The CEO SleepOut™ 2016 Social Return On Investment Empathy Analysis

Proudly Showcased By IQ Business
The Event

On Thursday 28 July 2016, 167 C-suite members registered to Rise To The Challenge to spend a night on the streets, raising funds and gaining empathy for South Africa’s homeless. These leaders and influencers brought with them an Exceptional Colleague, Outstanding Student, and Inspirational Matric Learner. Together, they became the #4Leaders4Change, engaging in an inter-generational discussion about creating change in South Africa. Throughout the night, participants took part in various activities, from making food to donating clothes and blankets, all to benefit the local community.

Just over R20 million was collected from this single event, with donations of R9 million awarded equally to three Primary Beneficiary Partners; The ASHA Trust, Columba Leadership and The Steve Biko Foundation – all of which up-skill the youth and youth educators. These organisations will use the funds for specific CEO SleepOut™ Legacy Projects.
SROI Methodology

✓ Method for understanding, measuring and reporting on value created by an initiative.
✓ Uses stakeholder engagement, research and common accounting and investment appraisal methods.
✓ Creates an index that compares monetised outcomes to the investment required to generate it.
✓ Built upon the logic of cost-benefit analysis.
✓ Designed to inform the practical decision-making focused on optimising their social and economic impacts.
✓ Methodology created by REDF and vetted by an international body, Social Value International.
✓ IQ Business started off the South African chapter for The SROI Network.

SROI Process

1. Establish scope & identify stakeholders
2. Map outcomes
3. Evidence outcomes
4. Establish impact
5. Calculate the SROI
6. Report, use and embed
Theory of Change

Objectives
- 250 CEOs spend a night out
- 250 Exceptional Staff Members spend a night out
- 250 Outstanding Students spend a night out
- 250 Inspirational Matric Learners spend a night out
- 25 Companies spend a night out in the Sympathy SleepOut™'s
- 25 Universities spend a night out in the Student SleepOut™’s
- 25 Schools spend a night out in the School SleepOut™’s

Short term Outcomes
- Engaging business as a face of change

Long term Outcomes
- Current & future business leaders & influencers can stand up for social change and be a part of a new wave of philanthropy
- Increase in empathy levels
- Create awareness around the cause of homelessness
- Raise funds to assist in providing vulnerable communities with an education
- Collect items to donate to those in need

Impact
- Business is used for the greater good
- Profits can be used for purpose
- Alleviate homelessness through education
- Create social improvement & positive transformation in vulnerable communities
Impact per Stakeholder

167 participating CEOs
66% experienced improved corporate culture
Received 63% of total overall impact experienced on the evening
R25.89m

109 participating Exceptional Staff Members
100% felt an increase in awareness levels for the cause of homelessness
Received 5% of total overall impact experienced on the evening
R1.96m

107 participating Outstanding Students
65% felt an increased desire to succeed
Received 3% of total overall impact experienced on the evening
R1.20m

99 participating Inspirational Matric Learners
87% felt an increase in confidence levels
Received 2% of total overall impact experienced on the evening
R1.05m
Impact per Stakeholder

Over 1000 members of the city’s homeless community were invited onto The Bridge, and encouraged to take with them all the event’s collected items; clothes, sleeping bags, blankets, cardboard, wood and food.

- 44 participating Sympathy SleepOut™s
  - 67% felt an increase in comradery
  - Received 10% of total overall impact experienced on the evening
  - R3,94m

- 65 participating School SleepOut™s
  - 62% increased their involvement in charity events
  - Received 9% of total overall impact experienced on the evening
  - R3,77m

- 1000 participating Secondary Beneficiaries
  - 100% of immediate needs were alleviated
  - Received 8% of total overall impact experienced on the evening
  - R3,38m
“True empathy requires that you step outside your own emotions to view things entirely from the perspective of the other person.”

- **Exceptional Staff Members** felt the greatest increase in empathy after taking part in The Event, followed by the **CEOs** and the participants of **The Sympathy SleepOut™s**

- **CEO**
- **Exceptional Staff**
- **Outstanding Student**
- **Inspirational Matric**
- **Sympathy SleepOut**
- **School SleepOut**

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“I see the world with open eyes. Instead of just accepting that some people work long odd hours especially over holidays where they would prefer to be with their families, I feel empathy for them and give them a smile that will hopefully make their day slightly more meaningful.”

Inspirational Matric Learner

“I have been able to share the experience and empathy I have gained with my staff – helping them to understand better the plight of those less fortunate.”

CEO

“I am more empathetic and more driven to find sustainable solutions to solving poverty in South Africa that don’t need mass amounts of money.”

Outstanding Student
## Donations to Secondary & Satellite Beneficiaries

<table>
<thead>
<tr>
<th>List of items donated</th>
<th>Rand value of item</th>
<th>No. of items</th>
<th>Total cost of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sandwich R 20, Apple R 4, Muffin R 15, Juice R 4.50</td>
<td>43.50</td>
<td>1000</td>
<td>43,500.00</td>
</tr>
<tr>
<td>Scarf</td>
<td>150.00</td>
<td>1000</td>
<td>150,000.00</td>
</tr>
<tr>
<td>Beanie</td>
<td>100.00</td>
<td>1000</td>
<td>100,000.00</td>
</tr>
<tr>
<td>Sleeping Bags</td>
<td>379.00</td>
<td>1000</td>
<td>379,000.00</td>
</tr>
<tr>
<td>Wood</td>
<td>28.00</td>
<td>500</td>
<td>14,000.00</td>
</tr>
<tr>
<td>Cardboard (sponsorship value provided by PC)</td>
<td>350.00</td>
<td>1000</td>
<td>350,000.00</td>
</tr>
<tr>
<td>Water 500ml</td>
<td>3.83</td>
<td>1000</td>
<td>3,830.00</td>
</tr>
<tr>
<td>Coffee</td>
<td>9.00</td>
<td>1000</td>
<td>9,000.00</td>
</tr>
<tr>
<td>Tea</td>
<td>9.00</td>
<td>1000</td>
<td>9,000.00</td>
</tr>
<tr>
<td>Hot Chocolate</td>
<td>18.00</td>
<td>1000</td>
<td>18,000.00</td>
</tr>
<tr>
<td>Tin Mugs</td>
<td>6.00</td>
<td>1000</td>
<td>6,000.00</td>
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<tr>
<td>Tin Plates</td>
<td>16.54</td>
<td>1000</td>
<td>16,540.00</td>
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<tr>
<td>Books</td>
<td>166.67</td>
<td>600</td>
<td>100,000.00</td>
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<tr>
<td>Blankets</td>
<td>78.32</td>
<td>2000</td>
<td>156,640.00</td>
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<tr>
<td>Tin Sheds</td>
<td></td>
<td></td>
<td>200,000.00</td>
</tr>
<tr>
<td>Clothing item: Shoes</td>
<td>152.50</td>
<td>600</td>
<td>91,500.00</td>
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<tr>
<td>Clothing item: Shirts</td>
<td>95.00</td>
<td>1200</td>
<td>114,000.00</td>
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<tr>
<td>Clothing item: Pants</td>
<td>73.00</td>
<td>1200</td>
<td>87,600.00</td>
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<tr>
<td>Funds donated to Homeless Talk through selling HopeTalk newspaper</td>
<td></td>
<td></td>
<td>60,000.00</td>
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<tr>
<td>Funds donated to Homeless Talk for advertising support received</td>
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<td></td>
<td>160,000.00</td>
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<tr>
<td>EMPATHY sales donated to Salvation Army</td>
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<td></td>
<td>18,389.37</td>
</tr>
<tr>
<td>Donations collected by The Sympathy SleepOut™s</td>
<td></td>
<td></td>
<td>318,208.00</td>
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<tr>
<td>Donations collected by The School SleepOut™s</td>
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<td></td>
<td>973,310.00</td>
</tr>
<tr>
<td><strong>Total value of donations</strong></td>
<td></td>
<td></td>
<td><strong>3,378,517.37</strong></td>
</tr>
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</table>
Along with 44 Companies and 65 Schools, 482 individuals headed the call and Rose To The Challenge to stand together as the #4Leaders4Change. The social impact of The 2016 Sun International CEO SleepOut™ was felt far and wide within South Africa. Participants of this one night event experienced great personal change and directly affected change on others. This resulted in a cost to benefit ratio of R1: R4.24. For every R1 that was invested in The Event, a social return of R4.24 was created.

“It’s time to use our influence to build a world that works for everyone” The CEO SleepOut™ Philosophy, Proudly the Philanthropic Collection.

"Consider a string of your average bad days, with no hope nor end in sight. Consider how you may behave then. I’ve had one of those prolific ‘ah-ha’ moments – when the whole world shifts to a slightly different hue. It was not the act of sleeping out itself that had the most profound effect on me, but the continuation of my day afterwards. I have a newfound awareness for the relatable humanness which drives the coping of these people with their lives that we tried to imitate for just a few short hours. And while I can never claim to understand, I can certainly empathise a little more than I could before, and that has made all the difference." Melissa Dry