

Executive Summary

Social Return on Investment Analysis

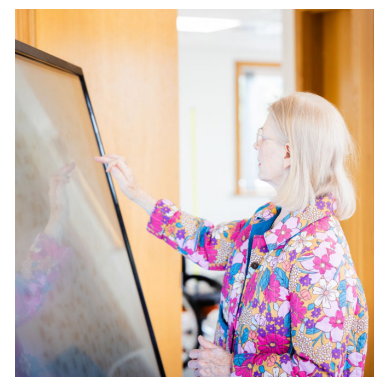
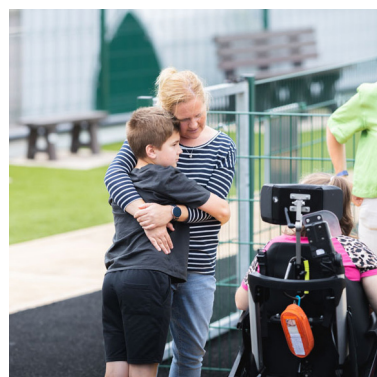
Analysis of Four Key Programmes at Crann

Reporting Period: October 2023 – October 2024



Solutions for families with
neuro-physical disabilities

Charity Number: 22096 Charities Regulatory Authority
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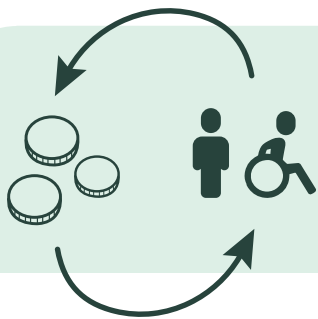


This SROI Analysis was kindly sponsored by



Tomar Trust
National influence. Local implementation





Crann's Social Return on Investment is 3.68

In 2024, The Crann Centre (Crann) generated €771,166 in social value for children, adults and families using the four programmes under analysis for the first time.

Health & Continence



SROI Value €167,848



68% of participants reported significantly enhanced peace of mind & confidence managing the issue.

Source: "Social Return on Investment Analysis: Evaluating Four Service Themes at Crann (October 2023 – October 2024)", The Outcome

Psychological Wellbeing



SROI Value €123,954



73% reported significantly improved mental wellbeing, self-confidence & ability to manage challenges.

Source: "Social Return on Investment Analysis: Evaluating Four Service Themes at Crann (October 2023 – October 2024)", The Outcome

Social Capital



SROI Value €30,938



59% of participants experienced significant changes in social inclusion, support & independence.

Source: "Social Return on Investment Analysis: Evaluating Four Service Themes at Crann (October 2023 – October 2024)", The Outcome

Personal Support & Connection



SROI Value €150,971




68% reported increased feelings of acceptance & being accommodated.

Source: "Social Return on Investment Analysis: Evaluating Four Service Themes at Crann (October 2023 – October 2024)", The Outcome

Full Service Overview in 2024

218 Clients attended services

 213 individuals with a disability


 5 Family members

723 Sessions delivered

Source: Crann Salesforce Database 2024

Full Service Overview in 2024

198 Clients attended services

 114 individuals with a disability


 84 Family members

1,041 Sessions delivered

Source: Crann Salesforce Database 2024

Full Service Overview in 2024

448 Clients attended services

 171 individuals with a disability

 227 Family members

2,778 Sessions delivered

Source: Crann Salesforce Database 2024

Full Service Overview in 2024*

236 Clients attended services

 235 individuals with a disability

 1 Family member

269 Sessions delivered

Source: Crann Salesforce Database 2024

For a copy of the full SROI report, email info@cranncentre.ie
Crann Centre, Classis Road, Ovens, Co Cork | [W: www.cranncentre.ie](http://www.cranncentre.ie)

*The Personal Support and Connection service was identified by participants in the Forecast SROI in 2022, and the Client Liaison service was developed formally from this finding.

Introduction

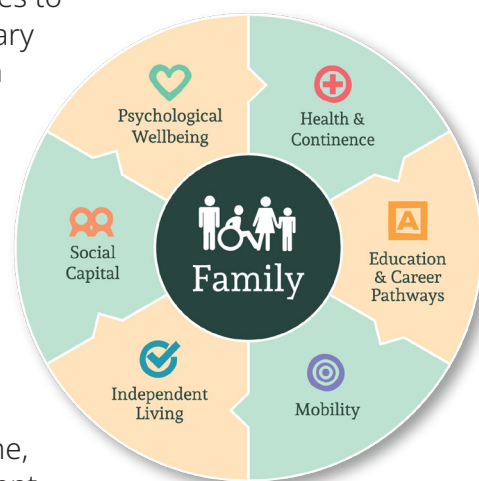
The SROI report evaluates the impact of four key programmes for families living with neuro-physical disabilities by estimating the Social Return on Investment of these programmes in 2024.

About Crann

The Crann Centre (“Crann”) is a specialist healthcare centre offering high-quality, 2Generation (2Gen) solutions for children, adults & families living with neuro-physical disabilities across Munster. Over 700 families have received support since services began in 2018, serving both adults and children.

Headquartered in Ovens, Co. Cork, the organisation offers tailored services to address 10 specific diagnoses, including Stroke, Cerebral Palsy, and Spina Bifida.

The **Crann 2Gen Model of Care** intentionally focuses on the family unit and integrates six interconnected programmes to create wraparound care. A multidisciplinary team of experts, in healthcare, education and career coaching, psychotherapy, social prescribing and client liaison, collaborate to deliver intensive, co-ordinated care plans which adapt to families’ evolving needs.



Purpose of the Analysis

Crann engaged consultants, The Outcome, to undertake a Social Return on Investment (SROI) analysis of its services. Between Jan 2023 and Oct 2024, Crann undertook the second phase of a three-year SROI analysis. Data collection took place between Oct 2023-24 and analysis was completed in Mar 2025.

The SROI analysis focused on 4 key programmes:

- » **Psychological Wellbeing:** providing mental health interventions for clients & family members.
- » **Health & Continence:** key health interventions in areas specific to self-management and health for people living with neuro-physical disabilities.
- » **Social Capital:** creating opportunities for families to participate in activities & engage with their peers.
- » **Personal Support & Connection:** a key programme which helps families navigating life with neuro-physical disabilities.

The first 3 programmes were chosen as the most well-established at the time of a Forecast SROI Analysis completed in 2022. The inclusion of the Personal Support and Connection programme was a direct response to stakeholder feedback received in 2022, recognising its importance in supporting families with neuro-physical disabilities.

Methodology

The Social Return on Investment (SROI) methodology is a well-established approach used to assess the overall value an organisation creates for its stakeholders. Drawing from economics, accounting, and social research, SROI captures both tangible and intangible outcomes, including those that are often harder to measure - such as improved confidence or emotional wellbeing.

A total of 294 stakeholders contributed to the analysis, offering both qualitative insights and quantitative data to assess value.

The Social Return on Investment of 4 Programmes in Crann's 2Gen Model of Care

In 2024 Crann created €771,000 in social value for client families who were accessing the four programmes under analysis for the first time. This amounts to a social return of €3.68 for every €1 invested.

This analysis estimates that Crann delivered value of €771,321¹ for client families in 2024. As Crann services were delivered with resources valued at €209,556², it is estimated that the program had an SROI of 3.68 in 2024 (Chart 1). This is broken down as follows:

Value of Health & Continence supports: Health & Continence supports offered vital care leading to greater independence, self-confidence & social participation, generating €167,848 in social value in 2024.

Value created by Psychological Wellbeing supports: Improved mental wellbeing, self-confidence and sense of self (characterised by increased feelings of calmness and happiness), a stronger sense of self, and a renewed commitment to self-care both mentally and physically, valued at €123,954 in 2024.

Value of Social Capital programmes for participants: These activities supported clients to be more independent, reducing their need for care, increasing peer support and social participation, generating €30,938 in social benefits in 2024.

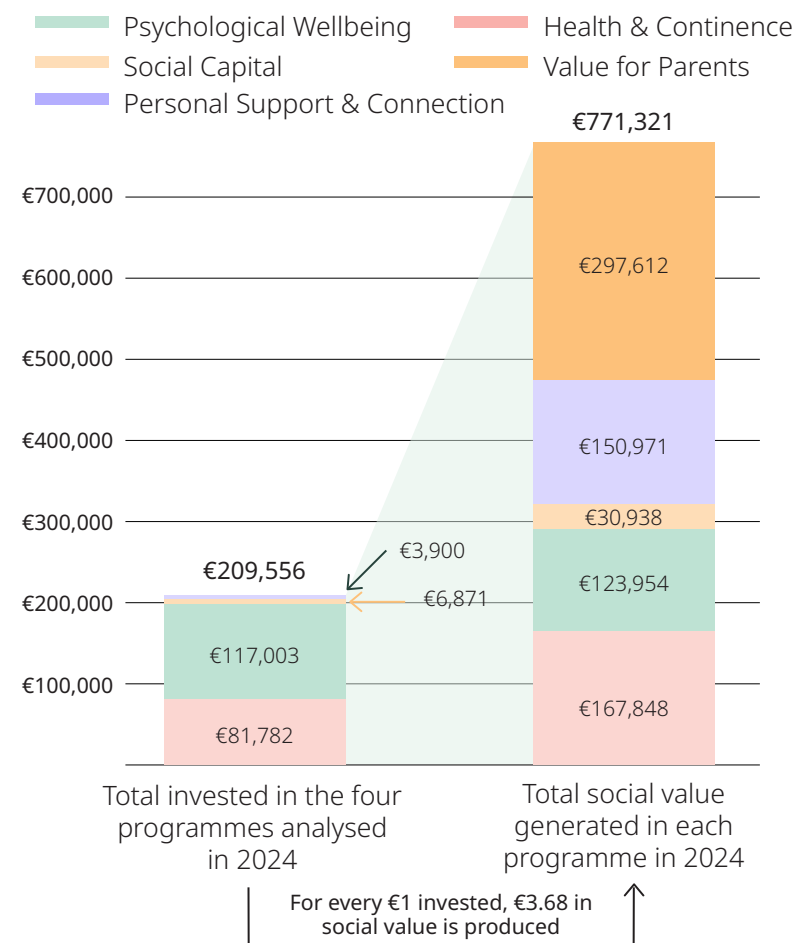
Value of Personal Support & Connection: Providing a resource where clients could share experiences with someone who understood, and could offer reassurance and support helped to reduce feelings of loneliness, increase the feeling of hope, acceptance and accommodation, generating social benefits of €150,971 in 2024.

It was identified that a significant portion of investment into these four programmes produced a **secondary value for parents**, which included a sense of community, relief about their child achieving their outcomes and increased comfort in leaving their child to attend services alone. This further evidences the value of Crann's 2Generation Model of Care.

Glossary: Value refers to the average worth of changes experienced by stakeholders, expressed in monetary terms. Self-reported data was collected to give an indication of participant experience. For the SROI analysis, a rigorous approach comparing pre- & post-participation data was used to assess meaningful change ("distance travelled"). See full report for details.

Note: Unless otherwise stated, all information presented is sourced from "Social Return on Investment Analysis: Evaluating Four Service Themes at Crann (October 2023 – October 2024)", The Outcome

Chart 1: Net benefits & costs of the 4 Crann programmes analysed in 2024



¹Based on a €3.68 SROI. Sensitivity analysis suggested this could range from €3.19 to €5.07.

²Comprising the total cost to run all services analysed within each programme, for the number of new clients that attended during the SROI analysis period. See full report for breakdown.

Summary | Health & Continence

Bowel & bladder self-management gives control back to clients and empowers families to participate in daily life with confidence. Podiatry is important in preventing pain and injury. | **Services Analysed:** Continence, Podiatry

Participants who accessed continence and/or podiatry services experienced improvements which enabled them to move more freely, travel further from home, and in many cases, stop thinking about their lower limb or bowel or bladder issues altogether. For many, these challenges had affected their lives for a long time with limited support.

Participants reported being actively involved in decisions about their care. Many described this as the first time they felt in control of their treatment. 60% of participants felt this sense of involvement and respect for their autonomy was deeply empowering.

[Child] learned self-catheterisation from [continence specialist] for the first time. We were attending [hospital] twice a week before that to get the catheter done and [child] wasn't doing it himself at all. He's flying it now.

Parent of a child with a disability

Chart 2: A greater sense of freedom, empowerment and ability to participate in daily life

The proportion of participants self-reporting significant improvements after attending Health & Continence services.

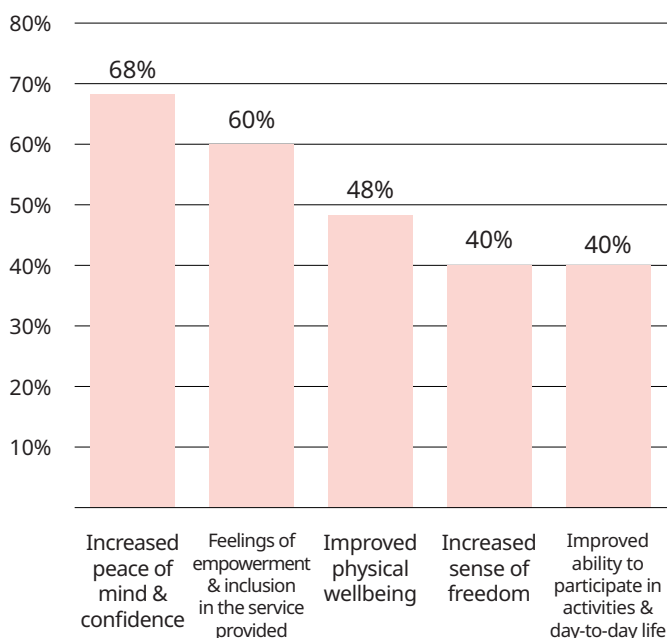
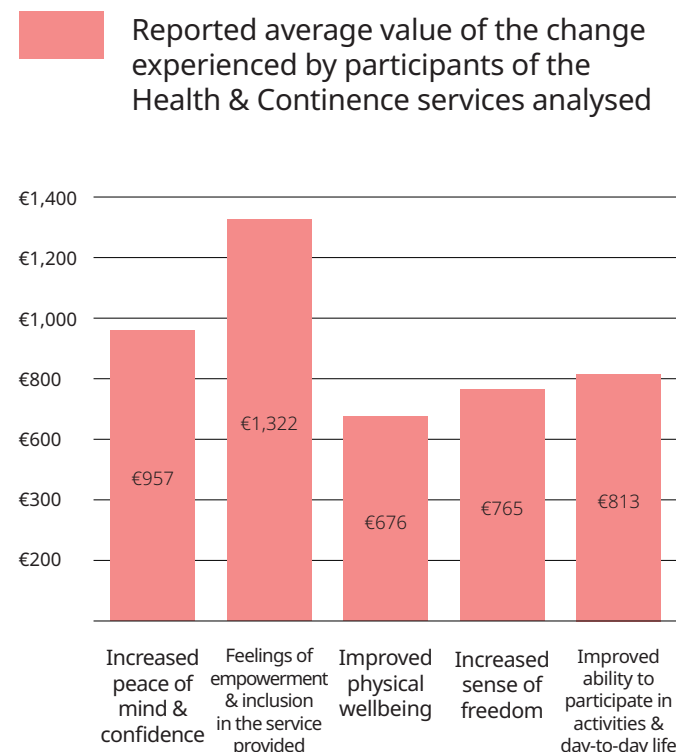


Chart 3: Increased average value placed on outcomes following Health & Continence services

78 participants completed pre- and post-service questionnaires with the greatest value gain occurring from an increased peace of mind and confidence.



General overview of Health & Continence in 2024

Source: Crann Salesforce Database 2024

723
+

Service sessions were delivered

218
+ ♿

Unique individuals attended services



95% of service users were individuals with a disability

Summary | Psychological Wellbeing

Psychological Wellbeing services have a significant impact on the mental health of the whole family, helping them feel supported and confident in managing life's challenges. | **Services Analysed:** Counselling, Play Therapy, Sibshops

The analysis found that Psychological Wellbeing services made a significant contribution to improved mental-wellbeing, characterised by feelings of calmness and happiness, a stronger sense of self, and a renewed commitment to self-care both mentally and physically. 73% of participants had feelings of increased self-confidence & motivation, driven by shared experiences, validation, and a sense of belonging. Additionally, most clients felt they gained tools and resources to help them manage challenges independently as a result of their engagement with the programme.

I dealt with my worries in Play Therapy, and I guess I learned how to manage them if they come back, because now I know why they came in the first place

Child with a disability

Chart 4: Improved mental-wellbeing, confidence and ability to cope with challenges

The proportion of participants self-reporting significant improvements after attending Psychological Wellbeing services.

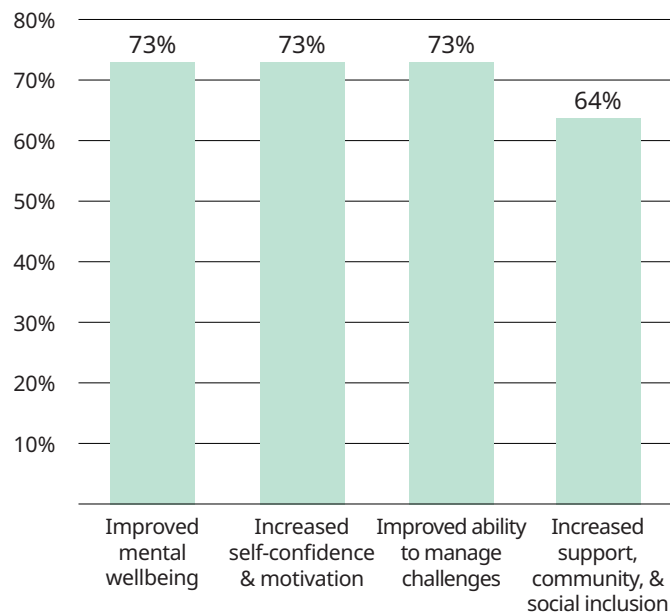
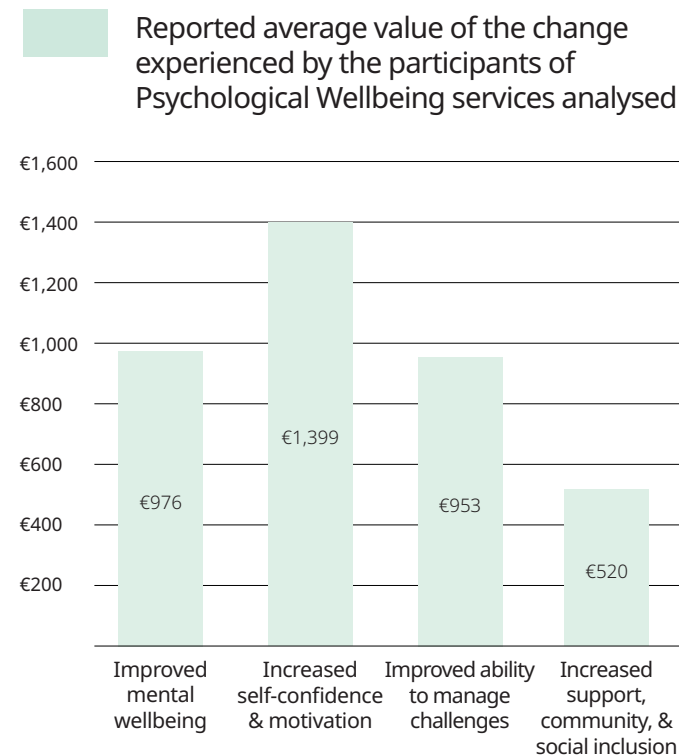


Chart 5: Increased average value placed on outcomes following participation in Psychological Wellbeing services

59 participants completed pre- and post-service questionnaires with the greatest value gain occurring in support, community and social inclusion.



General overview of Psychological Wellbeing in 2024

1,041



Service sessions were delivered

198



Unique individuals attended services



57% of service users were individuals with a disability

Source: Crann Salesforce Database 2024

Summary | Social Capital

Social prescribing services which help to alleviate isolation and loneliness, increase peer support, participation, and improve mental wellbeing.

| **Services Analysed:** Social Hub, Breaking Barriers Theatre Group

The Social Capital programme increased independence and social confidence for children who could now attend services alone, and that engaging with peers fostered self-recognition of their capabilities.

Adults were able to build relationships beyond immediate family. 67% of participants reported significant change in their self-confidence, enabling them to speak up more comfortably in other environments, such as education, medical appointments, home, and other group settings.

I wouldn't really have had anyone to talk to outside of my family before, but now I can talk to the group if I have a problem or a worry. It's nice to have friends of my own. I didn't really have that after I finished school.

Adult with a disability

Chart 6: Increased social confidence, independence and ability to handle challenges

The proportion of participants who self-reported significant improvements after attending Social Capital services.

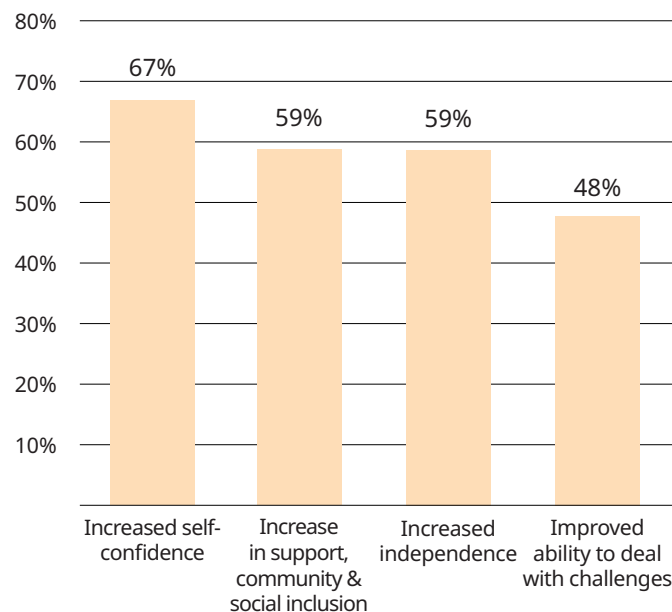
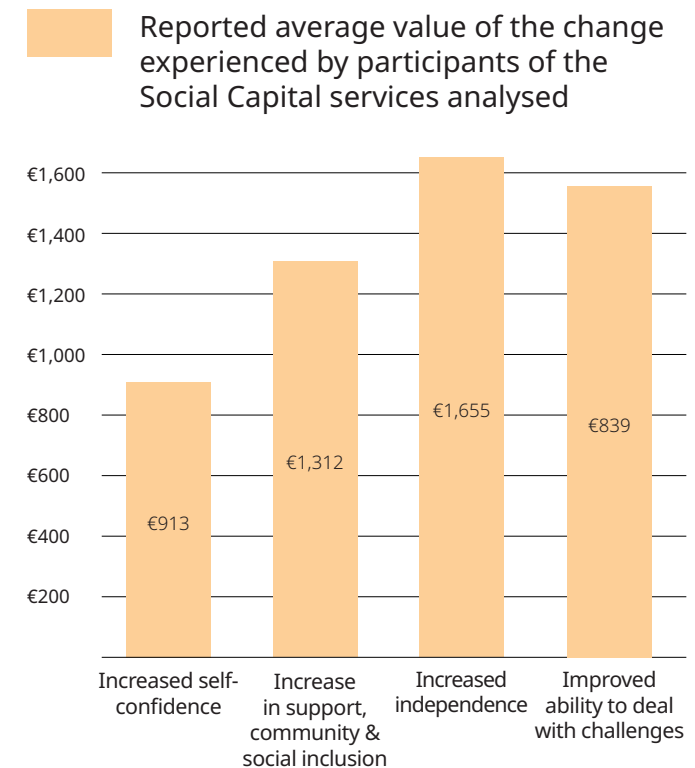


Chart 7: Average increased value placed on outcomes following participation in Social Capital services

17 participants completed pre-and post-service questionnaires with the greatest value gain occurring in increased self-confidence.



General overview of Social Capital in 2024



2,778 Service sessions were delivered



448 Unique individuals attended services



62% of service users were family members

Source: Crann Salesforce Database 2024

Summary | Personal Support & Connection

Personal Support & Connection is a unique programme to Crann; it creates personalised care plans, follow-up support, a sense that their needs are understood, and that they are being “held” by Crann’s staff.

Many participants reported experiencing loneliness, either due to having a disability and lacking peer connections, or as parents of a child with disabilities. This often left them unable to share their challenges or achievements, reinforcing feelings of isolation.

The analysis highlighted that engaging with Crann’s Personal Support and Connection programme provided a space where they could share experiences with someone who understood and could offer reassurance and support, helping to reduce feelings of loneliness.

You never have to fight. You feel that you have someone in your corner, and they have your child and your family's interests at heart. It's the whole family; no matter what happens with the child in the future, it impacts the whole family.

Parent of a child with a disability

Chart 8: Reduced loneliness and increased hope for the future

The proportion of participants self-reporting significant improvements after attending Personal Support & Connection services.

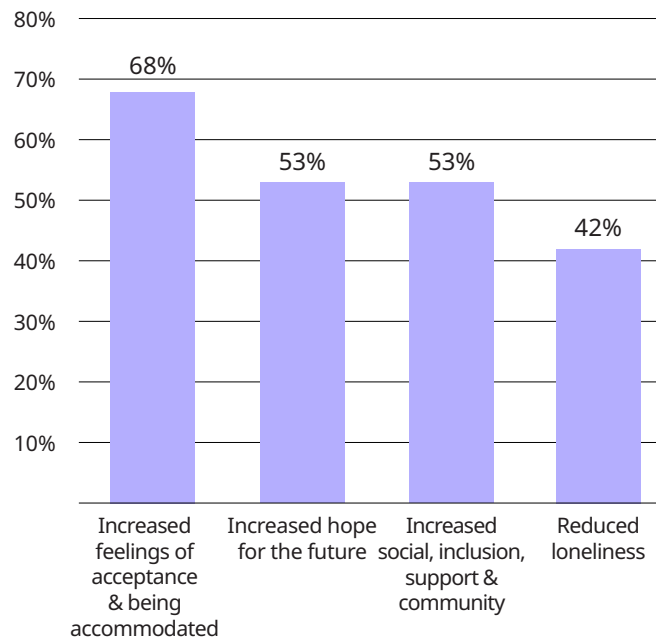
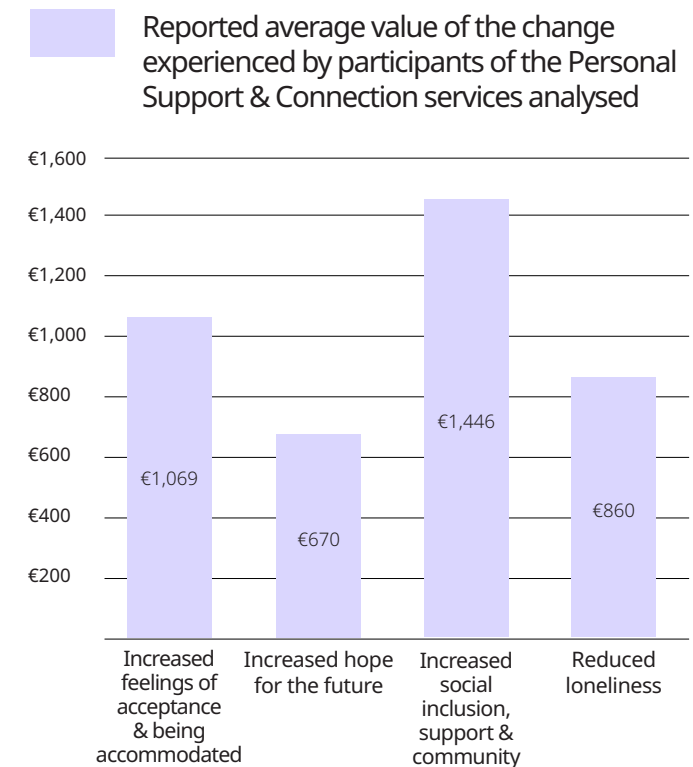


Chart 9: Increased average value placed on outcomes following participation Personal Support & Connection services

102 participants completed pre- and post-service questionnaires with the greatest value gain occurring from reduced loneliness.



General overview of Client Liaison Service in 2024*

269



Service sessions were delivered

236



Unique individuals attended services



99% of service users were individuals with a disability

Source: Crann Salesforce Database 2024

*The Personal Support and Connection programme was identified by participants in the Forecast SROI in 2022, and the Client Liaison programme was developed formally from this finding.