



KidsCan

Do good, better.

KidsCan

Impact Lab GoodMeasure Report  
June 2020



## ACKNOWLEDGEMENTS

We would like to thank Julie Chapman, Leo Shen and the KidsCan team who contributed to the preparation of this report by sharing their values, processes, evidence and experiences with us.



### Simplifying social impact measurement

I had the privilege in public life to work with people who understood the need for positive change in the lives of those around them and worked hard to achieve it.

Our social services do a tremendous job of bringing positive change to our most deserving individuals and communities. These organisations are built by volunteers and community workers who dedicate their lives to helping others.

Social service workers can see the positive impact of their work. Children thriving, families united, jobseekers in new employment and people empowered to change their life course.

With more tools they could do more good. I want to help them by finding ways to make sure that effort is recognised, results are measurable and they can make decisions about how to do more good.

Impact Lab grew from a desire to make available to community organisations tools that use the power of public information and the latest technology, so these organisations can change more lives.

By measuring social change and positive outcomes, Impact Lab enables charities and social service providers to speak the language of funders, investors and governments.

It has been a pleasure to work with KidsCan to learn how this organisation changes lives in New Zealand.

Calculating social value helps inform decision making and investment and enables you to do good, better.

Thank you for joining us on this journey.



Sir Bill English  
Impact Lab Chairman

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## Who we are

The team at Impact Lab share the goal of helping all organisations do good, better.

### Our story

Our team at Impact Lab has seen the power of understanding social change. Our founders came together working in the public sector, where we led the development of new processes to link social value measurement with decision making. We believe that all organisations should be able to understand and improve their social impact. Our mission is to help impact creators and investors make decisions that change more lives.

### 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.

### Our partners

Impact Lab is proud to be partnering with trust company Perpetual Guardian. Together we are using GoodMeasure to improve strategic grantmaking and support collaboration with grantees by applying a consistent measurement framework.

 @impactlabnz

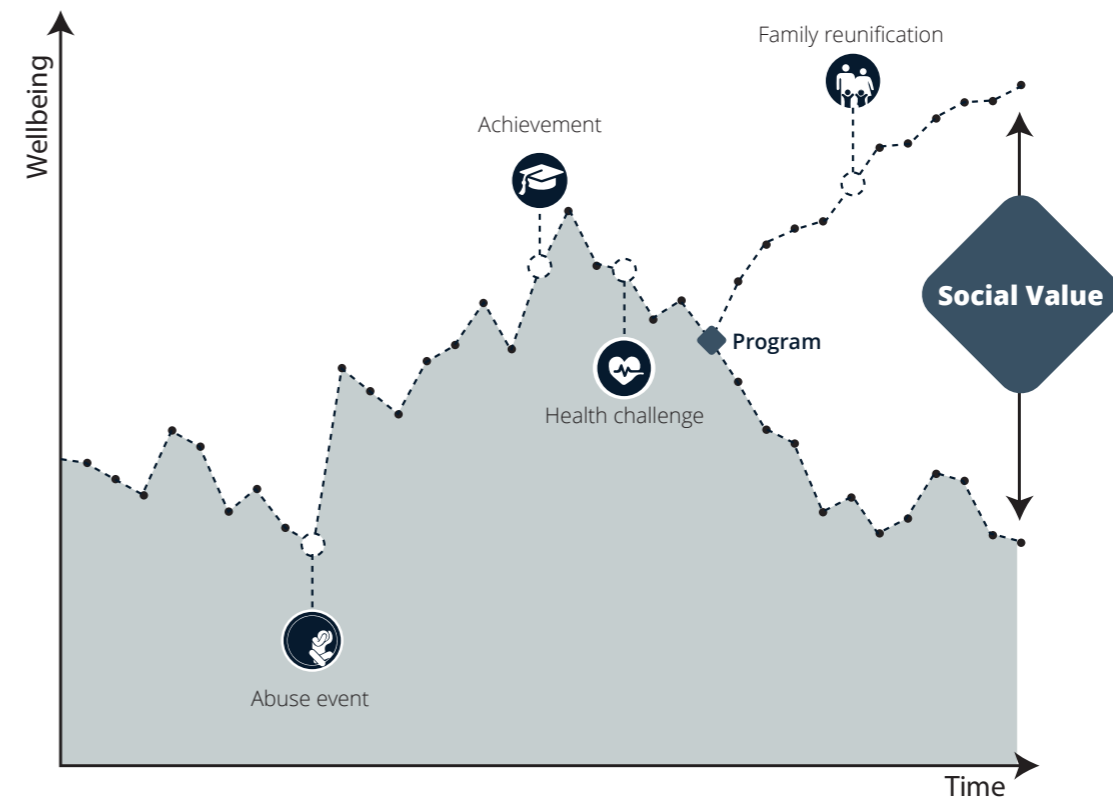
 Impact Lab Ltd

 @ImpactLabNZ

 www.impactlab.co.nz

**"The strength of Impact Lab is a real depth of experience in a public policy context. They understand what evidence would be helpful to enable us to make decisions for the future."**

- Debbie Sorenson, CEO, Pasifika Futures



## Understanding social value

Social value is the social impact in dollar terms that a program achieves for participants over their lifetime.

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.

# How we measure social value

Our consistent approach to measurement enables comparisons across wellbeing domains and over time.

## Map program dimensions

Impact Lab engages with providers to understand their people, their service and the outcomes they seek to achieve.

## Clean and analyse data

Impact Lab uses the best of data about people's lives to understand what works, for whom, at what cost. We combine publicly available insights from the NZ Treasury, NZ Statistics and other sources. Impact values produced using Statistics NZ's Integrated Data Infrastructure are a particularly valuable resource. The IDI is a dataset containing information on every New Zealander about many areas of their lives – education, health, social welfare, employment and others. It's anonymised, so we can't identify anyone. This adds up to over 166 billion facts, for nine million New Zealanders (some have left the country, and some have passed on), for more than a generation of us.

## Collect and synthesize literature

Impact Lab draws on the best academic impact literature from around the world. We access globally screened evidence from top universities and governments to estimate how impactful a program can be. We also identify service delivery model features associated with the most effective programs.

## Calculate impact

Our algorithm combines New Zealanders' life experiences, with the wisdom about what works from the brightest minds across the world, with what we know about need in communities.

This combination of system level insights and grassroots know-how means we can consistently calculate the expected impact of a program, and the social return on investment.

## Map social value to frameworks

Because we start with individuals' experience, we can organise our insights into the relevant government and international frameworks. The Living Standards Framework is the New Zealand Treasury's way of systematising wellbeing. It has four 'capitals' – social capital, financial and physical capital, human capital and natural capital. Impact Lab's GoodMeasure tool links the social value and return on investment created to domains within human capital.

We can also map social value and return on investment to the relevant OECD Sustainable Development Goals.





# KidsCan

KidsCan provides food, clothing and health items to children in equity 1-4 Early Childhood Education (ECE) Centres and decile 1-4 schools in New Zealand. KidsCan's vision is to ensure children less fortunate have the same opportunity as others to take advantage of their education.

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KidsCan's flagship program is its Schools program. Acting as a conduit for donors, KidsCan delivers 'food for kids', 'clothes for kids' (jackets and shoes), 'feminine hygiene', and 'health for kids' to more than 30,000 children in 745 low decile schools.

Many children served by these programs come from families who are struggling, and without KidsCan's support could go without.

Food for kids provides children items like fruit, hot meals in the winter, yoghurt, muesli bars and bread and spreads. Shoes for kids provides children with a pair of quality shoes, 2 pairs of socks and replacements as needed. Clothing for kids also provides children with raincoats; all children can receive these raincoats at participating schools to avoid stigmatisation. Health for kids provides schools with feminine hygiene items, hand sanitiser and basic first aid, and where necessary head-lice treatment products.

KidsCan's Early Childhood Education (ECE) program provides children at equity 1-4 centres with items to KidsCan's Schools program to ensure young children are prepared for school.

The school and ECE programs focus on supporting school children's wellbeing, providing children with a sense of security, stability and support that may be missing at home. The programs help to support a culture of school attendance, participation and achievement.

KidsCan works closely with partner schools and ECE centres to understand the needs of their children and provide what is needed, with schools acting as a key point of accountability.



# KidsCan's ECE children

KidsCan's Early Childhood Program aims to level the playing field for disadvantaged children under five by lifting quality, sustained participation in ECE.

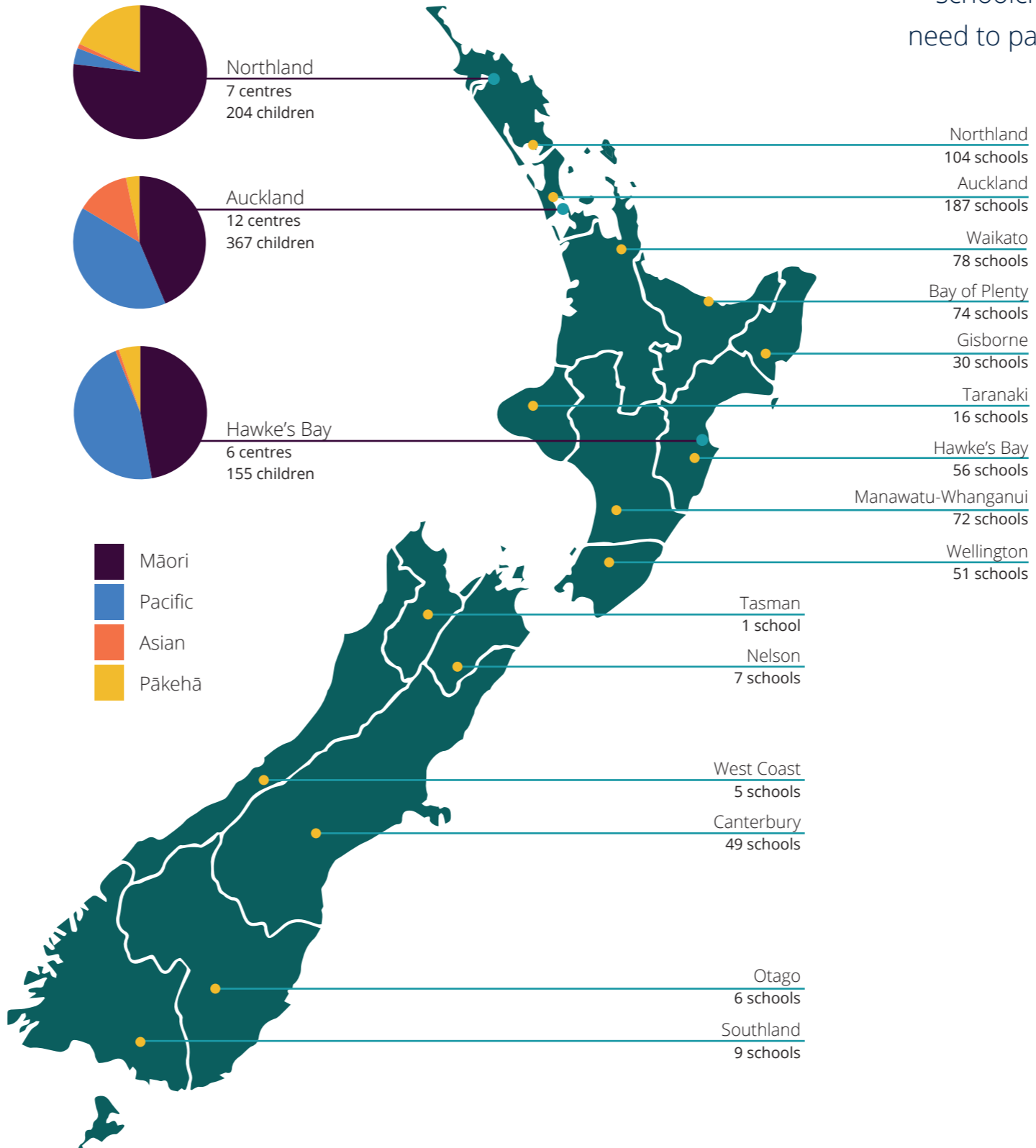
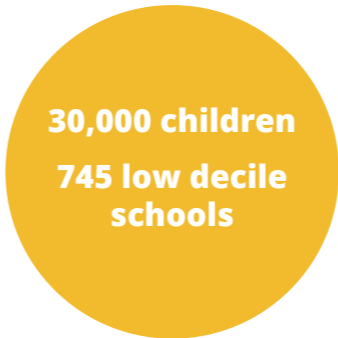
**These children come from conscientious families, some living in remote parts of New Zealand, who want for their children the best start in early childhood education.**

Often their families cannot provide basic necessities like food and other essentials that their children need to grow, learn and develop.

The KidsCan Early Childhood program aims to remove barriers for ECE attendance, setting the base for lifelong educational success. The program serves 950 children attending 25 ECE Centres.

The program provides these children with a consistent, dependable source of food and health necessities. These include nutritious fresh food, quality shoes and clothing, and treatment for head lice. As a result, children gain more stability and routine in their daily lives, self-worth, and more equal opportunity to learn and develop during a critical period of their lives.

The program also gives tenuous families on New Zealand's peripheries a positive link to their communities and confidence in New Zealand's civic systems.



# KidsCan's school children

KidsCan's school programs ensure that schoolchildren have access to the essentials they need to participate in and focus on their education.

**KidsCan supports children at low decile primary and secondary school through four programs:**

- KidsCan Food for Kids Program
- KidsCan Health for Kids Program
- KidsCan Feminine Hygiene Program
- KidsCan Clothing for Kids Program

The children served by these programs can come from families who are struggling, and without support many would go without.

KidsCan provides a consistent and stable source of supplementary necessities for school children, from feminine hygiene products, to warm raincoats, to routine meals and snacks.

The school programs focus on supporting schoolchildren's wellbeing, providing children with a sense of security, stability and support that may be missing at home. The programs help to support a culture of school attendance, participation and achievement.

KidsCan works closely with partner schools to understand the needs of their students and provide what is needed, with schools acting as a key point of accountability.

# KidsCan ECE program

KidsCan provides children at Early Childhood Centres with five freshly prepared meals every day that are made from fresh ingredients and prepared on site. Children can also receive head lice treatment, raincoats and shoes to lift participation in quality Early Childhood Education.

Year in scope  
1 January - 31 December 2019

**950 participants received the program in the year in scope, in 25 Early Childhood Education Centres.**



**213,759 meals**

## ECE Centre Program Entry

ECE Centres present to KidsCan to apply for the program with a self-assessed need. KidsCan assesses an ECE Centre's eligibility for the ECE program.

Centres are assessed based on their official national equity rating (eligible at 1-4), and the vulnerability of their pupils.

Vulnerability is determined based on an ECE Centre's information, with reference to early years vulnerable children research carried out by the University of Waikato, and KidsCan's experience.



**561 pairs of ECE shoes**

## Providing food and health essentials

KidsCan donates and secures food for ECE Centres.

ECE Centres provide lunch five days per week for children over 2.

Two days per five are for sandwiches, three days for hot cooked meals.

Seasonal fruit is supplied - 1 piece per child per day.

Fruit deliveries are weekly or fortnightly, and are flexible.

Grocery deliveries occur weekly or fortnightly. Quantities supplied are per recommendations for children under five. KidsCan food menus are child, environment and preparation friendly. ECE Centres get enough shoes and raincoats for every child.

KidsCan supply centres head lice treatment on request.

Head lice packages include instruction from local health providers.



**503 ECE Raincoats**

## ECE food preparation and service

ECE Centre staff prepare and serve children's meals and snacks.

ECE Centres inform KidsCan of their facilities and capacities.

If food handling capacities are limited, KidsCan delivers 'ready to eat' or quick preparation food, hot and cold.

Children eat together, supervised by ECE Centre personnel.

# GoodFeatures

GoodFeatures is a tool that allows service providers to compare the features of their unique service offerings to the features of effective practice in comparable programs identified in international academic literature.

- Incentivise**
  - ◆ The program includes a system of incentives and rewards for eating target foods.
  - ◆ The program pairs food children like with less familiar foods. Overly restrictive programs can cause children to eat unhealthy foods outside of the centre.
  - ◆ The program supports children to set and achieve vegetable consumption goals.
- Familiarise**
  - ◆ The program promotes eating as a social activity, and an opportunity for interaction between children and adults.
  - ◆ The program includes education for parents about nutrition and the importance of providing regular opportunities for their children to try new foods.
  - ◆ The program familiarises children with the non-taste sensory qualities of foods, which increases children's willingness to touch and taste them (particularly vegetables) when they are later offered these to eat.
  - ◆ The program combines taste exposure with strategies such as rewards and modelling.
  - ◆ The program increases access to healthy food, as this influences food preferences, which in turn influences long-term dietary behaviour changes into adulthood.
  - ◆ The program offers children new foods at least four times.
  - ◆ The program includes education on nutrition as this is most likely to increase children's daily fruit and vegetable consumption.
  - ◆ The program runs continuously for a long period of time and is seen as a long-term solution to promote good eating habits.
  - ◆ The program models best practice - staff sit with children while they eat and eat the same food as children; staff talk to children about food at mealtimes; staff promote water consumption and encourage children to try unfamiliar foods; and staff never hurry children to finish eating, never use food as a reward and never restrict or deny food as a punishment.
- Socialise**
  - ◆ The program is delivered through a positive, respectful, inclusive and encouraging classroom culture.
  - ◆ The program offers students the opportunity to cook and eat with friends and teachers.
  - ◆ The program includes participant's siblings where possible, to improve family benefits.
  - ◆ The program promotes communication between the centre and children's parents on the program's goals and approach.

# KidsCan Food for Kids Program

KidsCan's provides food to school students in need. Students receive breakfast, lunch and snacks which can be used for morning tea or afternoon tea. Food is selected for being nutritious, appetizing, and easy to use and store.

Year in scope  
1 January - 31 December 2019

**745 low decile schools received the KidsCan food for school kids program in 2019.**



**6.4 million serves of food**

## School Program Admission

Participating schools request to be included in KidsCan's program.

KidsCan assess eligibility, based on: decile rating, accessibility to KidsCan's supply chain and school information on need.



**On average, 30,000 learners actively use the program**

## Partnership with Schools: Select and Order Food

Schools order food inventory four times per year.

Schools can order longer-life shelf-saving products once per year.

Schools work together with KidsCan to decide whether to receive 'full food' (hot meals, more complete meals), and/or 'top-up food' (snacks and supplementary nutrition). These decisions are based on both student need and supply chain considerations.

KidsCan have a flexible approach to provisioning that responds to student needs. In February 2019, KidsCan provided schools with 31,068 items and 288 items in March 2019.

KidsCan's inventory provides as much or as little food as schools need.



**The program has capacity for 180,000 learners**

## Empowering Schools to Take Action

Once schools have provisions in place, teachers and pastoral teams can decide which children will receive KidsCan food, how and when. Schools can give food to all children, targeted to some children, or a mixture of both.

Schools inform KidsCan if their needs or preferences change.

Schools are surveyed by KidsCan for current and future needs.

Schools can place additional orders at any time.

# GoodFeatures

GoodFeatures is a tool that allows service providers to compare the features of their unique service offerings to the features of effective practice in comparable programs identified in international academic literature.

- Familiarise**
- ◆ The program increases access to healthy food, as this influences food preferences, which in turn influences long-term dietary behaviour changes into adulthood.
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  - ◆ The program models best practice - staff sit with children while they eat and eat the same food as children; staff talk to children about food at mealtimes; staff promote water consumption and encourage children to try unfamiliar foods; and staff never hurry students to finish eating, never use food as a reward and never restrict or deny food as a punishment.
  - ◆ The program includes education for parents about nutrition and the importance of providing regular opportunities for their children to try new foods.
  - ◆ The program includes education on nutrition as this is most likely to increase children's daily fruit and vegetable consumption.
- Socialise**
- ◆ The program is delivered through a positive, respectful, inclusive and encouraging classroom culture which in turn develops the skills, attitudes and dispositions needed for success.
  - ◆ The program promotes eating as a social activity, and an opportunity for interaction between children and adults.
  - ◆ The program offers students the opportunity to cook and eat with friends and teachers.
  - ◆ The program includes participants siblings where possible, to improve family benefits.
  - ◆ The program integrates community leadership, school nutrition policies, parent engagement and cultural adaptations relevant to the community.
  - ◆ The program promotes communication between the school and parents on the program's goals and approach.
  - ◆ The program is supported by education activities outside of the school, such as cooking and nutrition classes.



# KidsCan Feminine Hygiene Program

KidsCan distributes menstrual products as well as related educational material nationally, on request, to improve the health and hygiene of women/menstruators aged 9-18 years attending KidsCan partner schools.

The program emerged in 2018-19 after KidsCan commissioned research into Period Poverty in partnership with the University of Otago. The findings indicated that up to 20,000 primary, intermediate and secondary students in New Zealand were at risk of Period Poverty - 'a lack of access to menstrual products due to financial and social constraints'.

Year in scope  
1 January - 31 December 2019

**The program has delivered 38,566 feminine hygiene items to schools for girls aged 9-18 years old in 2019, including:**



**13,072 tampon packs**

## Building Relationships with Partner Schools

Schools identify the service via word of mouth or internet searches, or are already a partner school.

Schools request access to the program via the KidsCan website.

Partner schools identify the support needed by their students.

KidsCan use feedback and research to select sanitary products based on design and popularity.



**3,400 copies of 'A girl's guide to having her period'**

## Reducing Period Poverty in Schools

KidsCan provide feminine hygiene products to a partner school. The partner school then provides the feminine hygiene products to its students.

KidsCan gives schools help where necessary on how to keep a database of students in need and order a recurring monthly supply of sanitary items.

Schools can receive student ordering cards, discrete carry bags and instructions on how to set up unmanned collection points.

Schools can communicate with KidsCan via an online portal and via a KidsCan coordinator.

Girls can obtain sanitary pads; non-applicator tampons, applicator tampons and panty liners.

Schools provide full product packets to students to ensure they have enough supply to last through their full cycle.



**19,970 sets of sanitary pads**

## Working with Students and Families

As well as sanitary items, KidsCan gives schools complimentary health education resources and advice on how to give out the feminine hygiene products. KidsCan can collaborate with schools to provide information directly to caregivers, provide students with sample kits and involve student leaders in school campaigns.

KidsCan have online resources available with tips on product use for first time users

KidsCan are available on an ongoing basis to provide instructions, advice and educational support, such as posters on sensitive topics like early-age menstruation.

# GoodFeatures

GoodFeatures is a tool that allows service providers to compare the features of their unique service offerings to the features of effective practice in comparable programs identified in international academic literature.

- Education**
- ◆ The program includes education on menstrual health, menstruation management and hygiene (including hand washing) and product use.
  - ◆ The program recognises the local social and cultural attitudes to menstruation.
  - ◆ The program includes education for boys on menstruation.

- Availability**
- ◆ The program provides separate toilets for girls, which allows for necessary privacy.
  - ◆ The program makes menstrual products available at school in easily accessible ways that do not cause embarrassment. For example, girls are not required to ask male staff members for access to products, or announce they need to go to the school nurse.
  - ◆ The program provides menstrual products free of charge.
  - ◆ The program provides enough menstrual product for both school and out of school use.
  - ◆ The program provides pain relief for girls affected by menstrual pain.



# KidsCan Clothing for Kids Program

KidsCan provides partner schools with shoes (with 2 pairs of socks) and raincoats, to ensure children can go to school whatever the weather.

Year in scope  
1 January - 31 December 2019

**All participants in KidCan's food in schools program are eligible to receive KidsCan Clothing. In 2019 KidsCan supplied schools with 72,649 items of clothing, including:**



**40,455 coats**



**25,431 shoes**

## School Opt-In

Schools enter KidsCan clothing typically as existing KidsCan Partner schools, participating in KidsCan food for schools, feminine hygiene, or it's health program.

On rare occasions a school will ask to access KidsCan support for the first time via a KidsCan Clothing online application.

## Collaborative Needs Assessment

KidsCan and the partner school collaborate to identify the school's needs.

KidsCan helps the school assess the quantities of clothing they need, while the school identifies the ranges in size they need for their student population.

## Clothing Distribution

Partner Schools have exclusive responsibility for distributing clothing to their children.

Partner schools can and mostly do distribute universally, giving clothing and footwear to every child or family who asks, or simply giving the items to every child, and children and families can then opt out.

KidsCan provides more clothing as needed. Schools receive enough clothing and footwear to account for attrition rates

KidsCan obtains feedback from schools and students on how the clothing is received.

# GoodFeatures

GoodFeatures is a tool that allows service providers to compare the features of their unique service offerings to the features of effective practice in comparable programs identified in international academic literature.

- Standardise**
- ◆ The program provides all children receiving clothing with the same clothing or apparel, particularly for older female students and primary schools with attendance problems.
  - ◆ The program offers clothing and footwear to the majority of children regardless of their socioeconomic status.
  - ◆ The program considers children's preferences in the design of clothing, particularly for children over the age of 10.
  - ◆ Any branded footwear supplied to children is consistently branded and/or labelled.
  - ◆ The program meets targets for delivering clothing and footwear to schools in a timely fashion without distribution delays.
  - ◆ The program works with schools to promote equity by making clothing distribution mandatory as opposed to opt-in for high-need communities.
- Utilise**
- ◆ The program works with schools to ensure that children provided with clothing and footwear are encouraged to participate in increased physical activity.
  - ◆ Schools link children who have received clothing and footwear to physical education and extracurricular sporting/exercise programs.
  - ◆ The program provides obese children with well-fitting and comfortable clothing.



# KidsCan Health for Kids Program

KidsCan offers Partner Schools head lice treatment programs in collaboration with local New Zealand health centres, as well as enabling schools to order basic first-aid goods like tissues, hand-sanitisers and band aids.

Year in scope  
1 January - 31 December 2019

**KidsCan Health for Kids supplied schools with 156,593 items of head lice treatment related products. This total includes:**



**17,853 sunhats**

## School Opt-In

Schools request entry into health for Kids Program.

Schools apply for the health program online, where they give an indication of the scale of the need for head lice treatment and first-aid items.



**30,368 'Blitz the Nitz' instruction manuals, 50,686 anti-head lice combs, and 32,595 bottles of anti-head lice shampoo**

## KidsCan Collaboration with Local Health Providers

KidsCan have a national network of relationships with New Zealand District Health Boards and local health providers.

KidsCan collaborate with local DHBs and health providers to provide initially administration of school head lice treatments in schools. DHB's and local health provider personnel train school staff who then manage the program in the schools.

School personnel trained by professional health practitioners train parents to administer head lice treatment at home with their children.

KidsCan have also developed collateral with DHB's and health providers to help educate children.



**4,607 units of foaming hand sanitiser**

## First-Aid Amenities Provided

KidsCan also provide schools with as much hand sanitiser & packets of band-aids as required.

# GoodFeatures

GoodFeatures is a tool that allows service providers to compare the features of their unique service offerings to the features of effective practice in comparable programs identified in international academic literature.

- Education**
- ◆ The program promotes general health care and education amongst participants.
  - ◆ The program informs all participants of the ease of head lice transmission and the difficulty in treating it, to reduce stigma and shame among carriers and their families. This is supported by a nit management (rather than no-nit) policy, to recognise the difficulty of achieving 'no-nit' status for some students.
  - ◆ The program supports children who are repeatedly infested with head lice to attend school, as lice transmission can be reduced through sound management.

- Treatment**
- ◆ The program targets individuals exhibiting symptoms of head lice confidentially where possible, and avoiding disruptive school-wide screenings.
  - ◆ The program includes comprehensive and ongoing lice screening to ensure early detection.
  - ◆ The program uses a combination of head lice treatments together, including topical agent application, manual removal, and oral therapy, with hair removal considered for serious cases.
  - ◆ The headlice treatment program includes the option to use water and hair conditioner as this is a proven, cheap way to loosen nits on the hair shaft and can suit children and families who are sensitive to chemicals or prefer manual treatment methods.





# Outcomes map

The outcomes that KidsCan aims to achieve, and how these are reflected in the GoodMeasure calculations

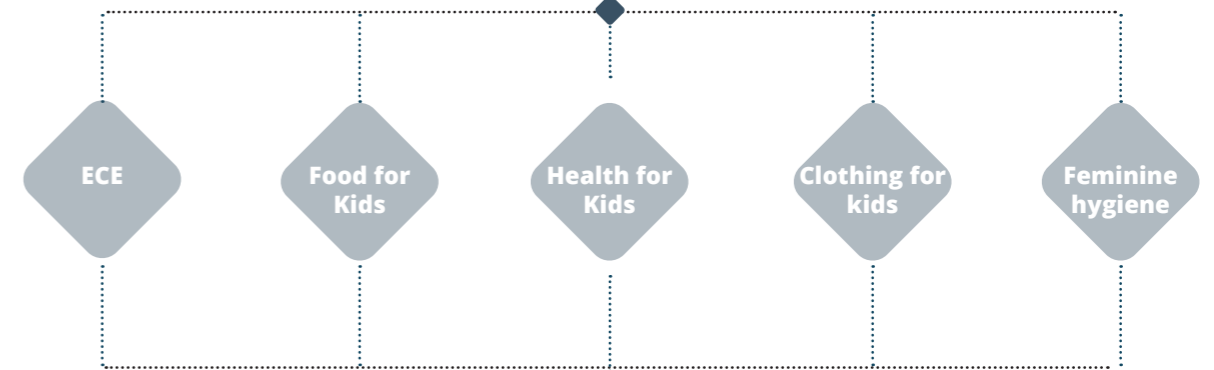
## Contributors

Local Health Provider      School Nurses      KidsCan website      Partner/donor recommendation      Parents

## KidsCan clients

Children facing hardship in Early Childhood Education Centres, primary and intermediate schools and secondary schools.

## Intervention structure



## GoodMeasure outcomes

## Additional outcomes

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

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

- Improve Physical Health
- Avoid Childhood Obesity
- Increase School Attendance
- Improve Educational Outcomes
- Reduce Public Healthcare Costs
- Reduce Period Poverty

- Reduce Financial Stress
- Improve Social Connections
- Reduce Child Behavioural Incidents
- Improve Mental Health
- Reduce Incidence of Head Lice



# GoodMeasure results summary

Every year, KidsCan delivers \$20,869,163 of measurable good to New Zealand society.

KidsCan's real-world value is even greater than this, as some outcomes such as flow on effects to the family and community cannot yet be directly quantified with available data.

Year in scope  
1 January - 31 December 2019

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

Social value generated for each successful participant:	\$509
Measurable benefits as proportion of program cost:	280%
Cost of the program per participant:	\$250

The Living Standards Framework is a practical application of national and international research around measuring wellbeing.

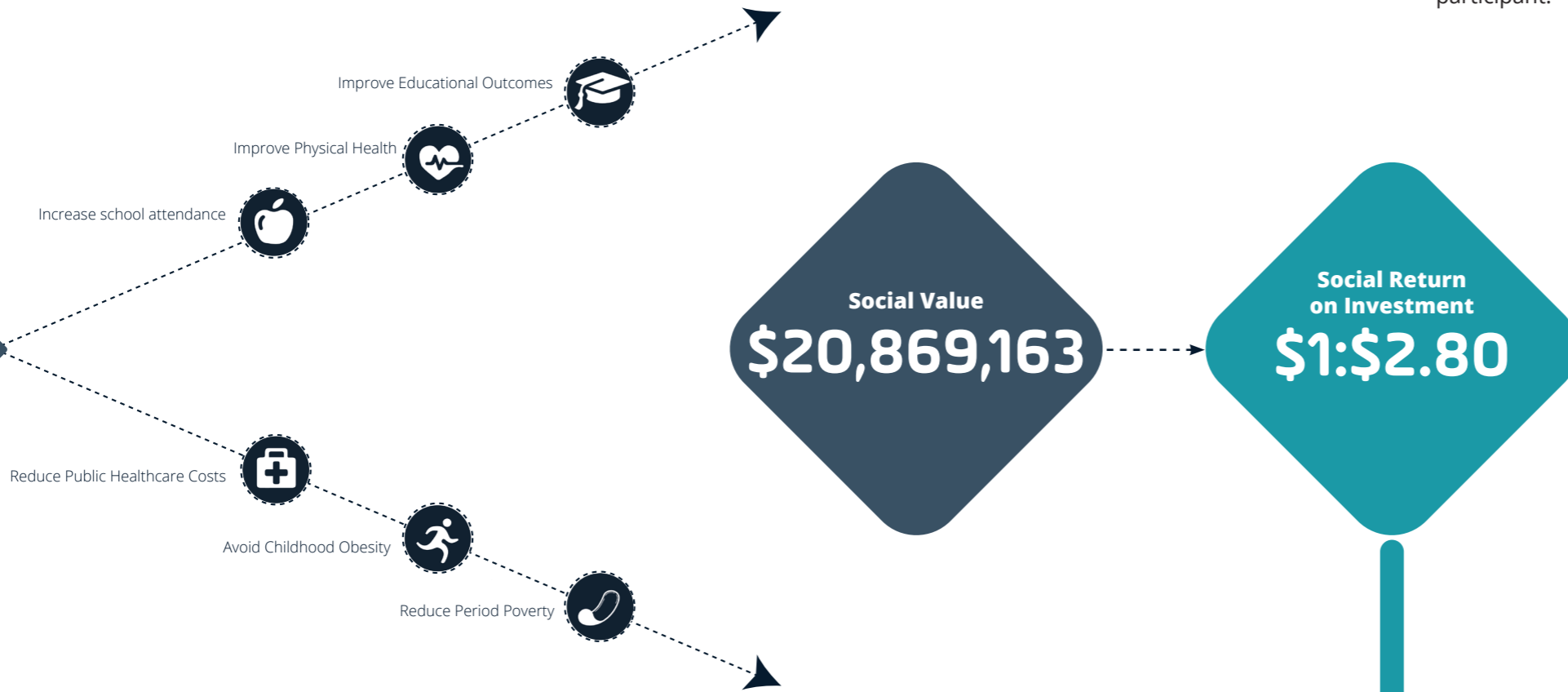
It was designed drawing from the Organisation for Economic Co-operation and Development's (OECD) internationally recognised approach, in consultation with domestic and international experts, and the NZ public.

## Definitions

**Jobs and Earnings:** Freedom from unemployment

**Income and Consumption:** People's disposable income

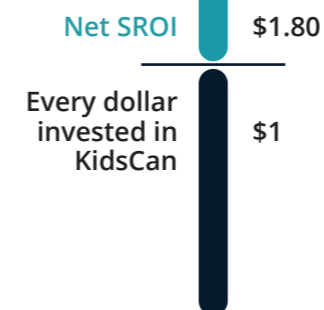
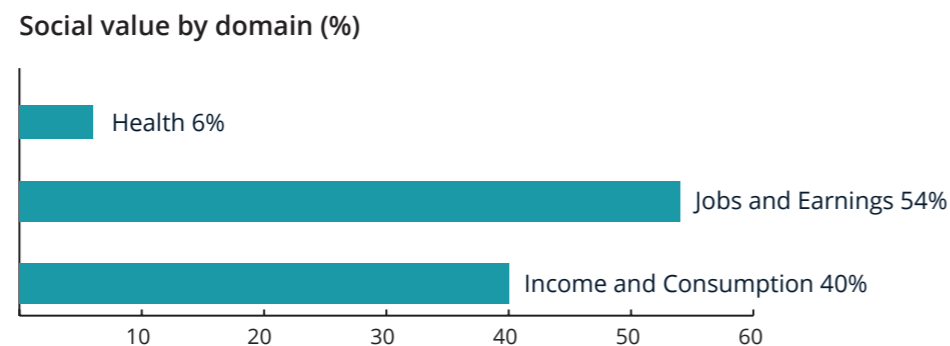
**Health:** People's mental and physical health



## Social value breakdown

KidsCan creates social value across different aspects of people's lives.

This chart shows the breakdown of social value created according to the NZ Treasury Living Standards Framework. Each domain highlights a different aspect of wellbeing.



This means that every dollar invested in KidsCan delivers \$2.80 of measurable good to New Zealand.





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,
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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 KidsCan

### Understanding KidsCan's impact

KidsCan has identified that children attending low decile schools and centers for early childhood education sometimes don't have the basics they need to learn and thrive.

By providing essential items, KidsCan enables children to improve their health and educational outcomes, and achieve a better start in life.

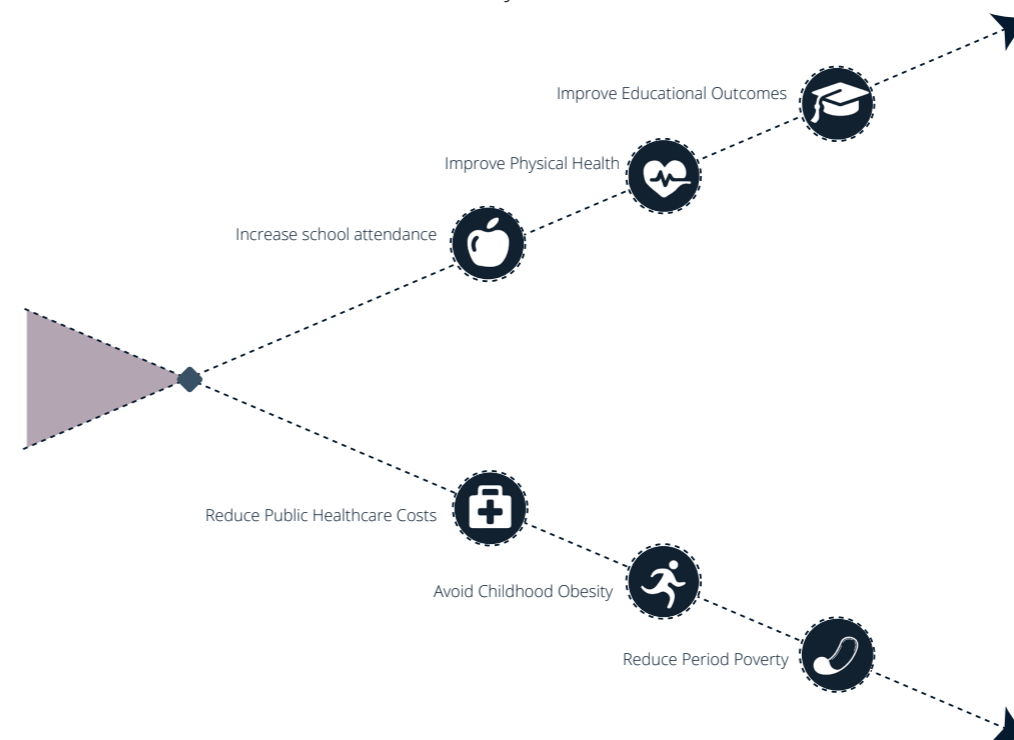
### What does KidsCan do?

KidsCan provides early childhood education centres and schools fresh fruit, meals and snacks, clothing (rainjackets, shoes & socks), head-lice programs, hand-sanitiser and band-aids. This support ensures children in need are fed, warm and able to focus on learning

KidsCan also provides schools attended by girls aged 9 to 18 with a feminine hygiene program to reduce period poverty in New Zealand and ensures girls don't lose opportunities due to menstruation.

### Whom does KidsCan serve?

Children facing hardship in Early Childhood Education Centres, primary and intermediate schools and secondary schools.



### GoodMeasure outcomes

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

- Improve Physical Health
- Avoid Childhood Obesity
- Increase School Attendance
- Improve Educational Outcomes
- Reduce Public Healthcare Costs
- Reduce Period Poverty

### Additional outcomes

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

- Reduce Financial Stress
- Improve Social Connections
- Reduce Child Behavioural Incidents
- Improve Mental Health
- Reduce incidence of Head Lice

## KidsCan's impact



### Social value definition

Social value generated for each successful participant:	\$509
Measurable benefits as proportion of program cost:	280%

When we take into account the operating costs of KidsCan, we can calculate the social return on investment that is generated for every dollar that is invested in the program



Year in scope  
1 January - 31 December 2019





# Appendix

Below is a list of definitions of key terms contained in this report.

## Amount invested

The dollar amount that has been invested in a specific program, in New Zealand dollars.

## Cost per person

The dollar amount invested in the program divided by the number of people supported by the program (include those who did not successfully complete it).

## Domain

A domain is a way of dividing or filtering the subject and outcome material in your Impact Lab results. Impact Lab refer to domains as per the New Zealand Treasury's living standards framework domains.

## Population

The group of people supported by the program, in terms of age, gender, and ethnicity.

## Programs

The services delivered by the provider for the amount invested.

## Social Return on Investment

This is the Social Return on Investment. It is calculated by comparing the social value generated by the program to the amount invested in it.

## Social Value

The social impact in dollar terms that the amount invested achieves for participants over their lifetime. The social value is calculated by combining impact values with a service delivery quality score, with the size of the opportunity to support a population, and the number of people supported.

## Attribution

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## Disclaimer

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