

SOCIAL IMPACT ANALYSIS

FOR SEWA DAY ON 6 OCTOBER 2013

JULY 2014



UK Prime Minister @Number10gov · Mar 26

PM: Delighted to be at @SewaDay volunteer awards. People of all ages & backgrounds uniting in community service. pic.twitter.com/8tfd5YVqoB

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Quotes of support

"Jagriti Yatra (JY) seeks to inspire and enable young people to build India through enterprise and has evolved in its reach year after year. JY has impacted the lives of thousands of individuals, directly and indirectly, and analysing this impact is vital.

"Good impact measurement seeks to answer questions such as: What is the value of the time, talent and money committed by the participants, organising team, and volunteers as well as funders? How does that impact evolve over time? That is why this impact report for Sewa Day is important - it seeks to measure a range of diverse impacts, quantitatively, something which is not easy to do."

Rewati Prabhu, Board Member, Jagriti Yatra

"It's very easy as a charity to continue with the good intentions that led to our being set up. However, in an increasingly competitive world, and with funders wanting to make sure that their donations are put to good use, we do have to look at the impact that our work makes.

"And surely, as charities, we ourselves should want to make sure that in return for our time, our staff and volunteers time and commitment, our funders support and most importantly of all for our audience that our work is making a positive impact.

Michelle Lawrence, Director, Link Up (UK)



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1 Introduction

Introduction

- 1.1 Sewa Day is an annual day of social action, which occurred on 6 October 2013, 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 2013 projects in Britain, and analyses whether the benefits of doing so for society outweighed the costs of carrying out such an initiative.
- 1.3 Sewa Day started in 2010, and impact reports such have been created for 2011, 2012 and now 2013. As far as we know, this is the only such initiative around the world where similarly detailed, independent impact studies have been carried out.

Main findings

- 1.4** EPG’s analysis shows the following main results for Sewa Day 2013, across the three types of projects.

323 projects, of which **139** in Britain

16 countries in which Sewa Day took place

76,100 people that took part

561,000 hours of volunteering activities globally

46 schools and universities in Britain where projects took place

£7.8m value of net impact on British economy in last three years (Base Case)

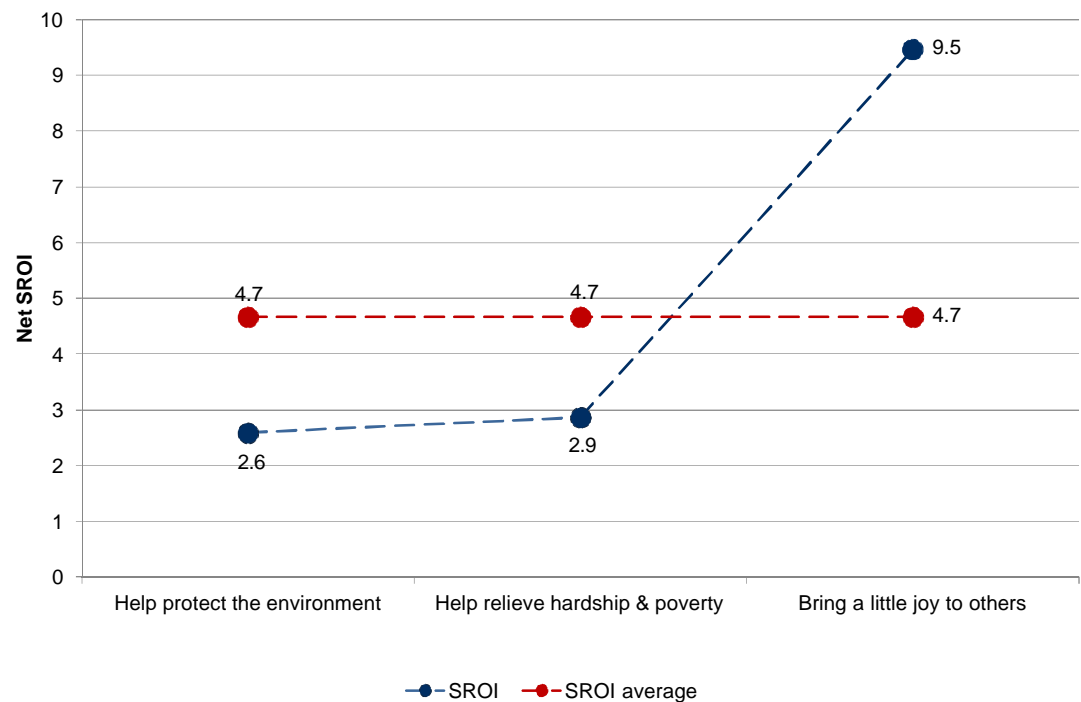
£16.3m value of gross impact on British economy in last three years (High Case)

£4.70 generated for British economy for every £1 put in for 2013

12-16 years old highest number of participants from this age group

1.5 The figure below shows that for every £1 of time and effort expended into Sewa Day 2013, Britain has benefited by £4.70. This represents an increase in impact from 2012.

Figure 1.5.1.1 SROI across all project groupings for Sewa Day 2013



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2 Source: EPG analysis.

2 Overview of Sewa Day 2013

2.1 As with previous years, the headline figures masked variations between types of project and geographies. This section provides an insight into the key statistics for Sewa Day and compares them to previous years.

Social impact over the last three years

2.2 The table below shows the social impact generated by Sewa Day over the last three years.

Table 2.2.1 Projects summary for 2011, 2012 and 2013 combined

| Base Case | Gross benefit | Net benefit | Cost | SROI |
|-----------------------------------|-------------------|------------------|------------------|-------------|
| Help protect the environment | 7,604,000 | 4,183,000 | 2,000,000 | 2.10 |
| Help relieve hardship and poverty | 4,199,000 | 1,649,000 | 832,000 | 2.00 |
| Bring a little joy to others | 4,534,000 | 1,986,000 | 216,000 | 9.20 |
| Total | 16,334,000 | 7,818,000 | 3,055,000 | 2.70 |

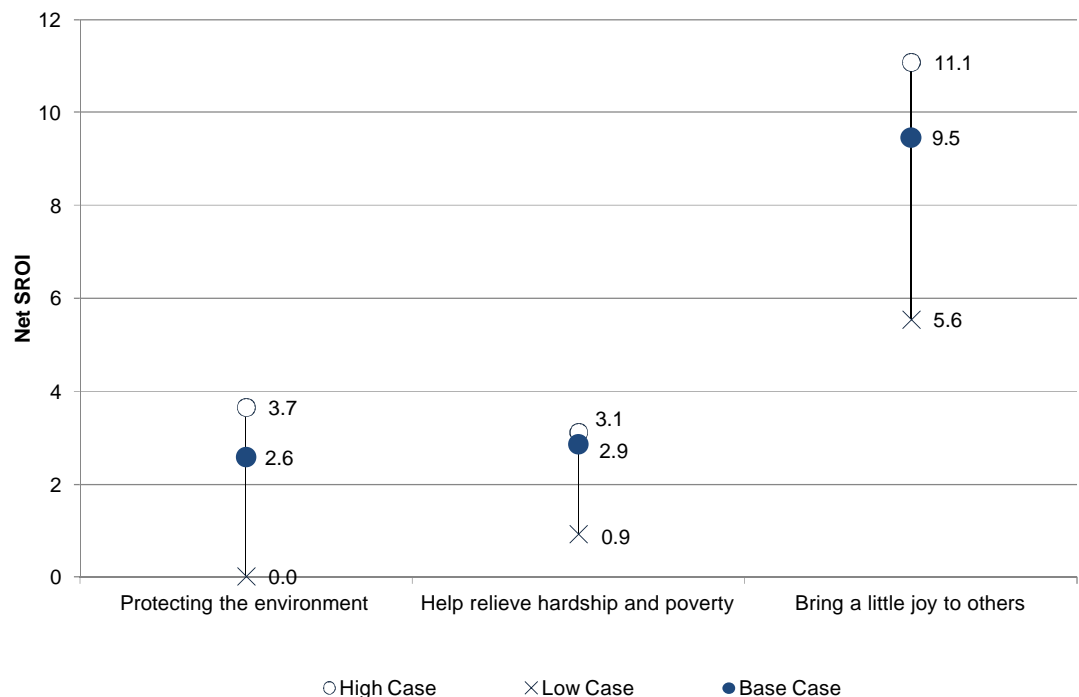
³ Source: EPG analysis. Figures rounded.

2.3 Overall, the net benefit of £7.8m of additional value for Britain over the past three years represents a consistent increase in the level of impact generated year-upon-year. When some of the assumptions that make up this figure are relaxed, they show that Sewa Day 2013 could have generated up to £16.3m of value.

2.4 Given the inherent reliance on data availability and some subjectivity involved in doing the calculations, it is best to see the figures over a three year period, rather than on a year-by-year basis. On this measure, the average SROI Sewa Day has generated in the period 2011-13 inclusive has been £2.70 net benefit generates for Britain for every £1 of time and effort expended.

2.5 The figure below show the breakdown for SROI for 2013, with different cases presented. Some of the Low Case figures, in particular for "Protecting the environment" projects, should be discounted - they are the result of unforeseen external influences. These are explained further below.

Figure 2.5.1.1 SROI for Sewa Day 2013: Base Case, Low Case, High Case scenarios



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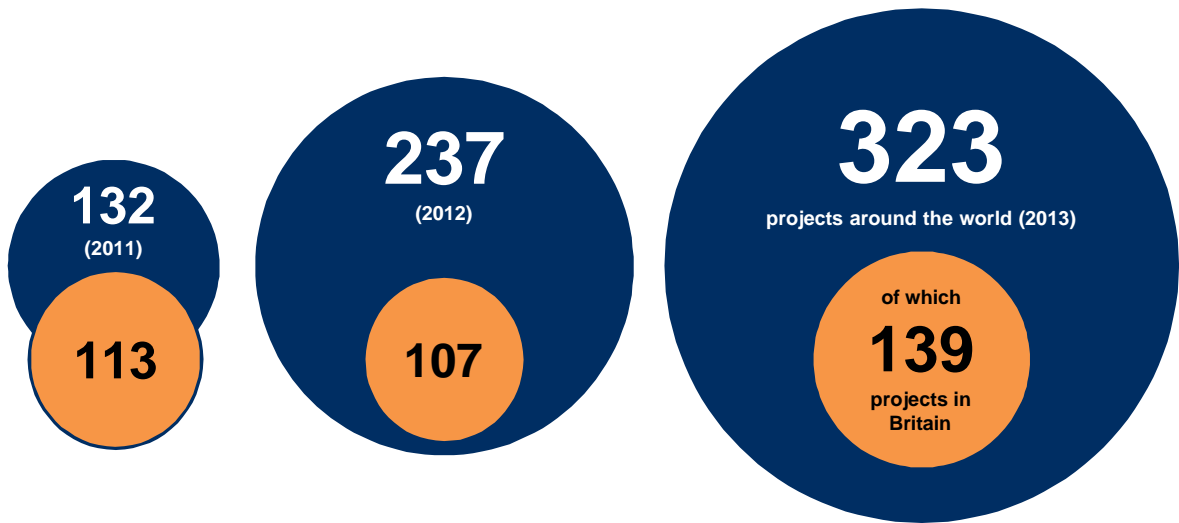
Source: EPG analysis. Base Case (blue dots) is shown in Figure 1.1.

Sewa Day participation globally

The number of projects across the world has gone up

2.6 The following table provides a summary of Sewa Day 2013 in comparison with earlier years. We had access to data from 16 countries although projects took place in several more.

Sewa Day projects around the world and in Britain

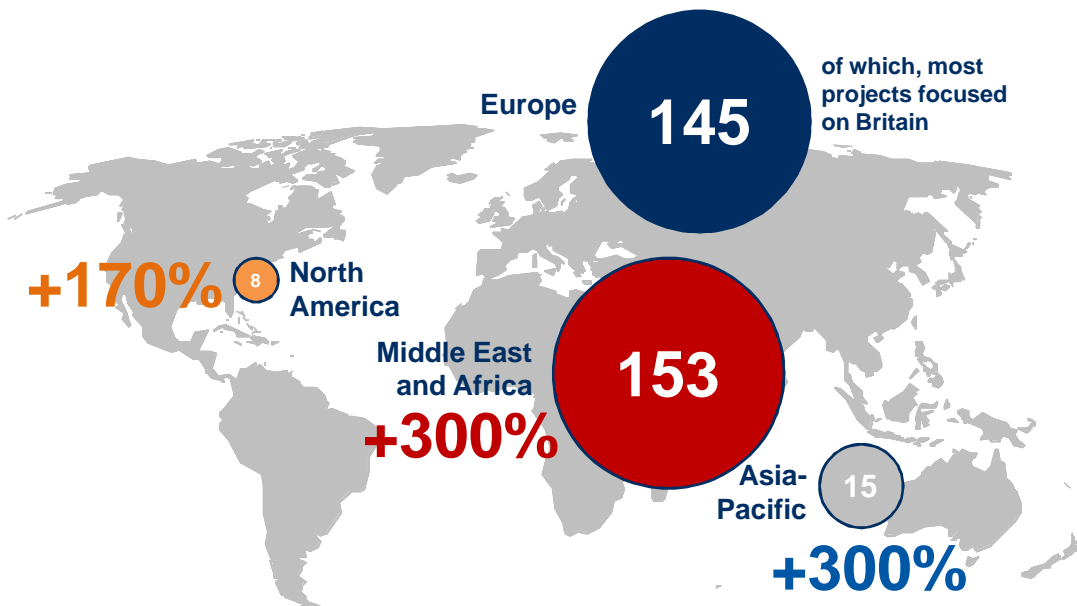


Source: EPG analysis, Sewa Day team.

The number of participating organisations across the world has increased

2.7 The following figures show the distribution of organisations that took part in Sewa Day projects across the world. The percentage change showed in the figure is relative to 2012.

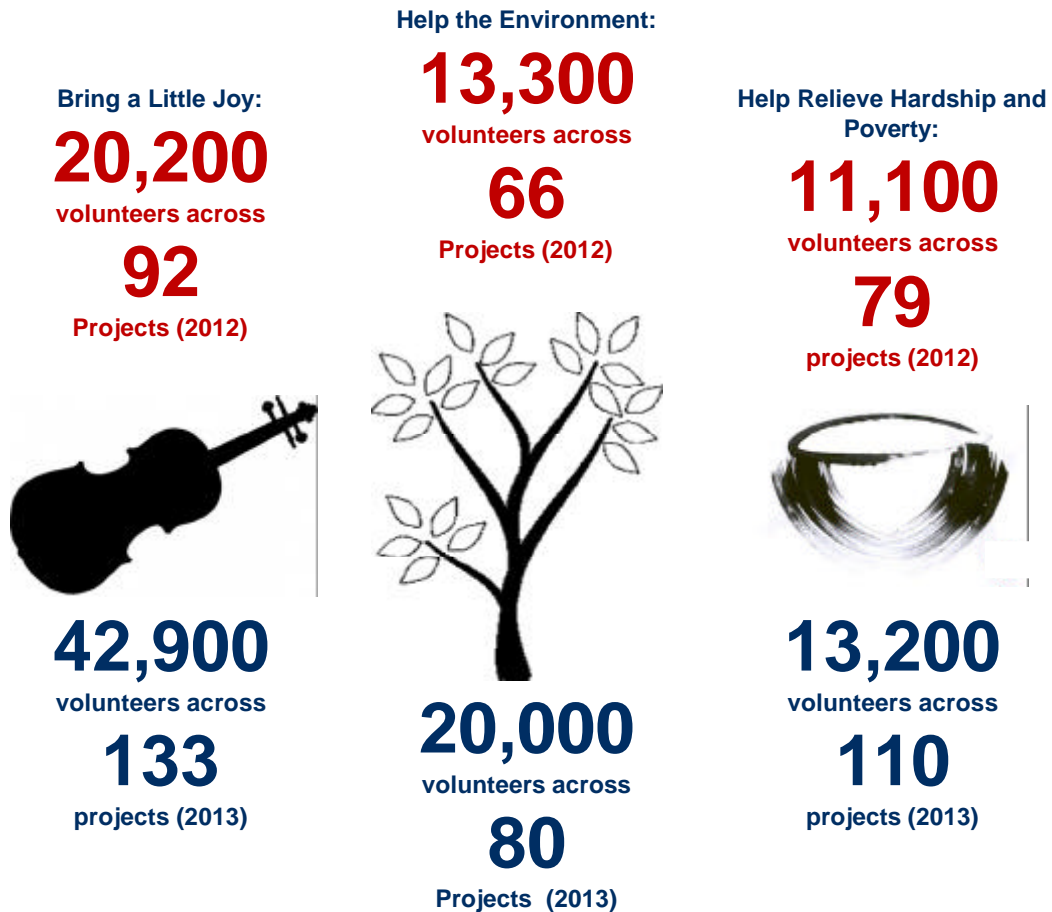
Figure 2.7.1.1 Participating organisations by geographical area in 2013 and international growth rates compared to 2012



5 Source: EPG analysis, Sewa Day team.

2.8 The number of volunteers also increased for each type of project globally.

Figure 2.8.1.1 Number of volunteers across types of projects in 2013



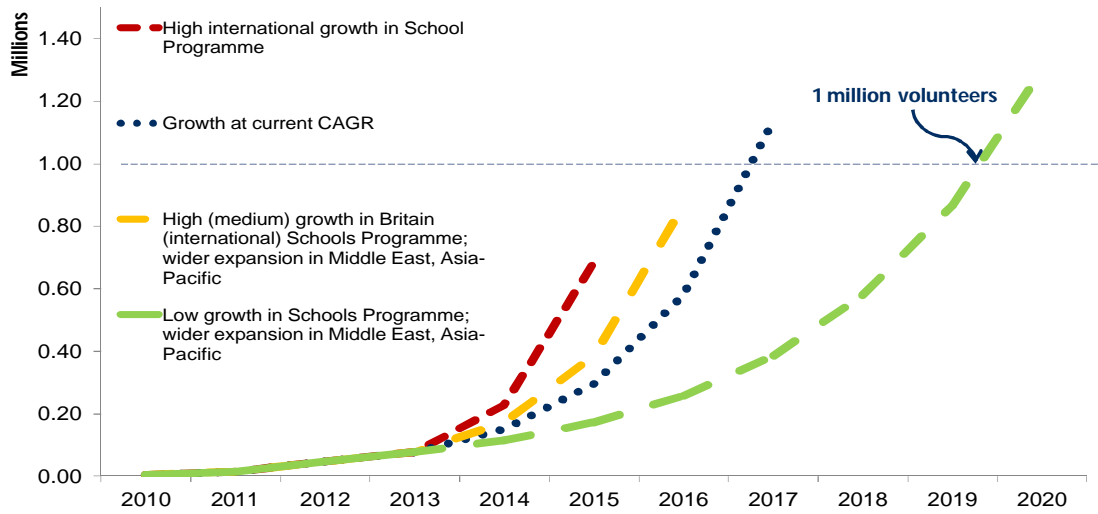
6 Source: EPG analysis, Sewa Day team.

Extrapolating the growth for future years

2.9 Given Sewa Day has grown from 5,000 volunteers in 2010, to over 76,000 in 2013, we analysed various potential growth scenarios for Sewa Day. The most conservative one (green) shows that even with low growth in its Schools Programme in Britain, but continued expansion abroad, led by the Middle East and Asia-Pacific, Sewa Day will reach one million participants in five years.

Figure 2.9.1.1
2013

Number of volunteers across types of projects in



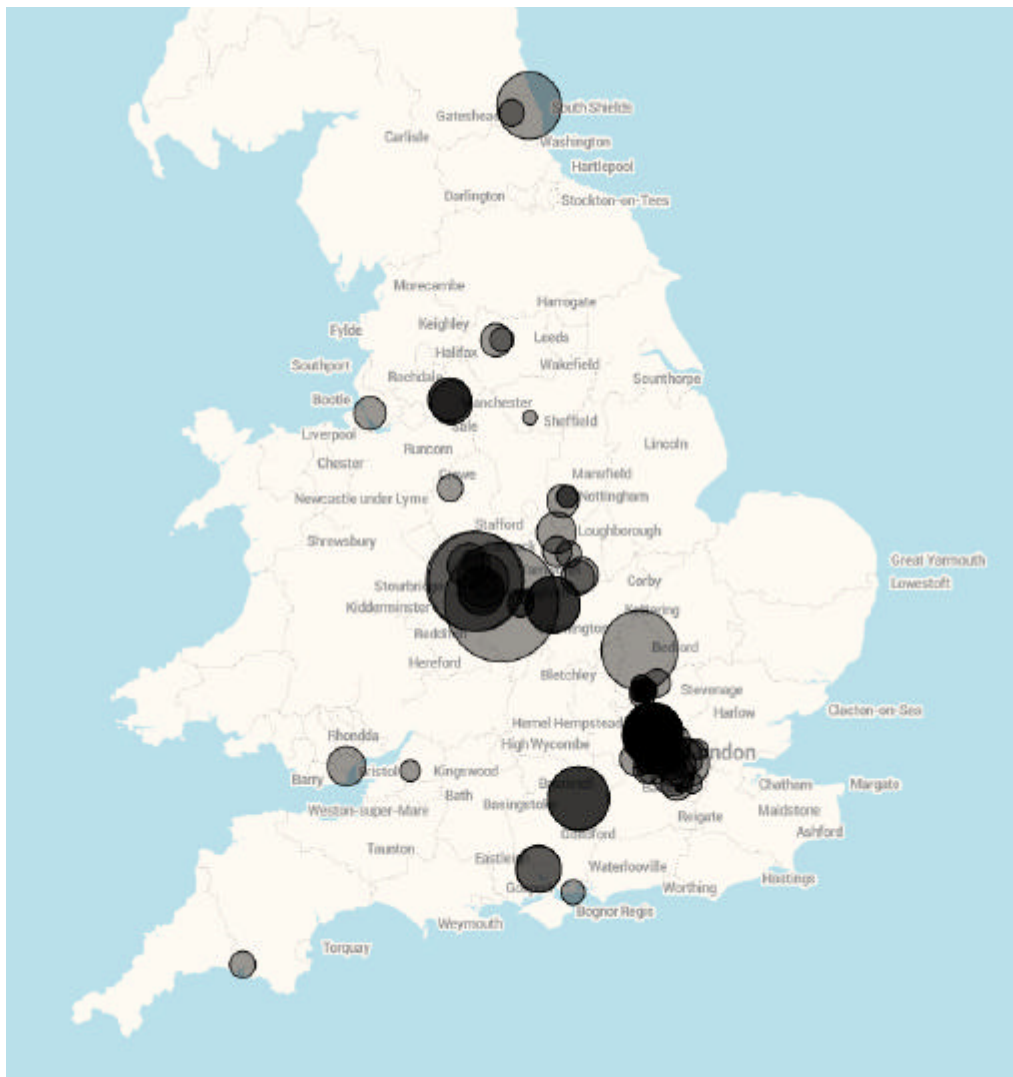
7

Source: EPG analysis.

Descriptive statistics for Britain

2.10 The following figures show the distribution of organisations that took part in Sewa Day 2013 projects across the world.

Figure 2.10.1.1 Location of Sewa Day 2012 projects in Britain

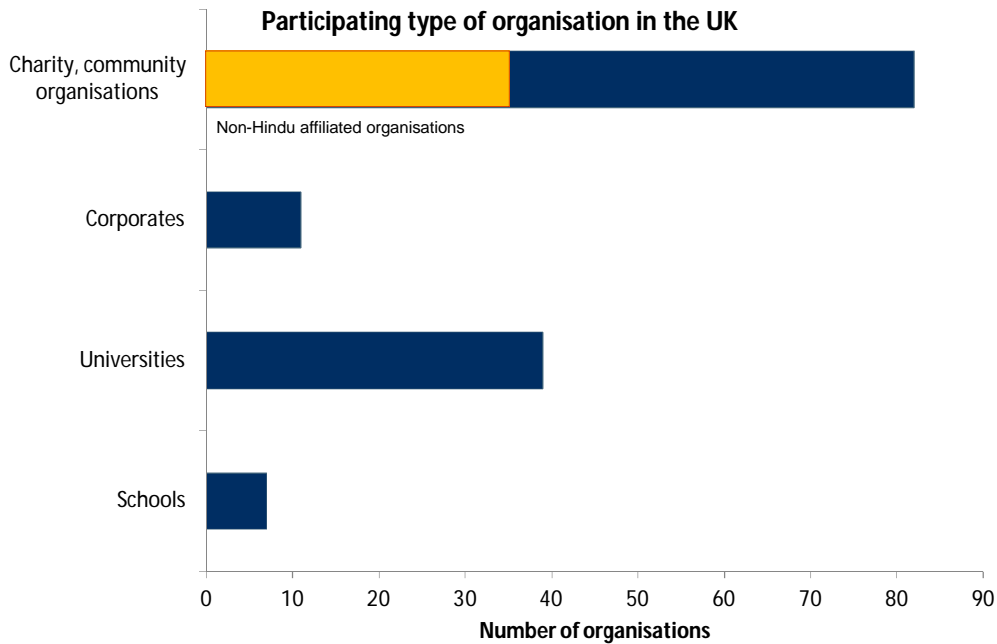


8 Source: EPG analysis, mapsdata.co.uk, Sewa Day team.

2.11 One of the main recommendations from the 2012 social impact report was to encourage more organisations to take part that were not affiliated to the Hindu or Indian communities. Over the last two years, this diversity has significantly increased. As an example, the number of non-affiliated organisations are shown in orange in the figure below.

Figure 2.11.1.1
Sewa Day 2013

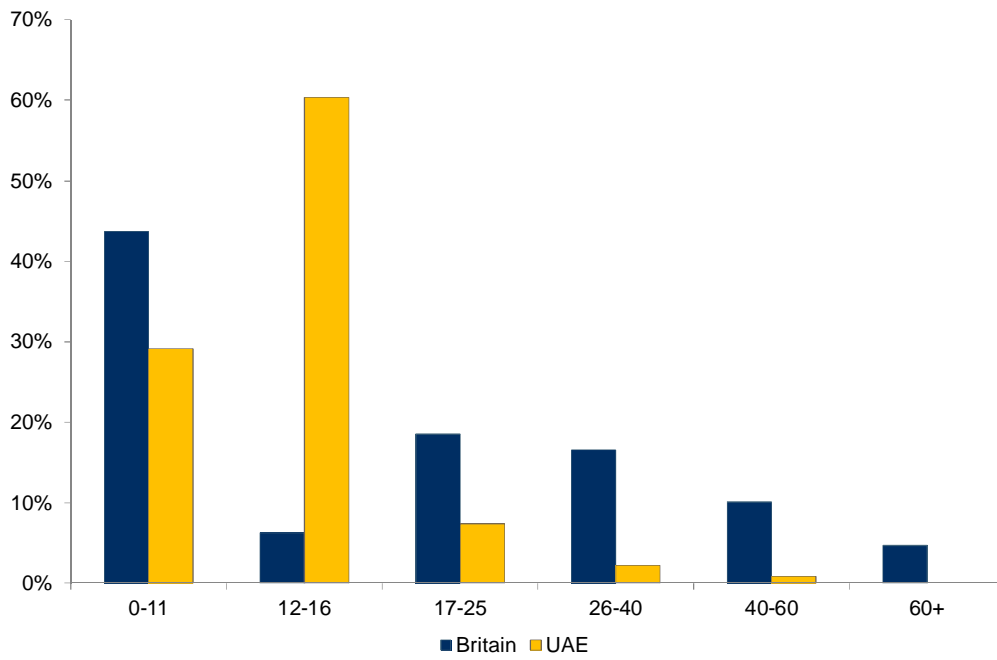
Breakdown of organisations in Britain taking part in



9 *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.*

2.12 One of the other main recommendations was to encourage more children to take part. The schools programme run by the Sewa Day team has been extremely successful, particularly in Britain and the UAE. The following figure shows that there is a high proportion of young people in these countries that took part.

Figure 2.12.1.1 Breakdown of volunteers' age profile taking part in Sewa Day 2013 for Britain and UAE



10 Source: EPG analysis, Sewa Day team.

3 Social impact figures

- 3.1 The social impact of Sewa Day 2013 is quantified by grouping projects into the three Principles, then further dividing them into sub-categories within these Principles, based on specific types of project.
- 3.2 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. In doing so, the figures below are consistent in their calculation with those in the 2012 social impact report.
- 3.3 These figures are only for projects in Britain.

Table 3.3.1 Social impact summary figures for Britain in 2013

| | Number of projects | Gross benefits | Net benefit | Cost | SROI |
|-----------------------------------|--------------------|------------------|------------------|----------------|-------------|
| Bring a little joy to others | 37 | 943,000 | 472,000 | 182,000 | 2.60 |
| Help relieve hardship and poverty | 62 | 1,910,000 | 708,000 | 247,000 | 2.90 |
| Help protect the environment | 40 | 2,990,000 | 1,625,000 | 172,000 | 9.50 |
| Total | 139 | 5,843,000 | 2,805,000 | 601,000 | 4.70 |

11 Source: EPG analysis. Figures rounded.

- 3.4 There were 37 "Bring a little joy" projects in Britain, most with the objective of social interaction with children and old people. Of the 62 "Help relieve hardship and poverty" projects in Britain, the majority focused on donations of food, clothing or other household items to those less fortunate. The most popular type of activity for the 40 "Help the environment" projects combined team-building activities with local community area beautification, such as weeding in local parks or assisting in cleaning temples.

What did we change from 2012 and why?

3.5 The following table summarises the major methodological changes from the 2012 social impact report and outlines their impact on the figures. Further detail on these assumptions can be found the 2012 report.

Table 3.5.1 Summary of major changes in methodology from 2012

| Assumption | Affects project type(s) | Description | Impact on figures |
|---|---|--|---|
| Allocated central costs based on participants rather than number of projects | All | Costs incurred by the central Sewa Day coordination team need to be allocated across all projects. In 2012, we allocated these with "number of projects" as a driver. Instead, we now use "number of participants" as a driver - this is a fairer distribution of costs. | Projects which previously had few participants now have lower central cost costs allocated to them, and therefore show higher SROI. |
| Included differing Subjective Wellbeing (SWB) across different types of project | Help protect the environment, Help relieve hardship and poverty | People are happier if they volunteer. We called the quantification of this SWB. To correct for different engagement and satisfaction felt by volunteers across different types of projects, we updated some assumptions. | Generally reduces gross benefit. |
| Opportunity costs reduced | Mostly Help protect the environment | After reviewing other literature on measuring environmental projects, we updated our methodology for 2013. These are the costs applied to voluntary projects based on the time taken and volunteers' wage costs. | Both costs and gross benefits have reduced. However, SROI is higher than before as this is now a more accurate measurement. |
| Updated price of carbon | Help protect the environment | The price of carbon used for the 2011 and 2012 reports was £25/tonne of CO ₂ . We have updated this to the new British price floor of £15.70 and the EU carbon price of £2.50 in different scenarios. | Significantly reduces gross benefit. The Low Case looks arbitrarily low because £2.50 used. |

12 Source: EPG analysis.

3.6 In some cases, changes in third-party data have made seemingly large changes in our figures, although the methodology remains the same. In other cases, driven by experience and greater data availability, we have decided to update our methodology to make it more representative of different types of projects.

Conclusion

- 3.7 The main conclusion is that Sewa Day is growing strongly and generating more social impact for Britain. The make-up of costs and benefits has changed somewhat from 2012, especially for "Help protect the environment".
- 3.8 However, the consequent calculations are more robust and do not need to be as conservative as they were in 2012. The SROI is also higher than in 2012.