



Homeless World Cup: Cardiff 2019

ProSocial Valuation Service



The ProSocial Valuation Service

What We Do, Why and How We Do It

The ProSocial Valuation Service (PSV) unlocks the promise of technology and big data to value social ROI with the same rigor, transparency and clarity used to measure financial ROI.

We value what has widely been considered unmeasurable: social capital—a term we use broadly to refer to all types of public goods that benefit people and planet. While not traded on a commercial marketplace, the currency that PSV values shapes the health and well-being of individuals, neighborhoods and nations.

Backed by evidence-based research in which there is a proven correlation between a given intervention and a specific outcome, we convert each unit of social capital into a universally understood dollar value, typically based on savings to the public and/or benefits to individuals.

We account for positive, negative and independently occurring impacts.

PSV has been used to value community effects in areas as diverse as health, education, homelessness, community redevelopment, clean water and social inclusion. Our mathematical grounding, use of outcome-based primary research and complete transparency—we are explicit about what is valued, the value assigned and the research supporting the calculations—resonates equally with foundations and trusts, strategic philanthropists, brands, governments, volunteers and impact investors as well as nonprofits, NGOs and social enterprises.

PSV also audits the activation programs of sponsors and values any elements with prosocial overlays.

Methodology. We use the same methodology for every Valuation. This allows comparisons across markets, genres and approaches. Step one in the process: identifying the taxonomy of outcomes which could be created by an initiative. This typically involves a data audit and literature review. Step two, measuring which, if any, of those outcomes occurred and if so, to what extent and subtracting any negative outcomes and what would have occurred anyway. Primary research and world-class datasets provide this information. Next, we mathematically convert each unit of social capital into a dollar value. We also audit the activation programs of sponsors and value the pieces with prosocial overlays.

We also account for intellectual capital, the six intangibles that drive scale and progress. These are: 1) Audacity: envisioning big, bold solutions and tackling chronic problems over temporary ones; 2) Connectivity: creating buy-in among multiple constituencies; 3) Capacity: use of data, talent development and governance; 4) Ingenuity: disrupting entrenched approaches; 5) Tenacity: leveraging relationships and resources required to persevere; and 6) Diversity: the number of discrete sources of funding. To remove bias, each intangible has a scoring narrative. Example: To receive the top score on “diversity” an organization must have at least five discrete sources of funding. PSV’s algorithm for valuing intangibles is a combination of velocity—the importance of the market(s) in which the program is held (based on its MSA (Metropolitan Statistical Area) and soft power, i.e., the ability to persuade by attraction and persuasion rather than by coercion or force)—and the rank and weight of each intangible relative to the other five.

We combine the value of the tangibles and intangibles, then divide that sum by the budget to arrive at the cost/benefit ration and ProSocial ROI.

The ProSocial Valuation Service (continued)

In every instance of calculating the social capital created by Home World Cup, we erred on the side of fiscally conservative:

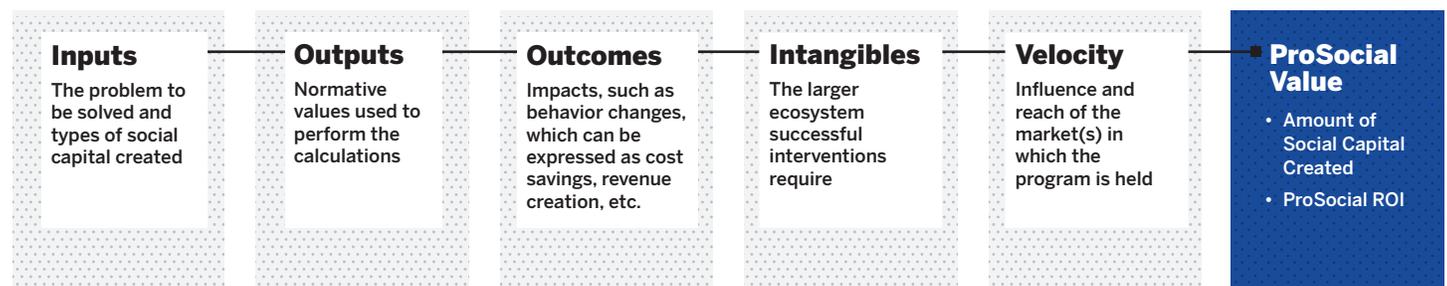
- We only count outcomes backed by independently verified research, including conducting primary research of Home World Cup attendees.
- We only count primary effects and do not include tertiary outcomes.
- We calculate only one-year, rather than lifetime, value.

PSV was launched in 2016 by Lesa Ukman, founder of IEG and creator of the analytics used to select, value and optimize ROI in sponsorships (www.lesaukman.com) and Jed Pearsall and

Bill Doyle, co-founders of Performance Research (www.performanceresearch.com), a global leader in measuring the marketing impact of corporate partnerships with sports leagues and events, entertainment properties and nonprofit organizations, to value social impact with the same rigor, transparency and clarity used to measure financial investments.

We bring the power of big data and AI to philanthropy, enabling organizations that do and fund good, to harness the power of new technologies to do more good and make more of a difference. To find more about the insights, science and technology that powers the ProSocial Valuation Service, call us at 800.656.1982.

How We Do It: Heart + Smart



Homeless World Cup

A Pioneering Social Movement

Founded in 2001 by Mel Young and Harald Schmied as a revolutionary approach to alleviate the global problem of homelessness through sport, the Homeless World Cup (HWC) uses direct empowerment to effect change in the lives of homeless people. It also raises awareness of homelessness and creates positive attitudinal shifts among viewers as a result of their interactions with players and consumption of media coverage.

HWC works year-round with programs in more than 450 locations through a network of National Partners across the globe. Each National Partner has the exclusive right to represent its nation at the annual Homeless World Cup Tournament.

The Tournament experience is transformational for participants, giving a marginalized group of people the opportunity to travel and meet peers facing similar challenges and a platform to represent their country in front of a supportive audience. It also challenges negative stereotypes of homelessness and enlists new advocates to the cause.

Since its founding, the HWC has impacted the lives of nearly one million homeless people worldwide.

This ProSocial Valuation, which covers the 2019 Homeless World Cup Tournament in Cardiff, tells a powerful story of the event's social impacts. For every \$1 spent to host the 2019 Homeless World Cup, \$4.32 in social capital is created (based on data as of January, 2020). Additionally, the sponsors generate incremental social capital.

■ **The Homeless World Cup Foundation**, a Scottish-based nonprofit which works with National Partners in more than 70 countries, acts as an umbrella body for the network of charities that conduct year-round street soccer leagues for men, women and children experiencing homelessness. It shares research and good practices surrounding homelessness, develops policy recommendations, and is a global advocate for those who lack a voice: the homeless and socially disadvantaged.

■ **The Annual Homeless World Cup Tournament** is an aspirational event for the participants in the National Partner programs. Played in a different country each year, its impact is felt both by participants and spectators.

Homeless World Cup: Cardiff 2019

in Numbers

Participation

8	60	46	464	368	236
Days	Teams	Nations	Players	Games	Volunteers

Fans in Attendance

23,000

Coverage

All 341 men's and women's games were broadcast live in HD. Feature content was also created daily. Facebook streams enabled engagement; the men's final had 35,000+ comments and more than 626,000 views.

Public Sentiment¹

94%

Positive

Online Audience and Engagement²

68,100,000+

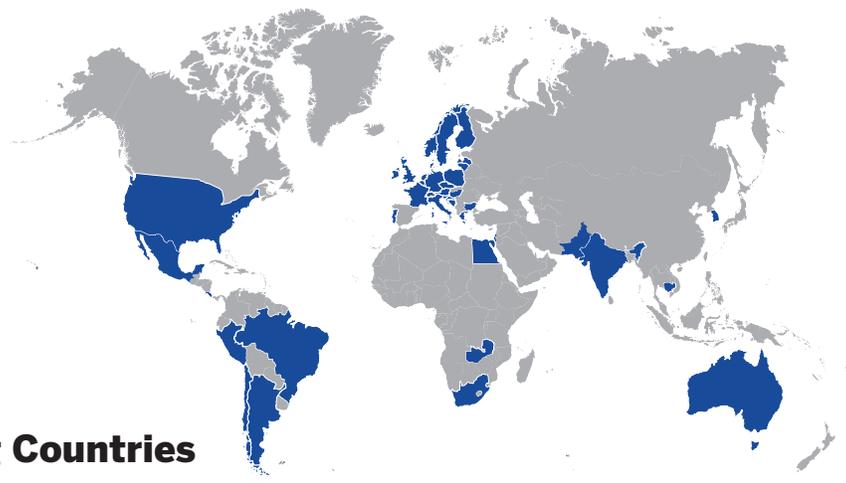
Viewers of Homeless World Cup TV	6,400,000
Live viewers on YouTube and Facebook	2,482,582
Views of video clips on social streams	5,500,000
Viewers of HWC features online	6,254,963
Page impressions on YouTube	47,500,000
Likes and Follows of HWC on social media	11,800
Viewers who were male	74%
Viewers aged 18 to 34	67%
Viewers connecting from a mobile device	93%

Corporate Sponsors

- UEFA
- People's Post Code Lottery
- FIFPRO
- ACTGlobal

Homeless World Cup: Cardiff 2019 in Numbers

(Continued)



■ HWC Participating Countries

Africa

Egypt
Ivory Coast
South Africa
Zimbabwe

Americas

Brazil
Chile
Costa Rica
Mexico
Peru
USA

Asia

Cambodia
Hong Kong
India
Indonesia
Israel
Pakistan
South Korea

Europe

Austria
Belgium
Bosnia & Herz.
Bulgaria
Croatia
Czech Republic
Denmark
England
Finland
France
Germany
Greece
Hungary

Ireland

Ireland
Italy
Lithuania
Netherlands
Northern Ireland
Norway
Poland
Portugal
Russia
Scotland
Slovenia
Sweden
Switzerland
Wales

Oceania

Australia

Selected Reactions from Participants & Spectators

“In fact, it should be called the Hopeful World Cup.”

– David McCarthy, *Daily Record*

“To say that the Homeless World Cup was an unforgettable experience wouldn’t cover it. Because this tournament wasn’t just about winning or fundraising or a love for the sport, it was about bringing people together, bringing hope to homeless people, and creating social cohesion through a passion for sport.”

– Rachel MacPherson, *The Scottish Sun*

“The football on display was enthralling. But, it was about so much more, including building self confidence and the determination to change their lives. Football has given them a chance to lead a better life and look to the future with fresh hopes and dreams.”³

– Spectator, Homeless World Cup

“We are showing that sport and football, in particular, can be used to tackle some of the most pressing social problems.”

– Mel Young, Homeless World Cup Co-Founder

“Only during matches could I stop thinking of the cruelty and horrors of living under the Taliban.”

– Majib, Team Afghanistan, *Kicking It*

“Before my son got involved with Homeless World Cup, I stopped watching TV or listening to the radio because every time you hear a person is dead, you fear it’s your child. Homeless World Cup gave him a reason to get clean, get off the streets and I no longer fear listening to the news.”

– Mother of a Player, Team Ireland, *Kicking It*

“If I was not playing football, I would be dead by now.”

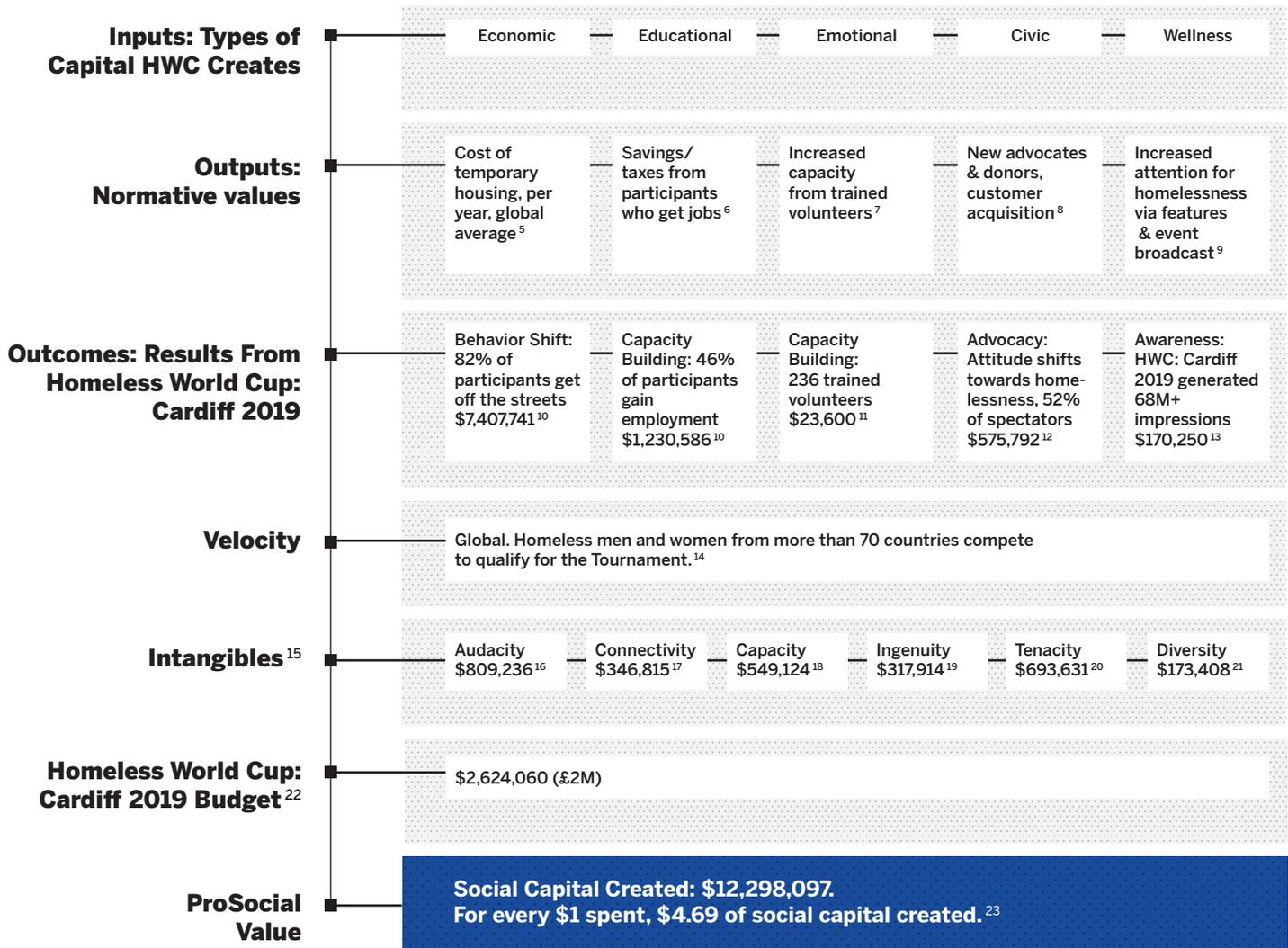
– Alex, Team Nairobi, *Kicking It*

“You can forget the problems of living on the street and be someone special!”

– Jesus, Team Spain, *Kicking It*

ProSocial Valuation

Social Capital Created by the Homeless World Cup



Valuation Notes

The Fine Print

Homelessness has negative impacts not only on the person experiencing it, but on the communities where homelessness exists. The direct negative effects on the person experiencing homelessness include diminished physical health, strained mental health, and reduced social inclusion. This has direct impact on the on the surrounding community.

Malcolm Gladwell's 2006 *New Yorker* article, 'Million Dollar Murray', follows roofless Murray, living in the streets in Reno, Nevada. Two police officers add up the costs of Murray's ambulance calls, intensive care and hospital stays, and prison time, and conclude that after 10 years of homelessness, these expenditures made Murray a 'million dollar man'.

However, the costs of homelessness are as varied as the causes. For example, people who are homeless because of mental health challenges typically require more services and longer-term assistance than those experiencing homelessness as a result of job loss and poverty. With the ProSocial Valuation service we account for the important nuances at the country level across more than 70 countries we assessed. For example, recent research demonstrated that the causes of homelessness vary widely by country, which impacts the Social Capital derived in each country. As an example, mental illness is the most common driver of homelessness in Denmark, while poverty is the most common driver in the USA.²⁵ These two causes for homelessness present two very different paths to eradicating homelessness, which changes the economic benefits and savings to the communities addressing the underlying problems.

Through our PSV process we assessed the social capital value with data for the causes, effects, and solutions for homelessness specific to each country we evaluated. Recent research from Denmark indicates that the nature of homelessness can be distinct in countries with radically different welfare systems.

The PSV calculation is fiscally conservative:

- We only include outcomes backed by independently verified research.
- We value social capital generated within the first year of the event, not over 10 years or a lifetime.
- We only include primary outcomes directly affected by the participants, volunteers, and sponsors. We do not value the secondary and tertiary impacts and beyond that occur as a ripple effect of the primary outcomes..

Statement Footnotes

References and Research

1. Verto, *Cardiff 2019 Spectator Impact Report*.
2. Homeless World Cup internal data.
3. Performance Research, *Social Listening Analysis of 2016 Homeless World Cup*, July 2016.
5. Valued at \$17,747 per person which is the weighted average in savings from shelter, healthcare, jail nights and legal support across the countries with teams competing in the Homeless World Cup: Glasgow 2016 Tournament. Sources: McKinsey Global Institute, *A Blueprint for Addressing the Global Affordable Housing Challenge*, October 2014; various government program websites; World Health Organization WHO-CHOICE data adjusted using effective consumer price inflation in the HWC countries by applying annual inflation data from World Bank; EU commission on prisoner rights; Council of Europe Annual Penal Statistics SPACE I Annual reports; country-specific national jail authority websites. Larimer, Mary E., PdD, Malone, Daniel K., MPH, Garner, Michelle D., MSW, PhD et al., *Health Care and Public Service Use and Costs Before and After Provision of Housing for Chronically Homeless Persons With Severe Alcohol Problems*, JAMA, 2009.
6. Assumes weighted average earnings of \$10,783 per person per year based on PSV analysis of minimum wage legislations and GDP per capita in the countries participating in HWC: Glasgow. Source: Country-specific websites; World Bank.
7. Each trained volunteer is valued conservatively at \$100. Based on cost of volunteer training modules offered by non-profit training institutes including the Red Cross, Volunteer Scotland, Volunteer England. The costs of one day training modules range from \$100 to \$400 based on location and type of training.
8. Advocacy value based on average cost across business categories to acquire a customer, \$66, in the US deflated by the average Purchasing Power Parity deflator in the countries participating in HWC: Cardiff, *Top Franchises in Every Industry*, Entrepreneur Magazine, May 2013.
9. PSV values an impression at \$0.0025. Awareness increases are primarily driven by media coverage of the Tournament, social postings and sponsor activation but also include promotional videos by celebrity ambassadors, high-profile billboards throughout Glasgow and Tournament pitches in Glasgow city center.
10. Stanford Graduate School of Business impact study, *Homeless World Cup: Social Entrepreneurship, Cause Marketing and a Partnership with Nike*, 2010.
11. The organizing team trained a total of 370 volunteers from multiple countries including Scotland, India, USA.
12. HWC changes attitudes via volunteer programs that put people in direct contact with HWC participants and staging the Tournament (attitude shifts among half the attendees). Attitude shifts verified by Performance Research, *Social Media Listening Analysis of 2016 Homeless World Cup*, July 2016 and supported by prior HWC research, including: Karg, Sherry & O'May, *Spectator Attitudinal Change of the Homeless World Cup*, Journal of Sport & Society, 2011.
13. Four of the five most popular HWC: Glasgow 2016 videos were feature stories rather than play on the pitch, according to QTV Sports *Homeless World Cup 2016 Audience Report*. This reveals longer-term consumption lifecycle than most sports content which rarely extends beyond the live broadcast.
14. Velocity represents the momentum a program creates using PSV's proprietary weighted index of population, soft power and social media reach in the market(s) a program occurs. Ranges from 0 to 1. Sources: *The Soft Power 30, A Global Ranking of Soft Power*, 2016; *Overall Best Country Rankings (U.S. News)*; *Elcano Global Presence Report 2016*; *The World Factbook: Country Comparisons*, 2016 (CIA); and *We Are Social's Compendium of Digital Statistics*, 2016.
15. Intangibles are valued by a combination of outcomes, velocity and the individual rankings and weighting of each Intangible. PSV's range for Intangibles is based on analyzing average share of intangible assets on the balance sheets of major publicly traded companies on the New York, London, Tokyo, Shanghai and Bombay stock exchanges, Euronext (Amsterdam), Deutsche Boerse (Frankfurt) and BM&F Bovespa (Sao Paulo). The combined CAPEX of these companies accounts for 50% of total global market capitalization.
16. Audacity: Homelessness is a growing global challenge; more than 100 million people are homeless worldwide. HWC brings an alternative approach to tackling the issue, supporting marginalized populations. In at least 30 countries, HWC is responsible for the creation of programs for the homeless.
17. Connectivity: HWC's ability to engage participants is reflected in that 94% of players report having a new motivation for life. Beyond the homeless participants, HWC also engages other stakeholders, including local National Partners in each country. Stanford Graduate School of Business impact study, *Homeless World Cup: Social Entrepreneurship, Cause Marketing and a Partnership with Nike*, 2010.
18. Capacity: HWC surveys its National Partners across a number of dimensions including demographics of and impact on participants and volunteers; commissions and disperses primary research on best practices; maintains the Homeless Library which serves as a resource for information on homelessness and potential interventions worldwide.
19. Ingenuity: HWC introduced a new approach to tackling a long entrenched social problem.
20. Tenacity: HWC is scalable globally and demonstrates steady growth, adding new markets and countries with National Partners to the program each year.
21. Diversity: Multiple funding sources including private foundations; corporate sponsors; government partners and fan donations. Performance Research, *2016 Homeless World Cup Partners/Sponsors*.
22. Homeless World Cup office, 2016.
23. Social capital valued only includes research-backed, independently verified primary impacts. For a discussion of what was not included, see Valuation Notes. This sum does not include additional social capital created by sponsors of HWC: Cardiff 2019.
24. Sources: Post-event interviews with Tesco executives; posts on Facebook pages of individual Tesco stores; other social media posts by Tesco employees; Tesco press releases and internal publications.
25. Benjaminsen, Lars and Knutagård, Marcus, *Homelessness Research and Policy Development: Research from the Nordic Countries*, European Journal of Homelessness, Vol. 10, No.3, 2016.



The ProSocial Valuation Service harnesses the power of technology and big data to enable clients to invest resources where they will do the most good for people and planet.

Foundations, community trusts, government agencies and strategic philanthropists use PSV to replace outputs and instinct with research-backed outcomes and predictive algorithms as the basis for what to fund and what to renew.

Our solutions for measuring, valuing and communicating social ROI with the same rigor as financial ROI is enabling the next generation in both corporate and nonprofit reporting.

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