

[SAMPLE  
ORG]

[ORG NAME]

# SEEDing Social Impact

February 2015 Ratings – Individual Lives Touched

OPERATING BUDGET 2014

**\$340,000**



## SOCIAL ROI RATING

Social ROI (Return on Investment) is a measure of reach to individuals across five levels of influence, relative to operating budget.

SEED Results Ladder™



**LEVEL 5. LAUNCHING LEADERS WHO EMBODY OUR MISSION:** Individuals serving in a leadership capacity as a result of their (current or past) experience in our programs are extending the value of our work to others within or beyond our organization.

**5**

**LEVEL 4. ACHIEVING BEHAVIOR AND LIFESTYLE CHANGES:** Individuals demonstrating behavioral and lifestyle changes in the past 12 months as a direct consequence of participating in our program activities.

**36**

**LEVEL 3. ENGAGING IN DEVELOPMENTAL LEARNING:** Individuals consistently participating in ongoing program activities throughout the past 12 months, with an understanding of progress we intend them to achieve.

**49**

**LEVEL 2. ASSISTING WITH GOODS AND SERVICES:** Individuals receiving at least \$300 worth of goods or services from our organization over the past 12 months.

**97**

**LEVEL 1. REACHING WITH INDIRECT MESSAGES:** Individuals indirectly reached or encouraged by our organization over the past 12 months, via the internet, a flyer, or other media.

**11,000**

## SOCIAL VALUE

**\$455,100**

The SOCIAL VALUE is a dollar-value estimate of the total reach and depth of impact being achieved.

## BENEFIT-COST RATIO

**1.3 : 1**

The BENEFIT-COST RATIO reveals that for every \$10,000 expended by the organization, **\$13,000** of social impact is realized.

Want to raise these impact scores?

SEEDing Sustainability quickly reveals opportunities to build internal capacity. For [sample report](#), use password: sample123



[Learn more](#) about SEED Diagnostics.

