.3 The remainder of the section is divided into, first, a review of the literature under each of the Sewa Day Principles, followed by an explanation of the calculations undertaken for each.
- 4.4 The following figure presents a summary of the results, which show that the 'Bring a little joy to others' Principle had the highest SROI, but that the benefits for 'Help relieve hardship and poverty' were the most uncertain, displaying a wide range of possible benefits.

Figure 4.1 SROI for Sewa Day 2012: Base Case, Low Case, High Case scenarios



Source: EPG analysis.

Why volunteer?

4.5 Anheier and Salamon (2001) identify three basic motivational factors which explain why people volunteer: altruism, instrumentalism and obligation. These are not mutually exclusive, but are helpful in assessing the impact of different types of projects:

- **Altruistic motives:** Solidarity for the poor, compassion for those in need, identifying with suffering and giving hope to the disadvantaged.
- **Instrumental motives:** To gain new experience and skills, do something worthwhile in spare time, meet new people and personal satisfaction.
- **Obligation motives:** Moral or religious duty, contribute to local community.

- 4.6 These are similar to the Verba *et al* (1995) model of civic voluntarism⁵. They emphasise that community work is one of the most resource-intensive ways of civil engagement and requires much time and skill. In addition to access to resources, being recruited, socioeconomic background, level of education and religious involvement were identified as important contributing factors to the motivation for voluntary work.
- 4.7 In Low *et al*'s (2007) sample of 2,156 volunteers, 60% were regular volunteers, 19% had volunteered in the past, but not in the last 12 months, and 21% had never volunteered. Over half of those who were not regular volunteers said they would like to spend more time volunteering. This figure was strongly correlated with age, with 70% of 16-24 year olds and 74% of 25-34 year olds answering affirmatively. 40% answered that they would say yes if asked to help, with a further 21% answering "it would depend". This suggests that being asked would be a pivotal factor to increase the number of those who volunteer.

Literature review

Bring a little joy to others

- 4.8 This was the weakest area of calculation in the 2011 Impact Report. This was due to, as discussed earlier, the lack of robust data and the inherent subjectivity in calculating the concept of 'joy'. Last year's report included a discussion on monetising the concept of Subjective Wellbeing (SWB), and we have taken this concept further this year.
- 4.9 Borgonovi (2008) found that volunteers are equally likely to be happy if they volunteer, regardless of whether they are rich or poor. Furthermore, volunteering activities lead to lower mortality, better health, reduced depression and greater happiness (in psychology, "happiness" is more narrowly defined than SWB, but for the purposes of this report, we do not make the distinction). However, Borgonovi found that previous studies did not sufficiently control for the following, which were discussed in the 2011 Impact Report:

⁵ Verba, S. et al (1995), *Voice and Equality: Civic Voluntarism in American Politics*, Cambridge, MA: Harvard University Press, pp. xix, 640, 1995.

- omitted variable bias (does another variable that has been missed out explain the apparent relationship?);
- reverse causality (do healthier people volunteer, or does volunteering make people healthier?); and
- self-selection (do volunteers have a 'taste' for volunteering?).

- 4.10 He found that by volunteering less than once a month, individuals in a large sample in the US were 4.5% more likely to be in excellent health and 7% more likely to be very happy, compared to a person who did not engage in voluntary work. Adjusting for levels of community involvement, strength of local support and membership of religious/non-religious organisations that encourage volunteering anyway, he found a 4-6% increase in health and happiness. He found the happiness impact, under certain circumstances, the same as increasing income from less than US\$20,000 up to the bracket \$75-100,000.
- 4.11 Low *et al* (2007) also found personal benefits of volunteering were in line with this study. They found 66% of volunteers reported as important benefits increased confidence, 51% decreased stress levels and 43% improved physical health.
- 4.12 The 2007, *Helping Out* survey of volunteers in England found that for 97% of volunteers, getting satisfaction was an important benefit of volunteering; 96% said they enjoyed it; 88% got a sense of personal achievement; and 86% said meeting people and making friends was an important benefit. Four-fifths of volunteers aged 25-34 reported gaining new skills through their volunteering⁶.
- 4.13 Pilkington *et al* (2012) found, as the 2011 Impact Report had, that peer effects are important in volunteering. 35% of people had volunteered in its Australia data sample because they were asked, and 29% did so because they knew someone taking part. Being a volunteer is associated with higher SWB because volunteers tend to have more supportive social ties relative to non-volunteers. Using an ordered logit model, they found marginal effects of a combined significant

⁶ Low, N., et al (2007). *Helping Out: A national survey of volunteering and charitable giving*, Cabinet Office/Office of the Third Sector, 2007.

2.3 percentage point increase in SWB as a result of positive social exchanges and volunteering up to seven hours a week in a hospital.

- 4.14 Piliavin and Siegl (2007)⁷ found that volunteering was positively related to psychological well-being and self-reported health, and that positive effects will continue to increase as volunteers work for more organisations and show more continuous involvement.
- 4.15 Van Willigen (2000) found volunteering could result in a 26% greater increase in life satisfaction and a 63% greater increase in perceived health than the benefits experienced from volunteering by volunteering for more than one organisation, particularly for older volunteers. Crucially, she found that as volunteer hours increased, so did satisfaction with life, even after controlling for religious group attendance and physical activity.
- 4.16 Paik and Navarre-Jackson (2011) quote several studies that find that social and associated ties and religious involvement promote volunteering. By using the Giving and Volunteering in the United States Survey (GVS), they found that having 2-3 sources of social ties lead to the probability of an individual volunteering in the last month to increase by 9-10 percentage points. Musick *et al* (2000) reported that being asked to volunteer increased the probability of volunteering by 45%, whereas Bowman (2004) estimated that recruitment increased the odds of volunteering 2.3 times.
- 4.17 These studies focus on the benefits that accrue to the volunteers themselves. However, the usefulness of the volunteering, however well intentioned, for recipients must also be assessed. Handy and Srinivasan (2004) calculated an SROI-like ratio of \$1:\$6.84 (for only tangible benefits) of volunteering in Canadian hospitals. They noted that administrators at the hospitals viewed the placing of volunteering as a service to the community, rather than to the hospital itself and that this was due to instrumental motives.

⁷ Piliavin, J. and Siegl, E. (2007), *Health Benefits of Volunteering in the Wisconsin Longitudinal Study*, Journal of Health and Social Behavior, Vol. 48, No. 4, pp. 450-464, December 2007

Help relieve hardship and poverty

- 4.18 Many of the projects falling under this category this year focused on the homeless as the main beneficiaries.
- 4.19 Knecht and Martinez (2009)⁸ found that even a single day spent volunteering for the homeless had a dramatic impact upon individual perceptions of the homeless. 56% of volunteers experienced a positive net change in their evaluation of the homeless after a day of volunteering. For example, volunteers were 40% less likely to view the homeless as a danger to society and 49% ceased to view drugs, alcohol or mental illness as the primary cause of homelessness.
- 4.20 Of particular importance with projects for this Principle was the consider the effect of volunteering on children. Of the 12 questionnaire responses available, there were nearly 2,500 reported volunteers of age 11 and under, with a further 100 aged 12-16. This has profound consequences for the relevant opportunity costs considered, as well as the make-up of likely benefits.
- 4.21 Several studies demonstrate the positive effects of volunteering on young people. The National Youth Agency (NYA; 2007) surveyed several programme evaluations, including the Prince's Trust volunteer programme. Across these, volunteers experienced increased confidence (84%-91%), communication skills (79%-91%) and ability to work with others (79-81%). These results were consistent with the in-depth interviews they carried out with their own volunteers aged 11 to 25.⁹

Help protect the environment

- 4.22 The economic benefit of environmental protection activity is reasonably well understood and economists accept a common approach, at least in terms of the broad environmental and social costs/benefits. This was the approach used in the 2011 Impact Report, and has largely been repeated, although more care has been taken to make the distinction between different types of projects for this Principle.

⁸ Knecht, T. and Martinez, L. (2009), *Humanizing the Homeless: Does contact erode stereotypes?*, Social Science Research, Vol. 38, Issue 3, pp. 521-534, 2009.

⁹ NYA (2007), *Young people's volunteering and skills development*, Research Report No RW103, 2007.

- 4.23 A market price exists for carbon which can be used to calculate the benefit of carbon dioxide sequestration, that is how much carbon dioxide a plant/tree can absorb and replace with oxygen.^{10 11} Therefore an additional tree or plant will allow for greater sequestration, and so has a value equivalent to the total carbon sequestration multiplied by the price of carbon.
- 4.24 Given the type of activity required for this Principle, in addition to the benefit provided by additional carbon sequestration to society, volunteers would benefit from the social ties as a result of instrumental motives, and benefit from the additional exercise.
- 4.25 Physical exercise has a number of benefits: reducing body weight, amongst other physical health benefits¹² as well as psychological health benefits in terms of reduction of stress and anxiety,¹³ and over time lower likelihood of suffering from depression or low self-esteem.¹⁴ If, alongside a taste for volunteering, a taste for 'volunteering with physical activity' could be developed, there are clearly costs to public health that could be saved.¹⁵ The estimates for these vary from £0.5bn¹⁶ to the NHS (rising to £2bn cost to the overall economy) and £4.2bn (£15bn).¹⁷
- 4.26 According to Charness and Gneezy (2009), the main barriers to exercise can be surmised as lack of time, embarrassment at taking part in activity, inability to exercise vigorously, and lack of enjoyment at exercise. The find that non-financial incentives such as habit-formation are most effective in engaging people in exercise. With relation to volunteering in projects for this Principle, this is consistent

¹⁰ Price, R., et al (2007), *Social cost of carbon and the shadow price of carbon: What they are and how to use them in economic appraisal in the UK*, DEFRA, December 2007.

¹¹ Para 4.15, 2011 Impact Report (2012).

¹² Lee, C. (1999), *Cardiorespiratory Fitness, Body Composition and All-Cause and Cardiovascular Disease Mortality in Men*, American Journal of Clinical Nutrition, Vol. 69, No. 3, pp. 373-380, March 1999.

¹³ Kayman, S. et al (1990), *Maintenance and Relapse After Weight Loss in Women: Behavioural Aspects*, American Journal of Clinical Nutrition, 52, pp. 800-7, 1990.

¹⁴ Brownwell, K. (1995), *Exercise in the Treatment of Obesity, Eating Disorders and Obesity: A Comprehensive Handbook*, The Guildford Press, 1995.

¹⁵ Anderson, R. (1999), *Exercise, an active lifestyle and obesity: Making the prescription work*, The Physician and Sport Medicine, 27, pp. 41-50, 1999.

¹⁶ British Medical Journal (2003), *Obesity costs UK economy £2bn a year*, pp. 327-1308, 2003.

¹⁷ National Obesity Observatory (2013), *Obesity and Health* webpage. Accessed 27 January 2013.

with instrumental motives as well as Low *et al* (2007) and Musick *et al* (2000) as discussed above.

- 4.27 We think that the benefits of exercise may be relevant ones to consider for projects for this Principle, but that the marginal benefits, given the one-off nature of the projects, are minimal and therefore not calculated. We do however calculate the SWB benefits, based on the propensity to carry on with volunteering activities as a direct result of Sewa Day for all three Principles.

Calculations

- 4.28 Each organisation filled in a description for itself and its project(s) before the event, which meant we had detailed information on almost all organisations and projects taking part. The questionnaire survey contained 15 questions: six of these were open-ended while the remainder were closed. There were 41 survey responses, giving an overall response rate of 38%. Collectively, this data was significantly better than in 2011. We used the data from the 38% responses (plus the rich ex-ante data) and extrapolated it for the 62% who did not.¹⁸
- 4.29 Benefits were assumed to only accrue over the immediate year ahead, except in the case of 'Help protect the environment', where benefits are necessarily discounted from the longer term.
- 4.30 Both Handy and Srinivasan (2004) and Handy *et al* (2000) argue that volunteering is an activity that comes from an individual's leisure time, and not at the expense of work time. Anheier and Salamon's (2001) separation of motives has powerful implications for the way benefits for some projects are calculated. For instrumental motives, the opportunity cost of minimum wage may be most appropriate. Handy and Srinivasan (2004) asked volunteers their actual wage rate, and the wage rate they would consider reasonable compensation for volunteering time - they reported 23-36% less than their actual wage.
- 4.31 For each set of calculations, information was broken down by six age groups of volunteers. In different cases, the national minimum wage, median wage, and 80th

¹⁸ We made downward adjustments if the questionnaire responses were skewed, such as only schools responding to the questionnaire, whereas projects with mainly older professional participants did not.

percentile wage for the ONS 'Financial and insurance activities' professional category were used. We set it equal to the minimum wage in many cases. However, for altruistic and obligation motives, we think volunteers spent more of their potential work time contributing to Sewa Day 2012. This was certainly true for the central Sewa Day team, as well as schoolteachers who organised projects in their work time, as well as many corporate partners such as Lloyds Banking Group.

Bring a little joy to others

- 4.32 There were 24 projects in Britain, with around 950 reported participants, and 19 questionnaire responses available. Projects were split into three sub-categories called:
- Social Ties;
 - Comparative Advantage; and
 - Odd Jobs.
- 4.33 Social Ties projects involved significant social interaction as a key part of the activity, such as "holding a party for residents of local homes" or "creating festive cards." These were projects where we considered the SWB benefits to the volunteers themselves to be higher than to the recipients, as a result of positive social exchanges.
- 4.34 We used assumptions from Borgonori (2008) and Pilington *et al* (2012) to proxy for improvements in health and wellbeing as a result of volunteering, and applied an adjustment factor taking into account the fact that Sewa Day was a one-off, and that some participants self-reported they would take part in similar activities again in the future. Consistent with earlier discussions in the academic research sub-section above, we conservatively assumed for our Base Case that 25% of additional volunteers would volunteer once a month as a direct result of Sewa Day 2012 when calculating SWB. For our Low and High cases, we flex this assumption to 10% and 30% respectively.

- 4.35 We applied these assumptions to the cost saving that could be made to GDP as a result of reduced stress. We used stress figures from MIND (2005)¹⁹ as a proxy for general wellbeing. To be conservative, we assumed the volunteering would result only in a one-year social impact, given that we do not have access to data whereby we can follow the volunteers' activities over time. For the opportunity cost, we used a national minimum wage and applied a deadweight ranged between 10% and 90%, depending on the project. These were self-reported deadweight figures, taken from the data underlying Figure 3.9.²⁰ We found that benefits were almost exclusively accruing to the participants, not the recipients.
- 4.36 For Odd Jobs, the tasks performed were very similar to those that, according to hospital staff, volunteers excelled in, per Handy and Srinivasan (2004), such as providing personal care, companionship and friendly visiting.
- 4.37 Therefore, an opportunity cost method of valuing leisure time at the median wage is used, with the exception of volunteers aged 60 or over, for whom we assumed there was a 50% lower opportunity cost. We took this approach across calculations for all Principles as many participants were retired and disproportionately benefitted from the social interaction, per van Willigen (2000). Deadweight was treated as 68%.
- 4.38 For Comparative Advantage, the projects involve the use of specialist skills and therefore should provide a greater impact via using higher median wage rates. However, the three projects in this sub-category appear to us as ones that would have happened anyway, and appeared more marketing for the respective organisations, rather than actual volunteering. Therefore, we use a deadweight of 100% and performed no further calculations.
- 4.39 The following table shows the summary results for this category of projects.

¹⁹ Carvel, J. (2005), *Stress at work costs economy £100bn a year, says Mind*, The Guardian, 16 May 2005. Accessed 27th January 2013.

²⁰ We often adjusted the deadweight figures upwards because of optimism bias in self-reporting by organisations. This was done on a case-by-case basis and only if we could confidently make a judgement about the level of the optimism bias. This was often based on either individual interviews, or the past experience of the lead author of this report, based on several years of community work with many of these organisations.

Table 4.1 'Bring a little joy to others' projects summary

	Gross benefits	Net benefit	Cost	SROI
Social ties	£465,000	£273,000	£12,000	22.40
Comparative Advantage	£229,000	-	£5,000	-
Odd Jobs	£362,000	£74,000	£11,000	6.70
Total	£1,056,000	£347,000	£28,000	12.50

Source: EPG analysis. Figures rounded.

Help relieve hardship and poverty

4.40 There were 43 projects in Britain, with around 4,000 reported participants, and 12 questionnaire responses available. Projects were split into five sub-categories called:²¹

- Spectacles Collection.
- Letter-writing;
- Goods Donation;
- Free Labour; and
- Painting.

4.41 We did not quantify benefits for Spectacles Collection as each of these projects were for distribution of spectacles to disadvantaged people in several African countries, making it out of scope for this report. Additionally, we did not quantify benefits for letter-writing on behalf of Amnesty International because we did not have information on the number of letters written, and the marginal impacts of each additional letter.

4.42 Goods Donation was a mix of food, toiletries and clothes donations from a variety of sources to disadvantaged people at soup kitchens and elsewhere. There were nearly 2,500 primary school children taking part in the 12 projects which returned questionnaires. Rather than extrapolate these to the other 31 projects, which would

²¹ One project was excluded as having a deadweight of 100%.

have given skewed results, we used the age profile for Painting, which was more evenly spread between age groups. Making this improvement to the modelling increased the SROI by 0.4, on the basis that we assumed the intensity of activity (i.e. the usefulness) of the volunteering by young children was only 25% that of adults.

- 4.43 For the opportunity cost of the children participating for this sub-category or others, we assumed that the relevant opportunity cost would be for either teachers (equal to their wage rate) or a parent (equal to the minimum wage, as they were likely to be doing so in leisure time) accompanying them.
- 4.44 From the description provided for each project, we calculated an average food and clothing parcel value of £20 per donor. The cost of food itself was assumed to be £5 per donor, as a blended rate between projects that involved collecting food from supermarket shoppers, and others that requested drop-offs of food parcels for specific local hospices and shelters.
- 4.45 One project to highlight was the CHN's project to collect over 5,000 books for distribution to charities both in Britain and in India. It was one of the few projects where we assumed the deadweight to be zero - the project was highly unlikely to happen without Sewa Day 2012. Each charity was first asked the kind of books they wanted, and donors were informed beforehand of these requirements. This ensured the highest possible impact.²²
- 4.46 Our Free Labour calculation suffered from a lack of questionnaire responses. It included several temple projects where largely 17-25 year olds assisted in preparing, cooking and serving food. None of these were specialist tasks, and so we assumed, that the benefits of the approximately 1,000 hours of volunteering time were valued using the minimum wage. The motives for volunteering were found to be a combination of altruistic, instrumental and obligation. However, given these activities routinely happen, for the same motives and the same age group, at the same temples through the year, we obtained a deadweight of 61%. This resulted in an SROI of below one.

²²

We calculated the impact for only those books that were distributed in Britain, not India.

4.47 The Painting sub-category referred to painting fences, community centres and, in one instance, the "house for a gentleman with various health problems". Our experience, as well as economic literature suggests that this is not only an inefficient voluntary activity from an impact perspective, benefits often disproportionately accrue to volunteers (from social interaction and team-building effects) than to the recipients.

4.48 From moneysupermarket.com and other forums such as The Good Life Centre, we estimated the average market value to volunteers of enhancing their DIY skills of £85 for a 6-hour day,²³ while the savings from using volunteers rather than tradesmen was approximately £400.²⁴

4.49 The following table shows the summary results for this category of projects.

Table 4.2 'Help relieve hardship and poverty' projects summary

	Gross benefits	Net benefit	Cost	SROI
Goods Donation	£1,028,000	£581,000	£45,000	12.90
Free Labour	£713,000	£276,000	£439,000	0.60
Painting	£77,000	£68,000	£35,000	2.00
Total	£1,818,000	£925,000	£530,000	1.70

Source: EPG analysis. Figures rounded.

4.50 A significant proportion of these benefits are SWB-related benefits. Removing these reduces the total SROI by 1.2, especially for Painting.

²³ The Goodlife Centre (2013), *Learn to Decorate in a Day* webpage. Accessed 27th January 2013.

²⁴ Average labour cost estimated from, among other websites, <http://www.buildingsheriff.com/painting-exterior-walls.html>.

Help protect the environment

- 4.51 There were 40 projects in Britain, with around 1,800 reported participants, and ten questionnaire responses available. Projects were split into three sub-categories called:
- Community and School Environment Projects; and
 - Corporate Environmental Projects.
- 4.52 Community and School Environment Projects was a catch-all term for many similar projects involving weeding and gardening in this category. The carbon benefits were calculated in a similar manner to the 2011 Impact Report, with the addition of SWB in only the High Case. We assumed the average duration of productive activity for each volunteer was only for one-third of the time spent, with the remaining spent in social interaction. We assumed the productivity of children carrying out these activities was 25% that of the adults. Deadweight was assumed to be 34%.
- 4.53 In particular, there was one school where around 800 children volunteered throughout the week leading up to Sewa Day 2012, alongside many teachers. The school reported they would have been 'Somewhat unlikely' to host a similar volunteering event without the support of Sewa Day, so we used a deadweight of 50%.²⁵
- 4.54 Corporate Environmental Projects were those where internal community organisers had spent time, as part of their job, to organise these activities. This involved determining the wage rates of the staff involved in organising such activities, as well as an accurate understanding of opportunity costs for volunteer staff. For example, most large businesses allow employees to take one or two days a year for voluntary activities - if the day spent on Sewa Day 2012 activities could have

²⁵

While the scale of the project was impressive, we could not confirm the actual, confirmed numbers of children volunteers. Therefore, we used a conservative deadweight figure.

been at least as effectively used for an existing volunteering activity that did not need organising, the net benefit of Sewa Day 2012 could be negative.²⁶

4.55 The following table shows the summary results for this category of projects.

Table 4.3 'Help protect the environment' projects summary

	Gross benefits	Net benefit	Cost	SROI
Community and school environment Projects	£4,413,000	£2,352,000	£471,000	5.00
Corporate environmental projects	£1,692,000	£1,117,000	£717,000	1.60
Total	£6,105,000	£3,469,000	£1,189,000	2.90

Source: EPG analysis. Figures rounded.

Central costs

4.56 In 2010, £14,316 of costs were incurred, whereas in 2011, approximately £22,000 of costs were incurred by the central Sewa Day team.²⁷

4.57 In 2012, £12,455 of central costs were incurred, mainly for the design and print of t-shirts and consultant costs for creating a resources pack for schools.

4.58 In a similar manner to last year's report, we apportioned central costs on a pro-rata basis for each sub-grouping of project. In addition, we considered the central Sewa Day team now had an opportunity cost to their time. We felt this was particularly important as many of the central team come from a professional background in the category the ONS calls 'Financial and insurance activities', and are often in the higher wage percentiles. Excluding these opportunity costs would be overvaluing the benefits of Sewa Day 2012.

²⁶ These assumptions involved looking at annual accounts to determine average wages in the business, as well as knowledge about annual salaries for the community organisers. Although we had access to this information, it is not possible to detail these assumptions due to their commercially sensitive nature.

²⁷ Para 4.12, Sewa Day (2011).

Conclusion

- 4.59 If the same calculation methods were applied to the other most popular Sewa Day country in 2012, the UAE, we calculate the purchasing power-adjusted net benefits as £8.7m, the costs as £2.5m and a resultant SROI of 3.5 in the High Case and 1.5 in the Base Case. The low figure is as a result of using conservative assumptions including a deadweight of up to 80%. A future report should analyse the UAE further, as the bulk of the volunteers were children and students who are the key group identified by the 2011 Impact Report.
- 4.60 The following table shows the SROI for each Principle summarised for Britain, which has been the focus of this report.

Table 4.4 Projects summary

	Gross benefits	Net benefit	Cost	SROI
Help protect the environment	£6,105,000	£3,469,000	£1,189,000	2.90
Help relieve hardship and poverty	£1,818,000	£925,000	£530,000	1.70
Bring a little joy to others	£1,056,000	£347,000	£28,000	12.50
Total	£8,979,000	£4,741,000	£1,747,000	2.70

Source: EPG analysis. Figures rounded.

- 4.61 Overall, the net benefit of £4.7m of additional value for Britain in 2012 represents an increase of over ten times the impact generated in 2011. This is based on several conservative assumptions that, when reasonably relaxed, show that Sewa Day 2012 could have generated up to £11.7m of value.

5 Conclusions and recommendations

Introduction

- 5.1 It is evident Sewa Day has taken huge strides in the three years it has been running, not only in the number of participants, but the internationalisation of it, the media coverage and the range of organisations supporting it.
- 5.2 This section notes the key conclusions from this independent assessment of Sewa Day 2012's social impact and makes recommendations for future years.

Conclusions

- 5.3 This report has access to significantly better data than was available for the 2011 Impact Report. Instead of 21 completed questionnaire responses, as was the case for that report, we had 41 more detailed questionnaire responses for Britain, 237 project descriptions including 107 for Britain and 252 organisation descriptions including 182 in Britain.
- 5.4 This allowed for more meaningful and robust calculations, particularly where we were able to calculate impact for sub-categories of projects. This process showed that the 'Bring a little joy to others' projects were substantially undervalued in the 2011 Impact Report, but that the benefits of activities of outdoor activities such as 'Protecting the environment' may lie not in the stimulus to the local community, but the interpersonal relationships and social ties they foster.
- 5.5 As a result, the modelling for this year provides what we consider as a baseline for future impact calculations.
- 5.6 In terms of the anecdotal feedback from participants, many commended the central Sewa Day team for the support they provided, such as providing information packs and sharing best practice tips for organising successful projects. Of particular note is that such a large project was conducted with minimal funds - Sewa Day 2012 spent just £12,455 in direct costs.

Recommendations

- 5.7 Low *et al* (2007) identified "satisfaction from seeing the results" as an important personal benefit to the vast majority of volunteers. We therefore recommend projects to incorporate, where feasible, interaction with the end-beneficiary. In

addition, projects should have a strong social element to them such that participants can make new friends and where possible the volunteers should be encouraged to engage in regular volunteering - as one participant organisation pointed out of their efforts, *"Sewa Day' turned into 'Sewa Month'"*.

- 5.8 Sewa Day should also continue to expand into schools, which it did with great success this year, but also into corporate organisations, many of whom have volunteer days made available to staff to use on activities just like Sewa Day. In doing this, Sewa Day will engage greater numbers of not only Indians and community clusters around where Indian diaspora live, as shown in Figure 3.5, but also other communities. This is crucial in institutionalising the concept of "sewa" into British society.

Appendix 1 Sources of information

Average labour cost for interior decoration estimated from, among other websites, <http://www.buildingsheriff.com/painting-exterior-walls.html>.

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