

VALUE ADDED BY VOLUNTARY AGENCIES (VAVA)

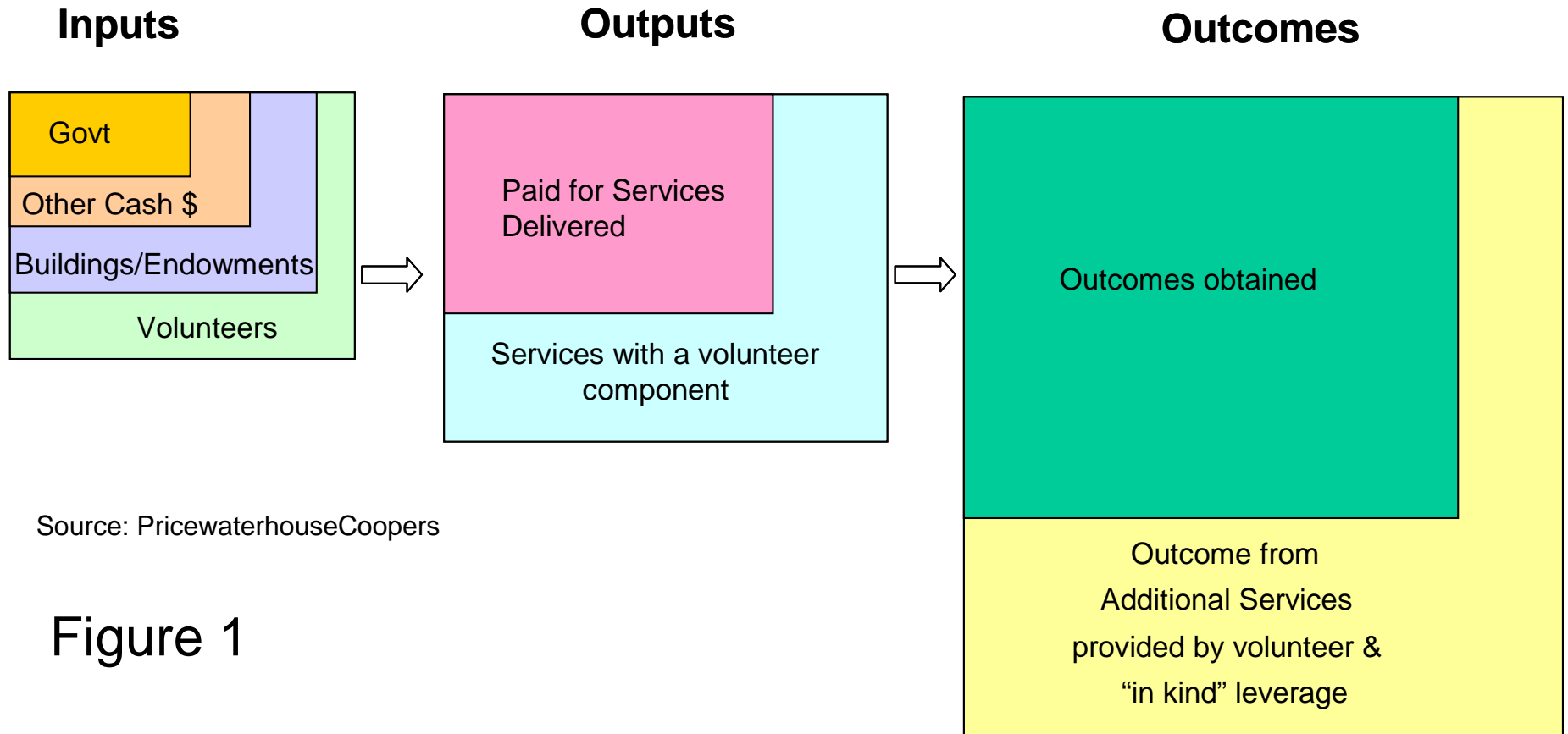
Some tools for measuring the value of voluntary organisations

Note: Phase 2 Pilot project still to be published study

New Zealand Federation of
Voluntary Welfare Organisations



VAVA PROJECT OVERVIEW



Source: PricewaterhouseCoopers

Figure 1

INTRODUCTION

Value Added by Voluntary Agencies (VAVA)

Phase One: Counting for Something

- Input stage – template developed
- 10 national organisations
- 7.63 million hours
- Volunteer work totaled 4,063 FTEs
- 2/3 MSD staff (in 2004)
- In kind contribution (IVVA) \$140 - \$221 million
- Volunteers \$88 - \$170 million

FOCUS ON OUTCOMES

- Raison d'être
- Complex: “it’s so big where do we start?”
- Creates space and dialogue about outputs and outcomes
- Effectiveness measure
- Management/governance tool
- Linked to strategic goals

VAVA PHASE 2 PILOT STUDY

- Support from OCVS for project
- Output template developed – series of spreadsheets
- Workshops to identify and link outputs and outcomes
- Two pilot study organisations
 - Plunket
 - Literacy Aotearoa
 - Have report and findings for their own use
- Plan to publish report on pilot studies
- To consider further, wider, study

THE PILOT STUDY ORGANISATIONS HAD:

- Participated in VAVA stage one, volunteered for this stage and paid a considerable fee
- Clear and identifiable outputs and outcomes related to their strategic goals
- An existing process for collecting data on outputs
- Large size in relation to the voluntary sector
- A robust understanding of their outcomes and how they are achieved

APPROACH TO PROJECT

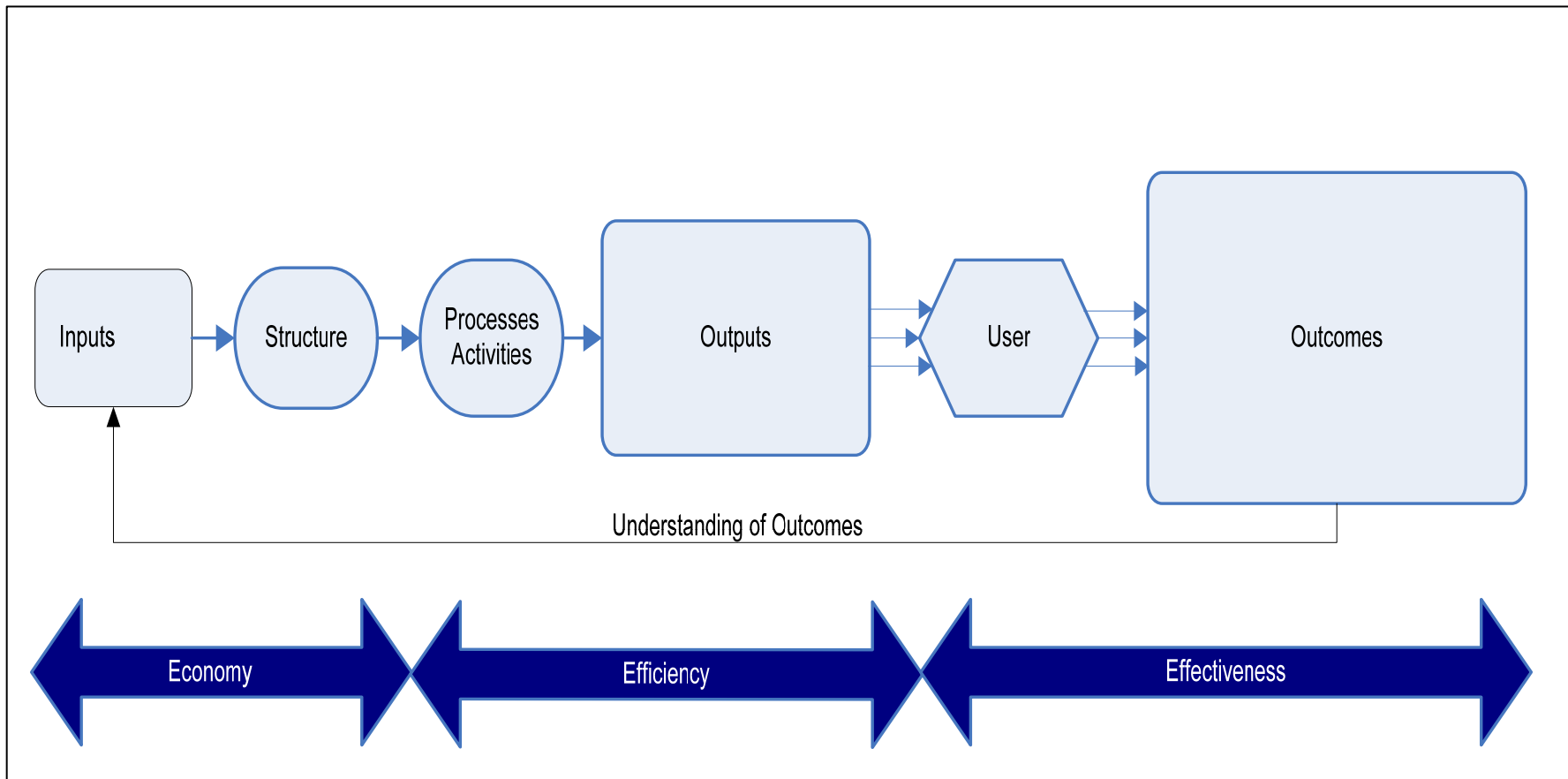
- Profile of service users
- Two approaches
 - Case study – Plunket
 - Client service data – Literacy Aotearoa
- Research
 - Secondary data

CONSIDERABLE WORK FOR EACH ORGANISATION

As part of their participation in the study each pilot study organisation described, linked and costed outputs and outcomes:

- attended at least three workshops conducted by PwC
- provided full description of services provided,
- collected data in the form of case descriptions or a sample survey identifying outcomes
- populated input and output templates
- provided robust and reliable literature to support outcome conclusions

MEASURES OF ECONOMY, EFFICIENCY & EFFECTIVENESS



ESTIMATING OUTCOMES ECONOMIC VALUE: PLUNKET

- Measuring two services
 - well child checks
 - car seat rentals
- Linked to outcomes of reduced family violence and reduced unintentional injury
- Significant net economic benefit demonstrated
- Over 15 year period
- Discussing unintentional injury and reduced family violence generates greatest economic benefit for Plunket

ESTIMATING OUTCOMES ECONOMIC VALUE: LITERACY AOTEAROA

- Based on students outcome data collected as part of Ministry Education contract of : learning assessment, study load, further education, employment gained, self confidence /self esteem, effect on home /family environment
- Significant net economic benefit demonstrated
- Over 30 year period
- Further education is the single biggest contributor to the economic value of Literacy Aotearoa's outcomes

CONCLUSIONS

There are significant benefits over time achieved by each organisation

- Both Plunket and Literacy Aotearoa are creating a significant return on investment through analysis of achieved outcomes
- They gained valuable insights into their own organisations
- They increased confidence and understanding of their work
- This research required significant contribution of time and resources whilst maintaining business as usual activities

CONCLUSIONS (continued)

This study provides valuable insights, data and methodology

- The template provides a useful tool for organisations to identify and document outcomes and outputs
- This provides a transparent basis for measuring activities
- Variable assumptions can be discussed and reviewed as part of the critique of the research
- An economic benefit can be estimated and derived from the template and framework
- Creates a forum for discussion and understanding of outputs and outcomes

CONCLUSIONS (continued)

This can be replicated in a further, wider study for increased benefit

- The template and framework could be applied across a wide range of organisations
- Valuation of outcomes rely on information provided by organisations and research available at the time
- The tool is useful as a strategic governance and management tool to identify and measure goals against a framework
- This can then be tracked over time
- Requires significant resources of a participating organisation

RECOMMENDATIONS

NZFWO role as networking agency and catalyst:

- Pilot study report and findings to be published at end of 2007
- Initiate dialogue in sector about the value and utility of outcomes studies
- Consider further implications – such as sector standards of data collection
- Seek funding for further study with a larger sample size
- Monitor other outcome - focussed work, including government initiatives