

# 2019 Social Return on Investment Executive Summary: Chimo Helpline



## Fast Facts

### By the Numbers (2018-19):

- Chimo received a total of **10,743** calls
- Our top three call categories are: Loneliness (**41%**), Mental Health (**12%**) and Suicide (**5%**)
- **48%** of callers are men
- **4%** increase in the number of youth callers
- Suicide calls were de-escalated **83%** of the time; keeping the caller safe
- Emotional intensity was reduced **93%** of the time; leaving the caller in a calmer state
- Volunteer Crisis Interveners, provided **1427** hours of service
- Cost per call is **\$18.31**
- SROI ratio of **1 : 6**

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## Our History

Chimo began as a grassroots movement in the 1970's; led by a strong base of socially conscious citizens. United by their growing concern that people had nowhere to turn in times of crisis or personal distress, these Fredericton locals joined efforts to provide resources and information to those in need.

We have since grown to become the first and only province wide, toll-free helpline service. For the past 47 years, Chimo has committed to offering emotional support to everyone, regardless of social or economic barriers.

## Mission and Services

Chimo is a bilingual provincial crisis phone line, accessible 24 hours a day, 365 days a year to all residents of New Brunswick. Our mission is to serve our community by providing a competent level of crisis intervention, referrals and vital information in a caring, confidential manner. We are committed to helping with any issue, including but not limited to thoughts of suicide, emotional distress, loneliness, depression, anxiety and information/referrals.

## SROI: An Overview

Social Return on Investment (SROI) is an impact measurement tool which can be used by not-for-profit organizations to demonstrate the extra-financial value that they create for communities. It is a way to compare financial investments to both the economic *and* social benefits that result from a given activity.

SROI uses the language of economic return to demonstrate social impact. Because value is most universally understood in monetary terms, a number of valuation techniques are used to link the social outcomes experienced by stakeholders to financial proxies. This helps assign a dollar value to the more intangible changes that an activity generates.

## The SROI Ratio

The final SROI ratio is calculated by dividing the total value that a service creates by the total value of investments. This ultimately tells us how much social value (in \$) is created for every \$1 that is invested. However, this does not imply the creation of spendable dollars in standard market terms.

### Theory of Change Summary Statement:

*If New Brunswick residents facing crisis or personal distress are given free, 24/7 access to support from trained Crisis Interveners, they will be able to work through their immediate crisis and develop coping strategies to prevent further escalation.*

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### Value Creation

Chimo intentionally uses a strength-based empowerment model to engage with the members of our community. From our work, we understand that feelings of grief, hopelessness and helplessness can overwhelm an individual's perceived ability to respond to crisis.

Thus, we provide immediate assistance in dealing with the threats of a crisis situation, plan for safety to prevent adverse responses to crisis and connect callers with appropriate community resources. This service creates value for each of our stakeholders in the following ways:

#### For Callers

- Reduced suicidality and/or self-harm
- Improved well-being and/or ability to cope
- Enhanced feelings of belonging and support
- Improved resourcefulness

#### For Police and Ambulance Services

- Avoidance of unnecessary intervention
- More effective use of resources

#### For New Brunswick Hospitals

- Reduced use of hospital resources

#### For a Partner Agency: Fredericton Addiction and Mental Health Services

- Cost savings due to an avoidance of after-hour services

#### For Volunteers

- Improved employability
- Enhanced well-being as a result of regular volunteering

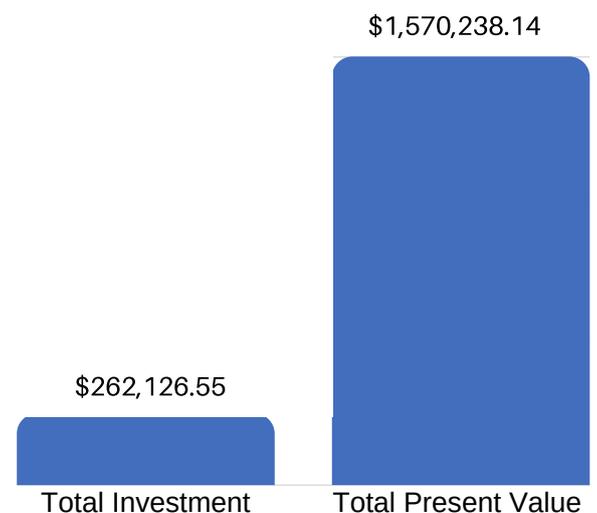
### Chimo's SROI

Chimo conducted an evaluative SROI analysis which covered the time period between April 1st 2018 and March 31st 2019.

The Social Return on Investment for Chimo's 24/7, toll-free, provincial crisis phone line revealed an SROI ratio of 1: 6 meaning that:

***For every dollar invested in Chimo Helpline, six dollars in social and economic value is created.***

This ratio suggests that significant social and economic value is created through the operation of Chimo Helpline.



### Recommendations

- The mental health support and crisis intervention provided to New Brunswick residents by Chimo is a wise investment that should be continued, if not expanded.
- Strengthening community partnerships will promote better access to mental health support in New Brunswick. It is our hope that new and existing collaborations will be developed to enhance effectiveness among all service providers.

***Help is Just a Phone Call Away***

**Toll-Free: 1-800-667-5005**