



*Yn cefnogi grwpiau gwirfoddol a chymunedol  
Supporting voluntary and community groups*

## Introduction to Social Value

### Half day training programme

- Have you heard about social value or Social Return on Investment (SROI) but aren't quite sure what it means?
- Do you know that your organisation creates social value but are unsure how to measure it?
- Would you like your team members to think about how their work creates social value for a range of stakeholders?

If you answered 'yes' to at least one of these questions, then the training from Social Value Cymru could be just what you need.

**Our activities undoubtedly create impacts other than financial returns. Whether it is changes to people's health and wellbeing, strengthened communities, or reducing the pressure on public services, these are important outcomes of our work. Yet, we rarely measure these impacts and communicate them for ourselves and others in a way that is meaningful and helpful. Social value is therefore a broad term that is used to illustrate that we can capture value beyond just financial returns.**

We can provide a practical half-day in-house introduction for members of your organisation: including staff, volunteers, trustees and directors – with the session tailored to your specific requirements.

### Programme Content

- Introduction to social value
- Understanding what social value is
- How to measure social value
- Why is social value important
- Work through the ten impact questions that can help you to understand the impact of your work
- Practical exercises to facilitate understanding on how to measure the social value of your organisation's activities, including mapping stakeholders & mapping the theory of change