

Do good, better.

Citizens
Advice
Bureau



Family Relationships



Citizens Advice Bureau
North Shore Incorporated
Relationship-related Enquires
ImpactLab GoodMeasure Report
October 2022

**ImpactLab
GoodMeasure Report**

Wellington, New Zealand

Prepared for:
Citizens Advice Bureau
North Shore Incorporated

October 2022

ACKNOWLEDGEMENTS

We would like to thank Tim Charman and the Citizens Advice Bureau North Shore Incorporated team who contributed to the preparation of this report by sharing their values, processes, evidence and experience.

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Simplifying social impact measurement

I had the privilege in public life to work with people who understood the need for positive change in the lives of those around them and worked hard to achieve it.

Our social services do a tremendous job of bringing positive change to our most deserving individuals and communities. These organisations are built by volunteers and community workers who dedicate their lives to helping others.

Social service workers can see the positive impact of their work. Children thriving, families united, jobseekers in new employment and people empowered to change their life course.

With more tools they could do more good. I want to help them by finding ways to make sure that effort is recognised, results are measurable and they can make decisions about how to do more good.

ImpactLab grew from a desire to make available to community organisations tools that use the power of public information and the latest technology, so these organisations can change more lives.

By measuring social change and positive outcomes, ImpactLab enables charities and social service providers to speak the language of funders, investors and governments.

It has been a pleasure to work with Citizens Advice Bureau North Shore Incorporated (CAB) to learn how this organisation changes lives throughout North Shore, Auckland.

Calculating social value helps inform decision making and investment and enables you to do good, better.

Thank you for joining us on this journey.

Sir Bill English
ImpactLab Chairman

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Who we are

The team at ImpactLab share the goal of helping all organisations do good, better.

Our story

Our team at ImpactLab has seen the power of understanding social change. Our founders came together working in the public sector, where we led the development of new processes to link social value measurement with decision making. We believe that all organisations should be able to understand and improve their social impact. Our mission is to help impact creators and investors make decisions that change more lives.

Our team

To make better decisions, it's crucial to consider both the hard facts and the human stories that substantiate them. Our family of researchers, data scientists and statisticians are committed to combining powerful analytics with what you know works for your community.

Alongside expertise in data-driven decision making, our team brings a wealth of real-world experience. We are parents, teachers, volunteers and customers of social services.

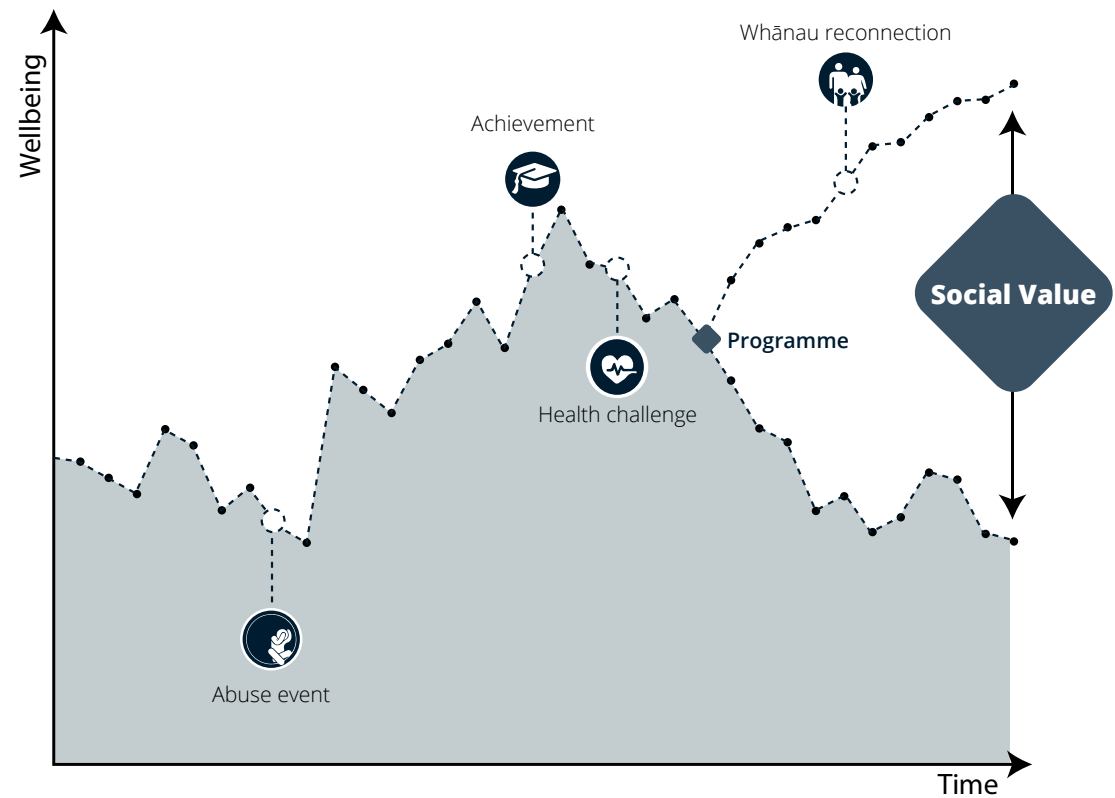
Our partners

ImpactLab is proud to be partnering with trust company Perpetual Guardian. Together we are using GoodMeasure to improve strategic grantmaking and support collaboration with grantees by applying a consistent measurement framework.



"The strength of ImpactLab is a real depth of experience in a public policy context. They understand what evidence would be helpful to enable us to make decisions for the future"

- Debbie Sorenson, CEO, Pasifika Futures



Understanding social value

Social value is the social impact in dollar terms that a programme achieves for participants over their lifetime.

Throughout our lives, different events occur which impact our overall wellbeing trajectory. ImpactLab measures the impact on an individual's wellbeing across multiple domains when they're supported by a programme to make positive changes in their life.

We measure this impact in terms of both positive benefits (such as increased income) and avoided costs to government.

To calculate social value, we combine these impact values with

- ◆ Evidence from global literature about how effective a programme can be.
- ◆ The size of the opportunity for the people an organisation serves to achieve more positive outcomes.
- ◆ The number of people supported.

By combining these inputs, the social value calculation helps us understand how a programme or intervention helps change lives for the better. We combine the social value with cost information to calculate a programme's social return on investment.

How we measure social value

Our consistent approach to measurement enables comparisons across wellbeing domains and over time.

Map programme dimensions

ImpactLab engages with providers to understand their people, their service and the outcomes they seek to achieve.

Clean and analyse data

ImpactLab uses the best of data about people's lives to understand what works, for whom, at what cost. We combine publicly available insights from the NZ Treasury, NZ Statistics and other sources. Impact values produced using Statistics NZ's Integrated Data Infrastructure are a particularly valuable resource. The IDI is a dataset containing information on every New Zealander about many areas of their lives – education, health, social welfare, employment and others. It's anonymised, so we can't identify anyone. This adds up to over 166 billion facts, for nine million New Zealanders (some have left the country, and some have passed on), for more than a generation of us.

Collect and synthesise literature

ImpactLab draws on the best academic impact literature from around the world. We access globally screened evidence from top universities and governments to estimate how impactful a programme can be. We also identify service delivery model features associated with the most effective programmes.

Calculate impact

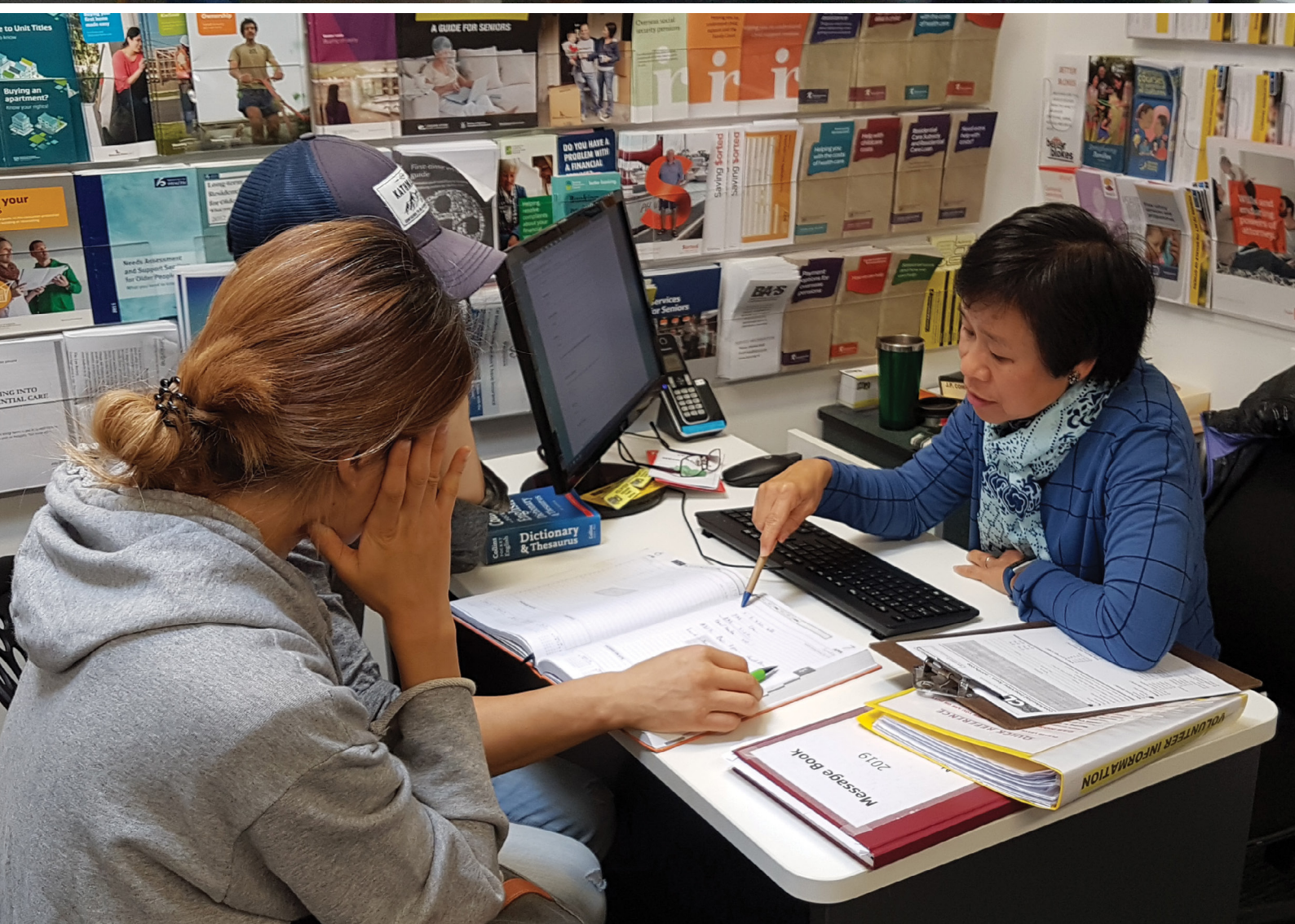
Our algorithm combines New Zealanders' life experiences, with the wisdom about what works from the brightest minds across the world, with what we know about need in communities.

This combination of system level insights and grassroots know-how means we can consistently calculate the expected impact of a programme, and the social return on investment.

Map social value to frameworks

Because we start with individuals' experience, we can organise our insights into the relevant government and international frameworks. The New Zealand Treasury's Living Standards Framework (Living Standards Framework) is the Treasury's way of systematising wellbeing. It has four 'capitals' – social capital, financial and physical capital, human capital and natural capital. ImpactLab's GoodMeasure tool links the social value and return on investment created to domains within human capital.

We can also map social value and return on investment to the relevant OECD Sustainable Development Goals.

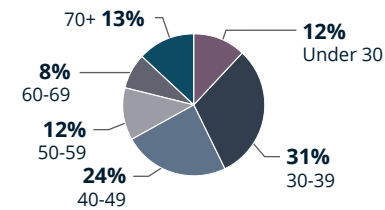


Period in scope
01/09/2020 – 31/08/2021

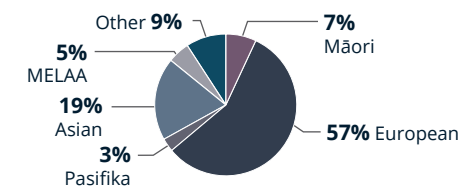
Participants

Participants	Total started	Total engaged
Adults	1,073	1,030

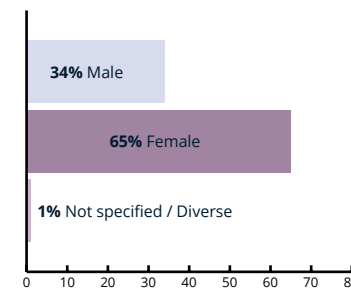
Age



Ethnicity



Gender



Location

New Zealand



CAB North Shore's people

The Citizen's Advice Bureau (CAB) provides confidential, anonymous, free information, and advice to individuals who require support with a challenge in their lives. This GoodMeasure focuses on relationship-related enquiries at the six North Shore branches: Northcote, Glenfield, Takapuna, Hibiscus Coast, Birkenhead and Browns Bay.

There are many challenging circumstances related to relationships that people may face, such as difficulty negotiating a separation or dissolution of a marriage, financial and property disputes, or navigating access and custody of shared children. These challenges can be emotionally distressing and difficult to resolve, and can have a negative impact on individuals' mental health, living circumstances and financial well-being. The CAB supports clients through these challenges by providing well-informed advice and referrals, so that clients understand their options and are empowered to take action.

Clients can reach out to the CAB by phone, in person and online. A volunteer interviews the client to understand the challenge that they are facing, using empathy, and listening to get to the root cause of the problem that is presented. During the interview, advice and support are given on potential options and solutions, such as explaining a client's rights and obligations, or advice on how to navigate a government department and its processes. Information is also shared on other relevant organisations and agencies that would support them further, such as community lawyers or a food bank. Each interaction is anonymous, free, and confidential.

Through this one-touch but thorough support, clients leave the interview in a better position to take a positive step forward to address and resolve whatever relationship challenges they are facing.

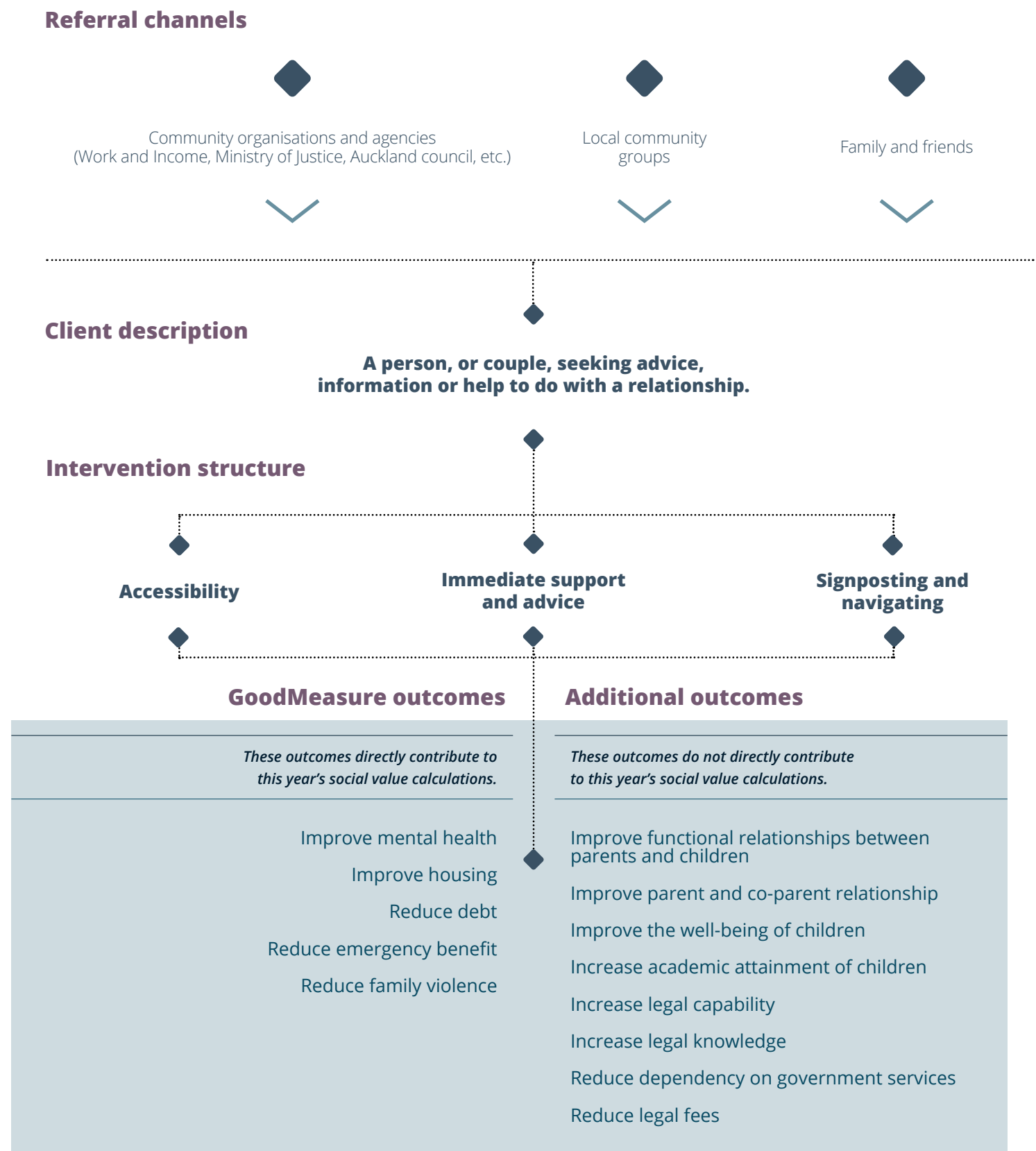
The change journey

The CAB North Shore provides information, advice and support to help resolve relationship-related challenges faced by clients.

Accessibility	Immediate support & advice	Signposting and navigating
<p>Most clients self-refer and get in contact via the phone, online or in-person at one of the North Shore branches.</p> <p>Referrals are often made by family members or friends.</p> <p>Referrals can also be made from other community organisations and agencies, such as Work and Income, Ministry of Justice, Auckland Council or local community groups.</p> <p>All engagements and support through the CAB are confidential, anonymous and free, and can be held on the phone or in person.</p> <p>Clients can return for more support whenever it's needed.</p>	<p>The engagement with clients is non-judgemental, friendly, and empathetic. The qualified, accredited volunteer listens and gathers information about the situation or challenge that the client is enquiring about.</p> <p>Whilst talking to the client, the volunteer then researches the questions or problems that are presented, to ensure the advice given is accurate and relevant. The options, solutions and positions are then shared and discussed.</p> <p>A common discussion is describing the process for 'separation' or 'dissolution' of a relationship, including legal options. The volunteer may provide reference material and templates as needed and assist with drafting forms if necessary. Other common enquires are regarding advice about children, needing advice and support to resolve a dispute with an ex-partner or support to understand the processes of Family Court.</p> <p>No matter the circumstances, through this conversation the client is empowered with knowledge and options to address their relationship challenge.</p> <p>A typical visit for advice about relationships is about half an hour.</p>	<p>When all options for assistance from CAB have been pursued, the client can be referred to other agencies or community organisations that may help them further.</p> <p>They may also be given advice on what other organisations to contact themselves that may help them as they move forward.</p> <p>This navigation and signposting through the public system of support available helps clients to get the specific and correct support they need.</p> <p><i>For example:</i></p> <ul style="list-style-type: none"> • When legal representation or intervention by a lawyer is required. • When a client is under severe mental stress, then it may be appropriate to refer them to a specialised women's or men's facility to work through their mental health first. • In the case of family harm, when the client agrees: Police, Women's Shelters, Counsellor, Mental Health Services, Oranga Tamariki. • When specialist services must be involved e.g., alcohol addiction; specialist financial services for immediate and ongoing debt management; grief support services; Aged Concern, especially elder abuse.

Outcomes map

The outcomes that CAB North Shore aims to achieve and how these are reflected in the GoodMeasure calculation.



GoodMeasure results summary

Every year, CAB North Shore delivers \$673,741 of measurable good to society in New Zealand.

CAB North Shore's real-world value is even greater than this, as some outcomes such as increased legal capability cannot yet be directly quantified with available data.

When we consider the operating costs of CAB North Shore, we can calculate the social return on investment that is generated for every dollar that is invested in the programme.

Social value generated for each participant:	\$654
Measurable benefits as proportion of programme cost:	1320%
Cost of the programme per participant:	\$48

The Living Standards Framework is a practical application of national and international research around measuring wellbeing.

It was designed drawing from the Organisation for Economic Co-operation and Development's (OECD) internationally recognised approach, in consultation with domestic and international experts, and the NZ public.

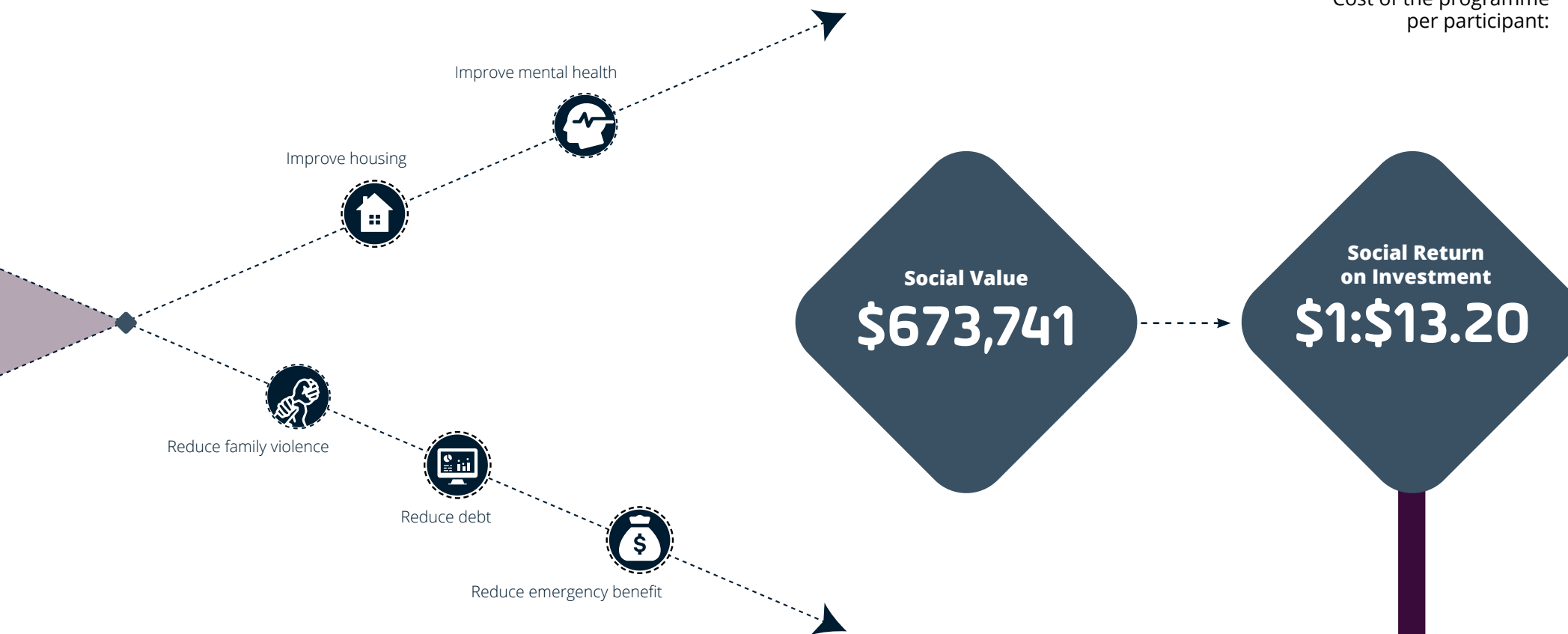
Definitions

Jobs and Earnings:
Freedom from unemployment

Income and Consumption:
People's disposable income

Health: People's mental and physical health

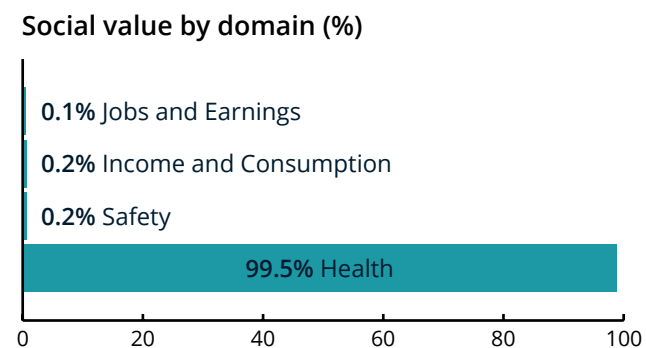
Safety: People's safety and security and freedom from risk of harm



Social value breakdown

CAB North Shore creates social value across different aspects of people's lives.

This chart shows the breakdown of social value created according to the Living Standards Framework. Each domain highlights a different aspect of well-being.



This means that every dollar invested in CAB North Shore delivers **\$13.20** of measurable good to New Zealand.

(01/09/2020 - 31/08/2021)

GoodFeatures

GoodFeatures are actionable insights drawn from literature. Research has connected these actions with positive outcomes for participants.

Use GoodFeatures to prompt discussion about your programme and service delivery compared to examples of effective practice from international literature.

◆ Awareness

- The programme partners and coordinates with other social services and organisations to ensure that individuals who could benefit from the service are aware of where to seek advice and how to access it.
- The programme employs outreach strategies to increase awareness of the service to marginalised or “hard-to-reach” people through cultural and community programmes/groups.

◆ Accessibility

- The programme offers several modalities (text, phone, video chat, email, in-person) that take into consideration convenience, accessibility, affordability, confidentiality, and function.
- The programme regularly reviews and adjusts staffing levels to ensure that wait times are not extensive.
- The programme offers its services in many languages; if a volunteer cannot support the client in the language of their choosing, interpreters are available.
- The programme trains volunteers to support clients in non-legalistic “plain English” and meet them where they are at.

◆ Service Delivery

- The programme fosters an intentional culture of support to ensure volunteers are psychologically safe and present for all their interactions with clients.
- The programme promptly follows up with any clients that require further assistance.
- The programme is grounded on a client-centred approach that calls for volunteers to respond sensitively to different client needs; for instance, sufficient time is allotted per interaction.
- The programme trains volunteers to be open and flexible during interactions with clients, recognising the multidimensional and complex nature of the problems/circumstances that individuals encounter—addressing the person and not the “problem”.
- The programme actively records and incorporates client feedback to continuously improve service delivery and accessibility.
- The programme has deep relationships with local community networks and organisations to facilitate coordinating streamlined and relevant referrals to clients.
- The programme delivers standardised training to ensure consistent quality of service across all volunteers.
- The programme regularly undertakes case reviews to maintain a high quality of service and to create opportunities for volunteers to discuss and reflect on client interactions.

References and further reading

In compiling our reading lists we consider a wide variety of topics, focussing on specific aspects of service delivery or outcome attainment. Here are a selection of readings that may be of interest.

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Whether you're funding change-making organisations or delivering the services that make a difference, GoodMeasure simplifies impact measurement so you can learn what works and make a bigger impact.

We take great pride in providing a research process that our customers can trust. GoodMeasure's power comes from calculations using multiple reputable data sources, including the Living Standards Framework. GoodMeasure also uses the best of the worldwide evidence about what works. This includes published literature and evidence databases from world renowned academics and impact organisations.

Understanding social value

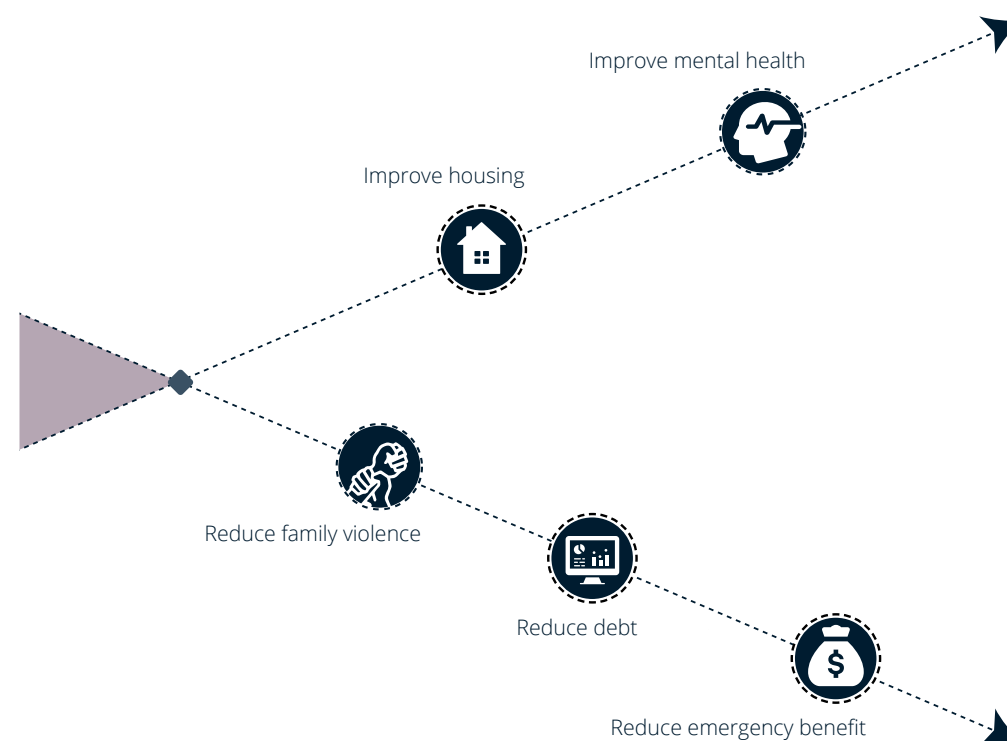
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GoodMeasure for CAB North Shore

In the period in scope, CAB North Shore delivered \$673,741 of measurable good to society in New Zealand.

Understanding CAB North Shore's impact

The CAB North Shore empowers individuals with the knowledge and confidence to address any challenge they are facing in their lives.

What does CAB North Shore do?

The CAB North Shore provides free, information, confidential advice and support services that are easily accessible to any member of the public.

Whom does CAB North Shore serve?

Individuals, or sometimes groups, facing challenges and questions that they need information, support or advice to overcome.

CAB North Shore's impact



Social value definition

Social value generated for each participant	\$654
Measurable benefits as proportion of programme cost	1320%
Cost of the programme per participant	\$48

When we take into account the operating costs of CAB North Shore, we can calculate the social return on investment that is generated for every dollar in the programme.



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Our team

To make better decisions, it's crucial to consider both the hard facts and the human stories that substantiate them. Our family of researchers, data scientists and statisticians are committed to combining powerful analytics with what you know works for your community.

Alongside expertise in data-driven decision making, our team brings a wealth of real-world experience. We are parents, teachers, volunteers and customers of social services.

|| Helping you do good, better.

GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

- Improve mental health
- Improve housing
- Reduce debt
- Reduce emergency benefit
- Reduce family violence

Additional outcomes

These outcomes do not directly contribute to this year's social value calculations.

- Improve functional relationships between parents and children
- Improve parent and co-parent relationship
- Improve the well-being of children
- Increase academic attainment of children
- Increase legal capability
- Increase legal knowledge
- Reduce dependency on government services
- Reduce legal fees

Appendix

Below is a list of definitions of key terms contained in this report.

Amount invested

The dollar amount that has been invested in a specific programme, in New Zealand dollars.

Cost per person

The dollar amount invested in the programme divided by the number of people supported by the programme (including those who did not successfully complete it).

Domain

A domain is a way of dividing or filtering the subject and outcome material in your ImpactLab results. ImpactLab refer to domains as per the New Zealand Treasury's Living Standards Framework domains.

Population

The group of people supported by the programme, in terms of age, gender, and ethnicity.

Programmes

The services delivered by the provider for the amount invested.

Social ROI

This is the Social Return on Investment. It is calculated by comparing the social value generated by the programme to the amount invested in it.

Social Value

The social impact in dollar terms that the amount invested achieves for participants over their lifetime. The social value is calculated by combining impact values with a service delivery quality score, the size of the opportunity to support a population, and the number of people supported.

Attribution

Some data and information used in the Social ROI calculations is licensed under a Creative Commons Attribution 4.0 International (CC BY 4.0) Licence. It is attributed to the NZ Treasury.

Disclaimer

This disclaimer sets out important information about the scope of our (ImpactLab Limited) services. It should be read in conjunction with the contract that we have entered into with you (or your company/organisation) for our services, including the applicable terms and conditions.

We have endeavoured to ensure that all material and information on GoodMeasure, including all ROI calculations and impact numbers (together the information) is accurate and reliable. However, the Information is based on various sources, including information that you have provided to us, which we do not independently verify. Accordingly, we do not provide any representations or warranties in relation to any information, including any representations or warranties relating to the accuracy, adequacy, availability or completeness of the information or that it is suitable for your intended use. We do not provide advice or make any recommendations in relation to decisions, financial or otherwise, that you may make.

