

Big Brothers Big Sisters

Social Return on Investment Survey

Media Notes

The following are messages for use by BBBS media spokespersons related to July's social return on investment survey. During media interviews, spokespersons are asked to refer to this survey as, "The Big Brothers Big Sisters Social Return on Investment Survey". The findings will be released to media on July 16.

Core Messages

- A groundbreaking new study by The Boston Consulting Group demonstrates the power of investments in Big Brothers Big Sisters mentoring to deliver strong economic value over time.
- The study was designed to audit the financial return to society from Big Brothers Big Sisters, and it found that **every dollar invested generates on average \$18 in hard dollar returns to society.**
- The research compared the life outcomes of 500 former "Littles" with a control group of individuals from identical family and economic backgrounds. The study determined that, over their working lives, **the former Little Brothers and Little Sister will earn on average \$315,000 more than those in the control group.** These higher incomes will deliver additional tax revenue, higher consumer spending and increased charitable giving and volunteerism.
- **Remarkably, the social return on investment or SROI for the most economically disadvantaged participants in Big Brothers Big Sisters mentoring programs is even greater – generating an average of \$23 in economic value for each dollar invested.**
- Collective action to invest in the future of kids in need of guidance is gaining strength. A great example is three major new investments from Standard Life, Boston Pizza and Citizenship and Immigration Canada. Standard Life has just announced it will invest \$1.125 million over the next five years to help recruit more volunteer Big Brothers and Big Sisters; Boston Pizza is giving \$1.5 million as part of a five-year pledge, and the Government of Canada under the auspices of Citizenship and Immigration Canada is providing \$1.6 million over three years to serve the mentoring needs of immigrant youth.
- Taken together these three investments alone will generate a financial return of \$78.3 million over the next 40 years in additional tax revenue, consumption and charitable giving. These are hard dollar returns that will profoundly benefit people and communities right across Canada.
- There is now proof positive that Big Brothers and Big Sisters mentoring programs generate enormous financial and societal value. Donors can give with certainty knowing that their hard earned dollars will make profound contribution – not only to young lives, but also to the economy.

- The former Little Brothers and Little Sisters involved in the study also generally achieved more positive life outcomes in terms of life skills and general well-being than their counterparts who never had the benefit of a volunteer Big Brother or Big Sister.

How were the SROI ratios calculated?

- Four categories of differential life outcomes were examined: employment, philanthropy, life skills and general well-being.
- The financial returns stem from higher taxes, higher consumer spending and increasing charitable giving and volunteering.
- When compared to the control group, **each former Little Brother and Little Sister involved in the research project is on track to generate an average of \$32,154 in additional tax revenue; \$49,819 in increased consumption; \$5,856 in additional charitable volunteering and \$890 in greater charitable giving.**
- The SROI generated by former Littles from the least economically advantaged group was an incredible **\$23 per dollar invested** when compared against control group members from the same economic backgrounds. **These former Littles on average will generate \$42,217 in additional tax revenue; \$65,411 in higher consumption; \$7,214 in additional charitable volunteering and \$817 in increased charitable giving.**
- **The average investment required to mentor a Little Brother or Little Sister is \$5,059.**

How were the former Little Brothers and Little Sisters recruited?

- 250 of the former Little Brothers and Little Sisters interviewed in this study were recruited randomly using Big Brothers Big Sisters' Alumni database, which includes past Bigs and Littles. The remaining 250 were recruited via an Ipsos Reid online panel.
- The average age of the former "Littles" interviewed was 37.

Who was in the control group?

- Control group candidates were selected on the basis of their economic and family backgrounds being as similar as possible to the former Big Brothers and Big Sisters in the study. The only significant difference was that the former Littles received the benefit of having a volunteer Big Brother or Big Sister to provide guidance and friendship while their counterparts did not.
- The 1,000 members of the control group were recruited using an Ipsos Reid online panel.

Impact of BBBS mentoring on employability?

- The former Little Brothers and Little Sisters were generally higher workplace achievers.
- 68 per cent of the former Little Brothers and Little Sisters reported being employed full time, compared to 58 per cent among the control group.
- The BBBS participants were also more likely to have higher incomes. Their average earnings were \$59,600 compared to \$52,700 among the control group.

Impact of BBBS mentoring on career success.

- The former Little Brothers and Little Sisters were more likely to achieve leadership positions with their employers.
- 47 per cent of the former Little Brothers and Little Sisters held senior leadership positions in their work environments compared to 32 per cent of those in the control group.

Impact of BBBS mentoring on community volunteerism.

- The former Littles were influenced to be more community minded by their Big Brother or Big Sister and this is reflected in the study's findings.
- 66 per cent reported they had volunteered for community service versus 43 per cent for the control group. The former Littles also performed an average of 95 hours of community service per year compared to 73 hours among those in the control group.

Impact of BBBS mentoring on future charitable donations.

- Almost eight-in-ten of the former Little Brothers and Little Sisters (77 per cent) reported they donate to charities compared to 67 per cent among members of the control group. The average annual donation by the former Littles was \$394 versus \$329 by individuals in the control group.

Impact of BBBS mentoring on healthy lifestyles.

- Eight-in-ten of the former Littles reported pursuing a healthy lifestyle versus 72 per cent among the control group.

Impact of BBBS mentoring on life skills, life choices and personal well-being.

- 81 per cent of the former Little Brothers and Little Sisters in the study reported that they were financially literate compared to 70 per cent among the control group.
- 52 per cent of the former Littles strongly agreed that they make good life choices versus 39 per cent in the control group.
- 42 per cent strong of the former Littles strongly agreed that they are a happy person compared to 26 per cent in the control group.
- 42 per cent strongly agreed that they have a strong network of family and friends compared to 28 per cent in the control group.
- 38 per cent strongly agreed that they were a confident person versus 26 per cent in the control group.