



IAPO

Business, Farm & Agribusiness Financing

2016 Social Impact Assessment Summary

Earlier this year, IAPO (Indian Agricultural Program of Ontario) conducted a Social Impact Assessment and Social Return on Investment (SROI) study with support from Paul Baker, from Social Impact Squared, and Anne Miller, from Constellation Consulting Group. The following is a summary of the results of IAPO's 2016 Social Impact Assessment.

About IAPO

IAPO's mission is "to cultivate sustainable economic growth of Ontario First Nations People for seven generations through the implementation of agricultural related programs." To support its mission, IAPO provides business, farm and agribusiness financing to First Nations businesses and entrepreneurs. IAPO also offers business advisory and agricultural extension services through one-on-one meetings, learning events, meetings, and materials such as newsletters to help ensure business success.

IAPO helps members achieve sustainable agriculture livelihoods by improving their finances, knowledge, perspectives, abilities, basic needs, physical assets, well-being, and connections.

Social Impact Assessment

METHODS

Organizations like IAPO use Social Impact Assessment (or Evaluation) to understand how their programs and services improve people's lives and what could be done to increase that social impact.

An Impact Assessment Advisory Committee provided guidance and feedback throughout the planning stages to ensure IAPO's Social Impact Assessment would be relevant to those that might use or be impacted by the assessment. The committee consisted of IAPO First Nation members and board members, staff, partners, and funders/potential funders. The committee provided their guidance on:

- Defining IAPO's impacts.
- Determining the impacts that are most important to measure.
- Providing feedback and suggestions on ways to measure IAPO's impacts.

Members' views on how IAPO has impacted their lives were gathered through a telephone survey of 53 members, as well as member interviews. A review of IAPO's administrative data also provided information on its impact.

RESULTS

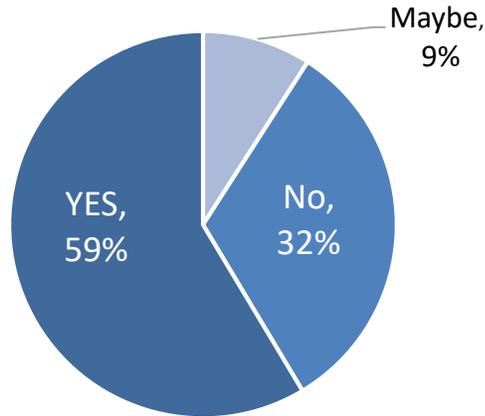
The collected data confirmed that **IAPO is producing positive social impact for its members and communities, and is helping build assets that support sustainable agriculture livelihoods.** The information, advice, and connections that IAPO provides creates valuable social outcomes that would not be produced by providing credit alone, and members greatly

value the one-on-one support that IAPO provides. The data also supports IAPO’s strategic direction of focusing on new farmers, start-ups, and youth, as they are more likely to experience barriers to accessing credit and there is likely a greater opportunity to build their agriculture and business knowledge.

Some of the key results from the members’ survey include:

Figure 1: IAPO’s Impact on Members’ Business Profits

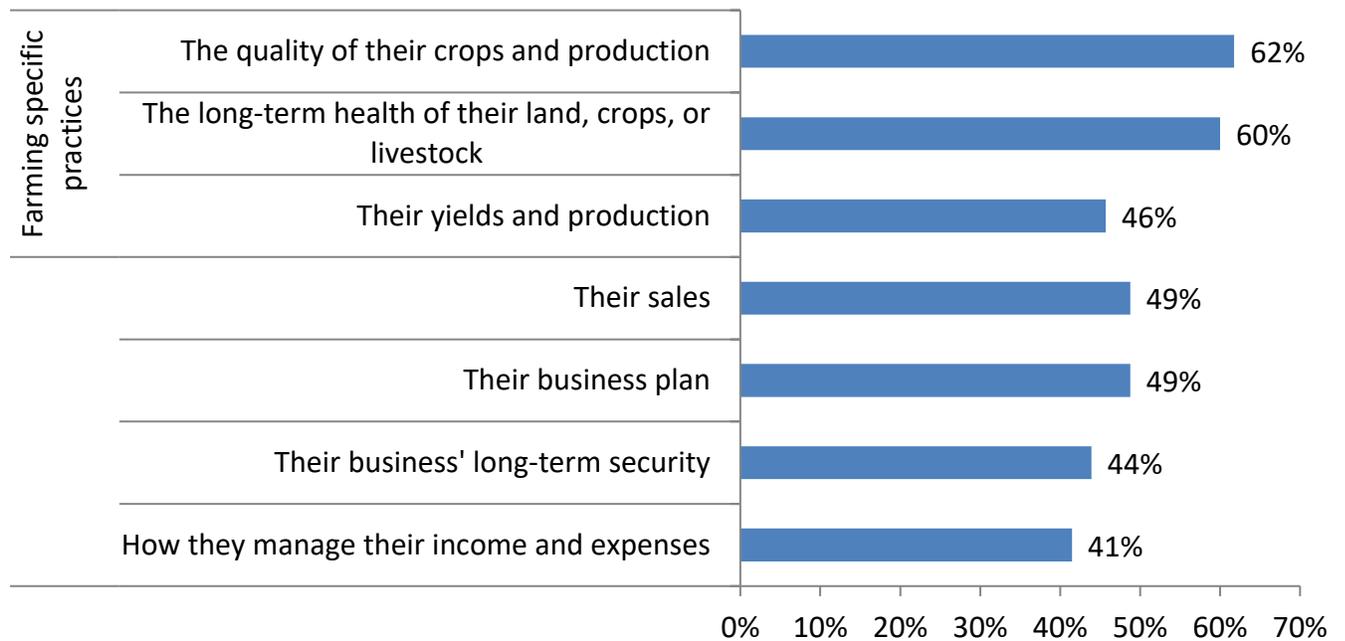
Has IAPO's support helped you make more profit?



N=40 Agriculture Members & 12 Non-Agriculture Loan Members

Figure 2: IAPO’s Impact on Members’ Agriculture and Business Practices

Practices improved by IAPO’s advice and information:



Farming Specific Practices N=35 Agriculture Members

General Business Practices N=35 Agriculture Members & 6 Non-Agriculture Members

Social Return on Investment (SROI)

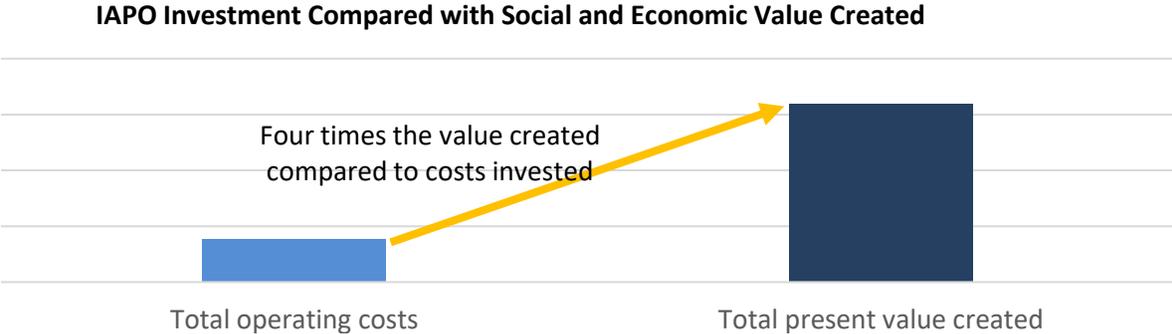
Where Social Impact Assessment helps organizations understand *what outcomes are created by their services*, SROI is a methodology for articulating and understanding *the social and economic value of those outcomes*, revealing how much social value is created for every dollar invested. The SROI methodology goes beyond economic analysis by focusing on the value of *outcomes* or changes experienced by a variety of stakeholders, rather than focusing on solely investments and outputs. This means that social outcomes, like increased well-being, are represented in financial terms alongside more tangible economic value for individuals, communities, and governments.

IAPO’s Social Return On Investment (SROI) analysis used information gathered from the member survey and from IAPO administrative data. It followed the internationally standardized SROI methodology to estimate the social and economic value created by IAPO services. The SROI helps to demonstrate how much social value and savings are created by providing First Nations farmers and other small businesses with loans, and providing First Nations farmers with connections, information, and advice.

The IAPO SROI analysis revealed that for every dollar invested, just over four dollars in social and economic value are created.

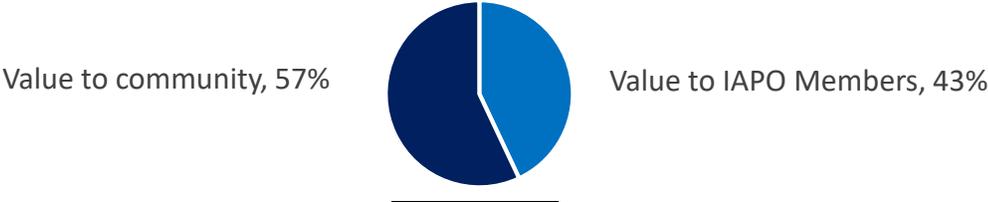
The social value generated by IAPO is experienced primarily by IAPO members and communities as IAPO’s support increases economic activity, well-being, and sustainable livelihoods.

Figure 3: IAPO Investment & Value Creation



Just over half of the social value (57%) is experienced by the IAPO members’ local communities. That value is created by the economic opportunities (e.g. jobs) fostered by IAPO members’ businesses, spending in the community due to the economic success of IAPO supported businesses, and the impact of local agricultural activities on community food security. Approximately 43% of the value goes directly back to IAPO members in increased profits, increased access to other forms of supports including non repayable contributions/grants, increased well-being, and increased knowledge of business practices.

Figure 4: IAPO Social Value Creation by group



Lessons for Impact Assessment

IAPO's Impact Assessment experience offer several lessons for organizations looking to build their own social impact assessment capacity.

- **Quality impact assessment takes time.** Allocate enough time to engage staff, clients, and partners in your impact assessment design. Plan to refine your data collection tools and approach after you test them out or use them for the first time. Provide clients with ample time to respond to requests for information in order to engage as many of them as possible.
- **Impact assessment as a guide for improvement.** Impact assessment provides an unique opportunity for organizations to understand their impact and what's working. It also provides insight into how programs and services can be improved to deliver greater impact.
- **Try to engage those that are not using your services but could be.** Knowing what is preventing those individuals from benefiting from your services may help increase your reach and impact.

For more information on IAPO and IAPO's 2016 Social Impact Assessment project contact info@indianag.on.ca or Indian Agricultural Program of Ontario, P.O. Box 100, 220 North Street Stirling, Ontario K0K 3E0. www.indianag.on.ca

About the Authors

For the Social Assessment and Social Return on Investment (SROI) study, IAPO retained the services of Paul Bakker, from Social Impact Squared, and Anne Miller, from Constellation Consulting Group.

Paul Bakker, Social Impact Squared, (paul@socialimpactsquared.com). Since 2012, Paul and Social Impact Squared's Associates have conducted over 30 Evaluation and research projects.

Anne Miller, Constellation Consulting Group, (anne@constellationconsulting.ca). Anne started Constellation Consulting Group in 2014, and specializes in evaluation of complex social change (collective impact) and Social Return on Investment (SROI) analysis. She is both a Credentialed Evaluator and an accredited SROI practitioner.

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