



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 Treasury Living Standards Framework for Wellbeing. 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

Throughout our lives, different events occur which impact our overall wellbeing trajectory. Impact Lab measures the impact on an individual's wellbeing across multiple domains when they're supported by a program 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 program 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 program or intervention helps change lives for the better. We combine the social value with cost information to calculate a program's social return on investment.

|| Helping you do good, better.

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.



Sir Bill English
Impact Lab Chairman

GoodMeasure for CAP Debt Help

Every year, CAP Debt Help delivers \$14,388,781 of measurable good to New Zealand society.

Understanding CAP Debt Help's Impact

The CAP Debt Help program is for people seeking relief from severe debt distress. Through CAP Debt Help, CAP identifies and organises households' debt, manages creditor relationships, and works with households until debts are discharged. By providing practical and emotional support, CAP frees its clients from the burden of debt.

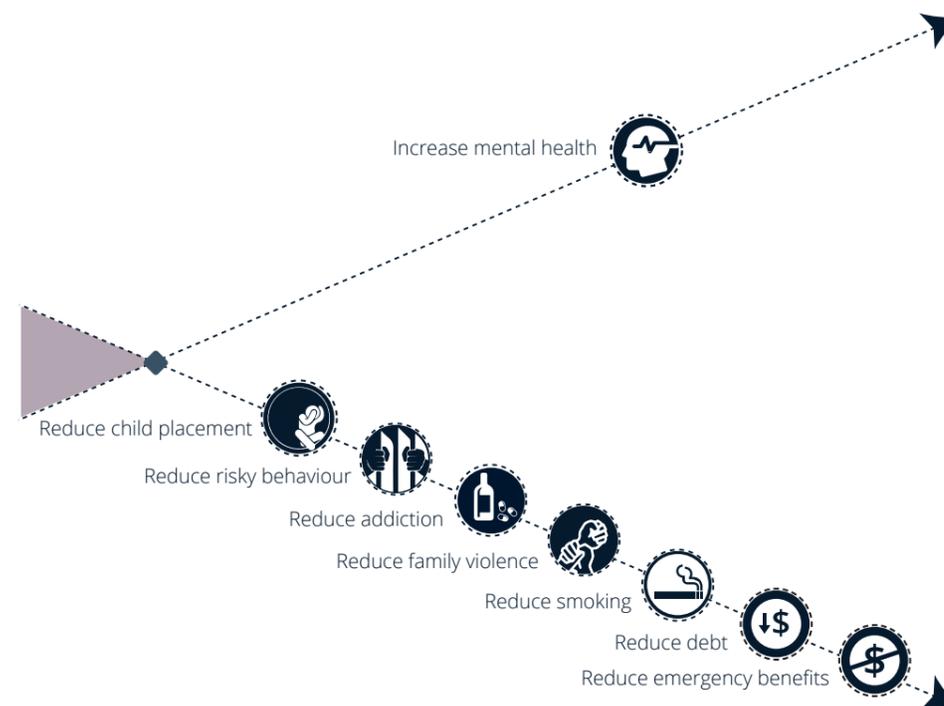
What does CAP Debt Help do?

CAP Debt Help aims to help people struggling with debt to manage and resolve their debt.

Whom does CAP Debt Help serve?

CAP Debt Help works with individuals and families overwhelmed by debt, struggling to function day-to-day, and looking for a final resort to achieve financial stability. Caught in debt cycles, CAP Debt Help's clients are often socially isolated and suffering from a sense of hopelessness.

By working with clients' creditors and providing clients with budgets and emotional support, the program provides a structure to escape debt. The program is centered on identifying a clients' debts, budgeting, and managing the clients' creditor and legal relationships.



GoodMeasure outcomes

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

- Improve mental health
- Reduce emergency benefits
- Reduce family violence
- Reduce child placement
- Reduce addiction
- Reduce smoking
- Reduce risky behaviour
- Reduce debt

Additional outcomes

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

- Reduce self-harm
- Improve physical health
- Improve food choice
- Improve personal relationships

CAP Debt Help's impact



Social value definition

Social value generated for each participant	\$9,895
Measurable benefits as proportion of program cost	490%
Cost of the program per participant	\$1796

When we take into account the operating costs of CAP Debt Help we can calculate the social return on investment that is generated for every dollar in the program.



Social Return on Investment
\$1:\$4.90
Every \$1 invested in CAP Debt Help results in \$4.90 returned to NZ (Jan 19 - Dec 19)