

Social Return on Investment (SROI)

Arts for Children and Youth (AFCY) Youth X Press Program



Study made possible through Ontario Arts Council Compass Grant funding

“[The most valuable thing about the Youth X Press program] was that people were able to see the art that we did!” – Participant



FAST FACTS

AFCY Program Overview:

- 140-160 outreach programs offered each year
- Approximately 7,000 children and youth engaged every year
- Programs at 97 diverse venues including inner-city schools, community centres, & shelters

AFCY Programming Includes:

- Outreach programming
- Youth mentorship
- Resiliency/employment (providing meaningful work for youth in the arts)
- Professional development

Youth X Press in 2012/2013:

- 253 in-school participants involved across 6 schools
- 47 community participants involved across 4 community groups
- 10 professional artists employed
- 10 artist assistants employed
- 22 original works of art completed

SROI Overview:

For every dollar invested in the Youth X Press program **\$4 is created in social value**

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Organization Background

Each year Arts for Children and Youth (AFCY) works to engage young people living in Toronto’s priority neighbourhoods through high quality and accessible educational arts programs. These programs strive to be meaningful, relevant, and collaboratively developed in consultation with community and education partners, and shaped with input from participants. AFCY’s programs are grounded in skills development, hands-on learning, mentorship, self-expression, collaboration, inclusiveness, and social awareness.

Theory of Change Summary

If you give youth, who feel they don’t have a voice, from marginalized communities an opportunity to express themselves through art, they will become more engaged in their community environment, gain self pride, promote social change and develop transferrable skills in critical thinking, leadership and the arts.

Social Value of AFCY Activities

The social value created by AFCY is both wide-ranging and diverse across their multitude of programs . Programs across the organization integrate elements of outreach programming, youth mentorship, resiliency/employment, and professional development, with a unique focus and approach in each program. In order to understand the social value created by AFCY as a whole, one demonstration program involving a combination of each element listed above was analyzed. To this end, an SROI analysis was conducted on the Youth X Press.

Youth X Press

Youth X Press is a community capacity building project designed to engage young people in accessible hands-on arts programming that raises social, artistic and eco-consciousness and gives voice to their ideas, talents, and potential. The project engages marginalized youth in the production of art which is displayed publicly on repurposed Toronto Transit Corporation (TTC) ad panels. Digitalized images of the murals are also featured on the TTC video subway monitors via Patterson Onestop Media. This program enables youth to gain

artistic skills; young artists to act as mentors and learn alongside established artists; established artists to gain meaningful work opportunities; partners to gain professional development in arts education while exposing the community to the art and voice of marginalized youth.



SROI analysis conducted in partnership with:



www.simpactstrategies.com
403-444-5683

“Having youth-led original art in the community is invaluable. For kids to see their own work and ideas in TTC, instead of media and advertizing, helped them to see themselves as potential artists or even media professionals” – Teacher

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AFCY Value Creation Demonstrated through Youth X Press

The social value of the Youth X Press program highlights the value generated by different aspects of AFCY's overall programming. First, **outreach** program elements mean different young people become engaged in the arts, and feel connected to and respectful of their communities. This leads to social value through decreased destructive behaviour, increased engagement in school, and more opportunities for personal artistic expression. **Mentorship** creates value by increasing skills and connections, making pursuits in the arts more viable. Next, the **employment** element not only generates income for established and emerging artists, but also builds skills, connections and work experience in the arts. Finally, the integration of programming into schools and community groups leads to valuable new skills through **professional development** for teachers and community leaders.

Value by Stakeholder Group

Value is created in the Youth X Press program for different stakeholder groups including youth participants, community partners, school teachers, artist assistants, and funders.

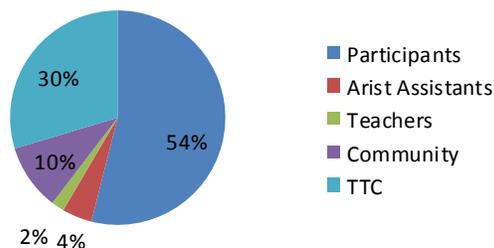
54% of value the program creates goes to youth participants through increased access to art supplies, increased exposure as artists in the community, and decreased destructive expression on the TTC.

4% of the total value goes to the artist assistants.

This value includes both the income they earn as well as the artistic and leadership skills they develop while facilitating the program. In a similar way, 2% of the value goes to teachers at participating schools, as they learn valuable professional skills in arts education. Teachers also experience value through decreased time spent with youth who become more engaged in school activities.

After the art is displayed on the TTC, the community often displays the works, leading to 10% of the value going back to the community. And finally, the TTC gains 30% of the value through decreased destruction of TTC property and increased positive public perception.

Youth Xpress Value Breakdown by Stakeholder Group



SROI Ratio and Conclusions

An SROI ratio of 4.58:1 was calculated by adding together all of the value created for all stakeholders and dividing by the total investment in the program. The ratio illustrates that **for every dollar invested in Youth X Press, approximately \$4 is created in social value.** With an investment of only \$31,000, the SROI analysis reveals that working with marginalized youth, and emerging artists to create art in the community has significant social value

“The ability to define oneself rather than allowing others to do it for us is one of the advantages offered by the arts.”
- Impact of the Arts on Canadian Life

and impact. By supporting arts outreach education, mentorship and employment

opportunities, and professional development, AFCY creates valuable social impact in our communities. While the return of \$4 for every dollar invested is significant, the actual social value of AFCY's programming is likely much greater as financial valuation may never fully capture the social value of impact through arts education for young people. In this way, the results presented here should be considered very conservative, where the true value of AFCY's work is beyond financial measurement.



“This class gave me the starting steps to mastering a valuable skill set that I will want to pursue my dream of doing mural work” - Participant