

Social Return on Investment: a new impact model

FREE BREAKFAST SEMINAR

Thursday, December 4th 2008

8.30am Breakfast; 8.45 - 10.00am Seminar

YouthNet was the UK's first exclusively online charity, founded by the broadcaster Martyn Lewis in 1995. We provide young people with information, support and advice via www.TheSite.org, and opportunities to get involved in their community through volunteering on www.do-it.org.uk.

This **free** seminar will share YouthNet's experience of using the 'Social Return on Investment' model to measure the value of our work. Working with the corporate responsibility consultancy Corporate Citizenship, YouthNet designed and carried out an evaluation of our expert question and answer service for young people, askTheSite.

This reporting model provides a comprehensive analysis of the effectiveness of a charity, and ultimately puts a monetary figure on the amount of 'good' provided to society by their programme of activities. These three presentations will introduce the theory behind the model and explain how it was applied by YouthNet:

→ **askTheSite – because there's no such thing as a stupid question**

A brief introduction to the askTheSite service, explaining how it works and looking at the challenges it presents to providing effective reporting and demonstrating value and impact.

→ **Theory of Social Return on Investment**

Andrew Wilson from Corporate Citizenship will introduce the 'Social Return on Investment' model. This will include the theory behind it, how it works, the issues it can help you address and how it is likely to feature in the reporting landscape in the future.

→ **Applying Social Return on Investment to askTheSite**

Discover how YouthNet applied the model to measure the social return of investment of the askTheSite service. This will explain why we looked at it and how we approached it, as well as presenting the results of the report. This session will also provide useful ideas to take away and apply to your own work. A copy of the final report will be made available following the event.

→ **Your opportunity to ask the speakers questions**

The event will take place at YouthNet's offices at 50 Featherstone Street, near Old Street.

To reserve your place, please reply to this email with your name & contact details.

Should you require any additional information, please email James from our development department at james.barradell-smith@youthnet.org or call him directly on 020 7250 5766.