



# EDMONTON SOCIAL IMPACT AUDIT *PHASE 1*

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*Dr. Alina Turner*

*Highlights*

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**HelpSeeker**  
Technologies



**In the spirit of Reconciliation, we acknowledge living on the traditional territories of the Blackfoot Confederacy (Siksika, Kainai, Piikani), the Tsuut'ina, the Îyâxe Nakoda Nations, the Métis Nation (Region 3), and all people who make their homes in the Treaty 7 region of Southern Alberta.**

**We acknowledge this project was undertaken on Treaty 6 territory, the traditional territories of the Cree, Saulteaux, Niisitapi (Blackfoot), Dené, Nakota Sioux, Iroquois, Papaschase, Inuit, and the Métis people of Region 4.**



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# Agenda

- 1. Core Concepts**
- 2. Approach & Methods**
- 3. Key Findings**
- 4. Considerations**
- 5. Next Steps**

# Context

**Edmonton Police Service engaged Help Seeker,**

*a technology company creating digital solutions for complex social issues,*

**to develop a Social Impact Audit, analysis of diverse funding sources in Edmonton and propose areas for consideration of systems transformation moving forward.**



**HelpSeeker**  
Technologies

**B-Corp Social Enterprise:** lean, growth-minded business with a social purpose

**Est. 2017** in Calgary, now operating in 200+ communities across Canada

**50 staff** specializing in tech development, data management, strategy consulting, change management, research & social innovation

**Partners:** municipalities, system funders/ decision-makers, private/public/NGO service providers

**[HelpSeeker.co](https://www.helpseeker.co)**



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# Council Motion

*“Engage external subject matter experts to bring a report summarizing an in-depth analysis of all monies spent ... in the human services/social safety net ecosystem, including but not limited to police, City of Edmonton, Fire, and other orders of government, charitable donations and fundraising proceeds, with a goal to leverage all expenditures into better system outcomes (and reduced demand for system intakes).”*

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## Why Now?

Across Alberta, communities are similarly challenged by the **siloes and uncoordinated response** to social issues that include mental health, addiction, homelessness, and poverty.

Creates costs for individuals and communities, particularly during the time of the current COVID-19 pandemic and its socio-economic impacts.



# Social Impact Audit

*Systematic approach to catalogue and analyze all funding in the social safety net in a region to help decision-makers identify optimization opportunities that maximize Return on Investments (ROI) of the social safety net.*



Helps identify and analyze the number of programs/services available and their revenue sources to understand the full financial landscape in a region



Identifies service duplications and unfunded needs in relation to their demand in the community to optimize resources towards addressing more pressing needs

ASSISTS DECISION-MAKERS AND COMMUNITY INVESTORS IN THE DEVELOPMENT OF MORE IMPACTFUL WAYS TO ADDRESS SOCIAL NEEDS, PRIORITIZING THE COORDINATION AND INTEGRATION OF SERVICES AND INVESTMENTS.





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# Defining The Social Safety Net

**Canada's Social Safety Net, including Edmonton's, is composed of a range of programs, benefits, and supports delivered by diverse actors including:** *local, provincial/territorial, and federal government, public and non-public charities, non-profit organizations, and private sector entities.*

## **Includes:**

**Supports delivered directly by service providers to end users**

*(ie. shelters provide beds to those experiencing homelessness)*

### **Benefits**

*(income assistance, tax credits etc.).*

# >> Common Challenges

**Lack of transparency on financial flows and performance metrics**

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**Little understanding on scope/ depth/ investment and ROI**

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**Simultaneous challenge of service duplication and gaps**

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**Overlapping/ uncoordinated funding flows from government/philanthropy**





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# The Edmonton Social Safety Net

Social Impact Audit



# METHODOLOGY

All datasets were obtainable under FOIP and do not disclose any private information.

Supports the financial flows analysis to discern the available funding moving into Edmonton's Social Safety Net.

## Financial Analysis

- CRA Financial Dataset (2018)
- Alberta Grants (Fiscal 2018/19)
- Canada Grants (2018)
- Municipal Grants (2018)
- City of Edmonton Budget (2018)
- Fire Summary Budget (2020)
- EMS Summary Budget (2020)
- EPS Detailed Budget (2018, 2019, 2020)
- Homeward Trust budget (2018/19)
- CIHI Health Spending (2019)
- HelpSeeker Systems Map (2020)

## Spatial Analysis

- Calls for Service Police, EMS, Fire (2018)
- Health, Social, Police Service Locations (2020)



AN ESTIMATED

***\$7.5 Billion /yr***

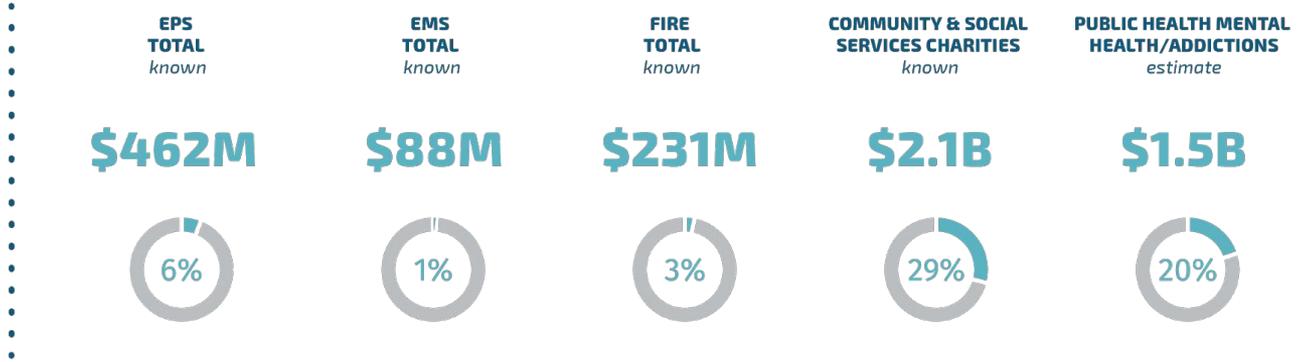
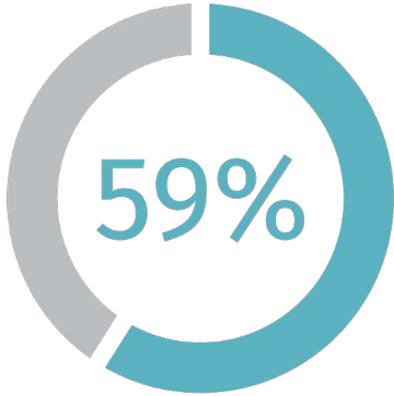
**HAS BEEN IDENTIFIED FOR EDMONTON**

across social and community social services, charities, public health spending on mental health and addictions, and first responders (EPS, EMS, Fire) and direct government transfers to individuals

# >> Key Findings

**\$7.5 Billion /yr**

## Services and Supports Delivered



## Direct Government Transfers

(tax credits, income assistance, disability payments etc.)



## Unknown

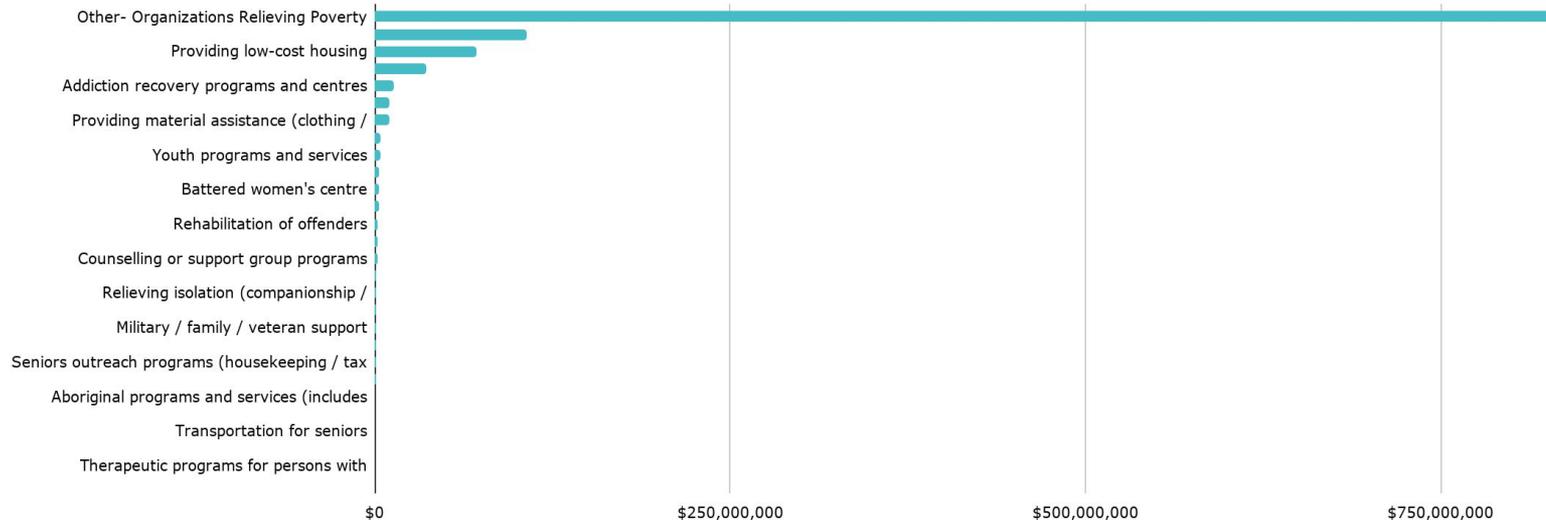
- Health Charities - unknown
- Other Govt funded For-Profit Social Services
- Other Non-Profit Social Services
- Govt Delivered Social Services



# CLOSER LOOK AT CHARITIES

Of the \$6.1B revenues to charities, about **\$1.1B** went to charities that support work to intervene/ prevent social issues related to homelessness, poverty, addiction, mental health excluding public institutions responsible for health (hospitals).

2018 Edmonton Charity Revenues w/ Relevance to Homelessness, Mental Health, Addictions - excluding public health





# 2020 EDMONTON SYSTEMS MAP

## NUMBER OF SERVICES PER CATEGORY & SERVICE INTERACTIONS IN PERCENT

Interactions year to date to Oct. 2020.



Selected from total of

# 12,984

service elements mapped

### BASIC NEEDS

	# listings
Shelter	47
Housing	364
Food	221
Clothing	78
Employment	194
Education/Training	1,339
Transportation	50
Financial	139
Outreach	637
Intervention	552
Hygiene	29
Transitional Housing	201
Household Goods	30

### MENTAL HEALTH & ADDICTIONS

	# listings
Mental Health	585
Addictions	192
Counselling	560
Opioid Addiction Services	42
Trauma	227
Crisis	301
Suicide	15
Harm Reduction	51
Naloxone	37
Eating Disorders	5
Grief/Loss	5

### SAFETY & ABUSE

	# listings
Abuse	102
Exploitation	13
Bullying	17
Sexual Abuse	53
Safety	226
Domestic Violence	70
Sex Trade	24
Human Trafficking	5

### HEALTH / MEDICAL

	# listings
General Health	1,098
Disabilities / Special Needs	349
Fetal Alcohol Spectrum Disorder	36
Public Health	118
HIV / AIDS	20
Environmental Health Disorders (Learning, Eating)	6
STI	24
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# CALL TO ACTION

## THE CASE FOR SYSTEMS TRANSFORMATION

1. **Integrated Funding**
2. **Performance Management**
3. **Transparency of data**



# Contact

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Thank you!

**Dr. Alina Turner**

For media requests:

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# Immediate Actions

1. **Develop an evidence-based Integrated Investment Framework - better decisions, better service at frontline**
2. **Enhance collaborative, on-the-ground efforts among social, health, and police partners to augment police interventions**
3. **Champion the creation of a Community Wellbeing & Recovery Strategy**
4. **Champion the creation of a Community Wellbeing & Recovery Table**
5. **Enhance future Social Impact Audits by encouraging publicly-funded entities and donor recipients to enhance data availability and service information**
6. **Explore a Phase 2 of research to conduct a deeper dive into additional datasets**
7. **Apply Social Impact Modelling to understand stock and flow of population dynamics and needs**
8. **Explore the application of Digital Identity solutions/ innovative technologies to solve / speed up change process**