

Do good, better.

attainable

Maximising the potential  
of people with disabilities

# Attainable Trust The Good Purpose Factory

ImpactLab GoodMeasure Report  
February 2022

**ImpactLab**  
**GoodMeasure Report**  
Wellington, New Zealand

**Prepared for:**  
**Attainable Trust**

**February 2022**

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**ACKNOWLEDGEMENTS**

We would like to thank Steve Drury and the Attainable Trust team who contributed to the preparation of this report by sharing their values, processes, evidence and experiences.

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## 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.

ImpactLab 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, ImpactLab enables charities and social service providers to speak the language of funders, investors and governments.

It has been a pleasure to work with Attainable Trust to learn how this organisation changes lives throughout Auckland.

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

Thank you for joining us on this journey.

A handwritten signature in black ink, which reads "Bill English". The signature is written in a cursive, flowing style.

**Sir Bill English**  
ImpactLab Chairman

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## Who we are

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

### Our story

Our team at ImpactLab 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

ImpactLab 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.

|| *The strength of ImpactLab 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



@impactlabnz



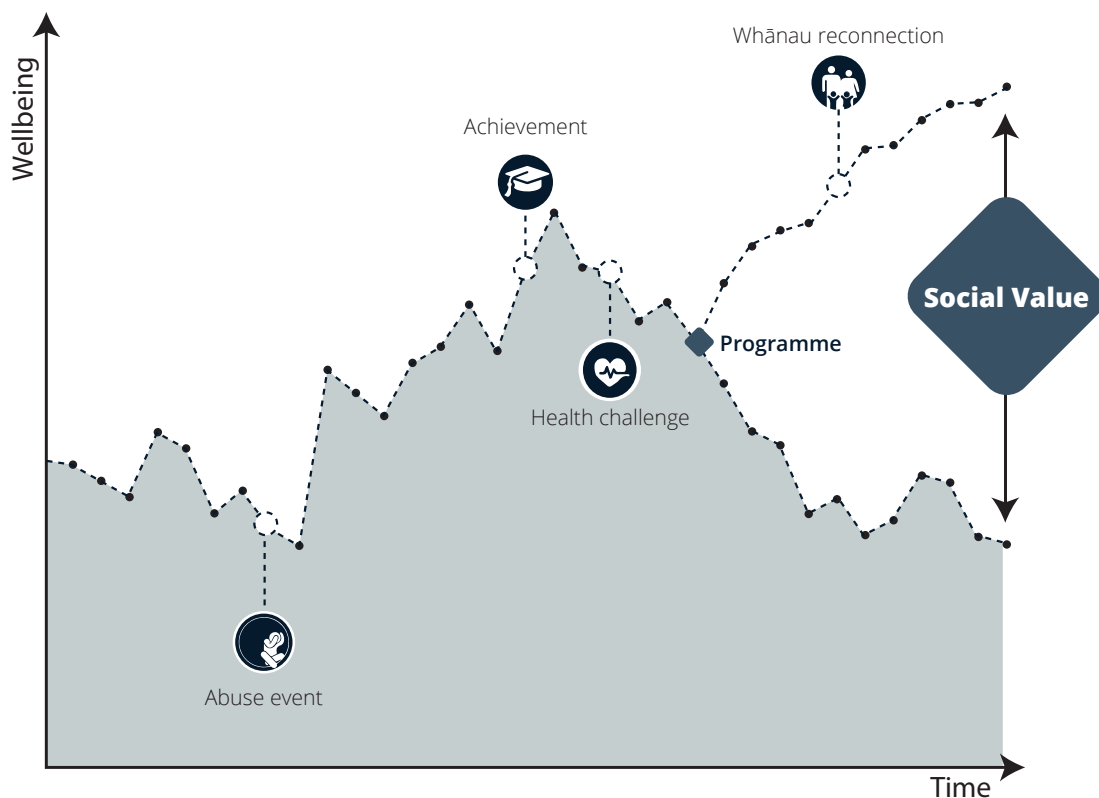
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## Understanding social value

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

Throughout our lives, different events occur which impact our overall wellbeing trajectory. ImpactLab measures the impact on an individual's wellbeing across multiple domains when they're supported by a programme 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 programme 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 programme or intervention helps change lives for the better. We combine the social value with cost information to calculate a programme's social return on investment.

# How we measure social value

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

## Map programme dimensions

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

## Clean and analyse data

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ImpactLab 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 synthesise literature**

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ImpactLab 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 programme can be. We also identify service delivery model features associated with the most effective programmes.

### **Calculate impact**

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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 programme, and the social return on investment.

### **Map social value to frameworks**

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Because we start with individuals' experience, we can organise our insights into the relevant government and international frameworks. The New Zealand Treasury's Living Standards Framework (Living Standards Framework) is the Treasury's way of systematising wellbeing. It has four 'capitals' – social capital, financial and physical capital, human capital and natural capital. ImpactLab'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.



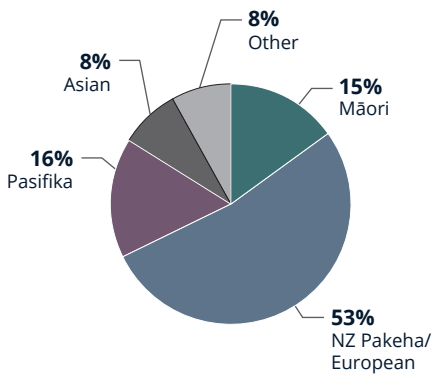




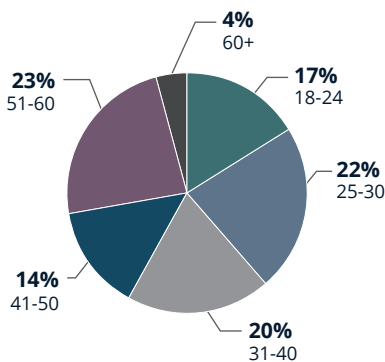


Participants	#
Employees	81
Family members	81

**Ethnicity**



**Age**



**Location**  
Auckland



# The Good Purpose Factory's people

Attainable Trust provides opportunities for disabled people to contribute to their community in meaningful way. The Good Purpose Factory provides those motivated to work the opportunity to utilise their skills in a safe and secure facility supported by a team of experts.

The Good Purpose Factory employs people in the capacity that works for them, meaning some work full-time, and others work when they can manage. All employees have the desire and drive to work, and Attainable Trust ensures that they support them to contribute as much as they can. The impact that each person's disability has on their ability to work differs, but the majority of disabilities are intellectual in nature.

The Good Purpose Factory work often includes high volume contract packing, hand packing, and dispatch, labelling, compiling and mailing of promotional material. All employees undergo up to 100 hours of work experience prior to them deciding if they wish to join the Trust, and to ensure they are the right fit for the factory. Work is tailored to their capabilities and what they feel comfortable doing. If work isn't right for them, Attainable Trust endeavours to support them in other ways, either through referral to their community centre or to relevant third-party providers.

People are connected to the Good Purpose Factory through self-referral, community agencies government agencies such as the Ministry of Social Development and Work and Income. Criteria for employment at the Good Purpose Factory consist of being registered as disabled and/or disadvantaged. A major benefit of employment at the factory is that employees can earn extra money via wages that providing do not breach their allowed additional income, does not impact the benefits that employees are eligible for so they can work without fear of losing their benefit.

Attainable Trust believes that disabled people can contribute to society and enables them to maximise their potential. In the Good Purpose Factory and through Attainable Trust's other services people find friends, meaning, and community.



# The change journey

The Attainable Trust's Good Purpose Factory provides meaningful employment opportunities to people with disabilities that want to work.

## Assessment

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People are referred to Attainable Trust through a government agency, a community agency or via self-referral.

A screening and assessment procedure is undertaken to ascertain capability and what type of work might be right for each individual.

Up to 100 hours of observation and work experience commences in order to allow Attainable Trust to match each person's skillsets to available work.

Trained and expert staff guide people through the process before they stratify them into different work streams.

Minimum exemption status is overseen by the Ministry of Business, Innovation & Employment, which grants each employee the ability to work and earn income without decreasing their benefits.

## Meaningful work

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Once assessment has been completed and minimum wage exemption has been granted, employees are placed into a wage bracket that matches their capability and the level of work they'll be doing.

### Work in the factory includes:

- Packaging
- Shrink wrapping
- Assembling
- Sorting
- Labelling

Clients include manufacturers, food importers, retailers, and wholesalers that offer an array of products and services.

Employees work as often or as little as suits them with no onus on attendance in order to assure them that work is always available.

Retention is high, with the average length of employment over five years.

## Community

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People find themselves among a like-minded community that is motivated to work and contribute to society.

The community programme that Attainable Trust runs is supplementary to the Good Purpose Factory, with some people attending both, allowing them a sense of community and inclusion.

For those who need it, Attainable Trust advocates for and refers people to other services, that they are in need of such as benefit uptake, housing assistance, Counselling Disability Advocacy etc.

Those with families that support them are assured of their wellbeing and safety during the day and their increased independence allows them to maximise their potential.

Some go on to mainstream employment, others stop working as often, but continue to engage with Attainable Trust and the Good Purpose Factory as suits their capacity.

# Outcomes map

The outcomes that the Attainable Trust's Good Purpose Factory aims to achieve and how these are reflected in the GoodMeasure calculation.

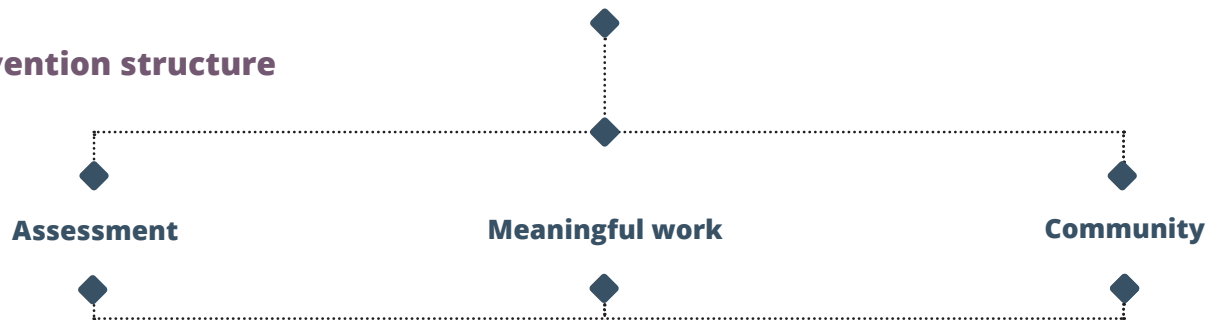
## Referral channels



## Client description

People with disabilities that want to work

## Intervention structure



## GoodMeasure outcomes

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

- Improve mental health
- Increase specialised skills
- Reduce emergency benefit

## Additional outcomes

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

- Increase independence
- Increase financial independence
- Increase confidence
- Increase self-efficacy
- Increase social connectedness
- Increase connection to other services



# GoodMeasure results summary

Every year, The Attainable Trust's Good Purpose Factory delivers \$1,213,723 of measurable good to society in New Zealand.

The Attainable Trust's Good Purpose Factory's real-world value is even greater than this, as some outcomes such as increased social connectedness cannot yet be directly quantified with available data.

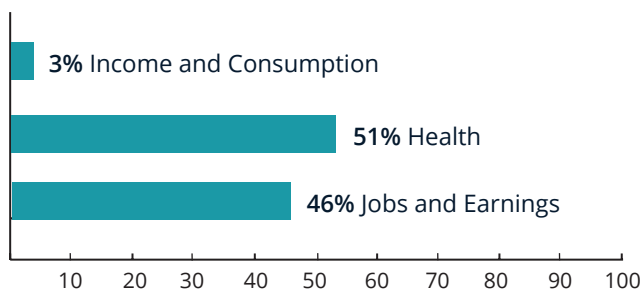


## Social value breakdown

**The Attainable Trust's Good Purpose Factory creates social value across different aspects of people's lives.**

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

Social value by domain (%)



When we consider the operating costs of The Attainable Trust's Good Purpose Factory, we can calculate the social return on investment that is generated for every dollar that is invested in the programme.

Social value generated for each participant:	\$7,492
Measurable benefits as proportion of programme cost:	220%
Cost of the programme per participant:	\$3,480



This means that every dollar invested in The Attainable Trust's Good Purpose Factory delivers \$2.20 of measurable good to society in New Zealand.

(Jan 2019 - Dec 2019)

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:**

People's disposable income

**Income and Consumption:**

Freedom from unemployment

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

**Safety:** People's safety and security and freedom from risk of harm

# GoodFeatures

GoodFeatures are actionable insights drawn from literature. Research has connected these actions with positive outcomes for participants.

Use GoodFeatures to prompt discussion about your programme and service delivery compared to examples of effective practice from international literature.

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## ◆ Systems

- The programme considers using an individual placement and support model and measuring it for fidelity (such as with the IPS-15 instrument) due to the ability to predict the success of client employment outcomes.
  - The programme uses definitions that indicate success for their clients, rather than national aggregate measures. For example, 'employment' is defined to mean a sufficiently long period for a client to experience benefits, instead of the general definition.
  - The programme includes a diagnostic, treatment and navigation service, providing or linking clients to the resources and services that they need in order to become and stay employed.
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## ◆ Management

- The programme, after early determination of ability and needs, supports employees by mitigating any triggers such as loud noises or physical restrictions.
  - After early determination of employee ability employees are managed and supported on the line, particularly to mitigate any triggers such as loud noises or physical restrictions.
  - The programme ensures a positive work environment for clients such as in relation to noise, hygiene and safety.
- 

## ◆ Benefits

- The programme ensures administrators of the programme understand how clients' employment and earnings interact with their government benefits, ensuring clients do not suffer any loss of benefits and maximise their remuneration.
  - The programme educates employees about how work, remuneration, and benefits interact and advocates on their behalf.
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## ◆ Aspiration

- The programme maintains high expectations of disabled employees.
  - The programme assesses employees' aspirations and intention for work, provides customisable work tasks to match preference and capability, and to help learn general vocational skills.
  - The programme provides people with intellectual disability a salary or remuneration that is in accord with the market as far as is feasible, due to the profound affect this has on job satisfaction.
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## ◆ Inclusion

- The programme promotes and advocates social inclusion for people with disabilities, to build a sense of mutual satisfaction, trust & reciprocity and sense of belonging.



# References and further reading

In compiling our reading lists we consider a wide variety of topics, focussing on specific aspects of service delivery or outcome attainment. Here are a selection of readings that may be of interest.

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- van Eijkel, R. et al.** "The causal effects of employment on mental health and criminality for disabled workers." *CPB Netherlands Bureau for Economic Policy Analysis*, 2021.



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 Living Standards Framework. 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. ImpactLab measures the impact on an individual's wellbeing across multiple domains when they're supported by a programme 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.

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By combining these inputs, the social value calculation helps us understand how a programme or intervention helps change lives for the better. We combine the social value with cost information to calculate a programme's social return on investment.

### Contact us



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Sir Bill English  
ImpactLab Chairman

### 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.

|| Helping you do good, better.

# GoodMeasure for the Attainable Trust's Good Purpose Factory

In the year in scope, Attainable Trust's Good Purpose Factory delivered \$1,213,723 of measurable good to society in New Zealand.

## Understanding the Attainable Trust's Good Purpose Factory's impact

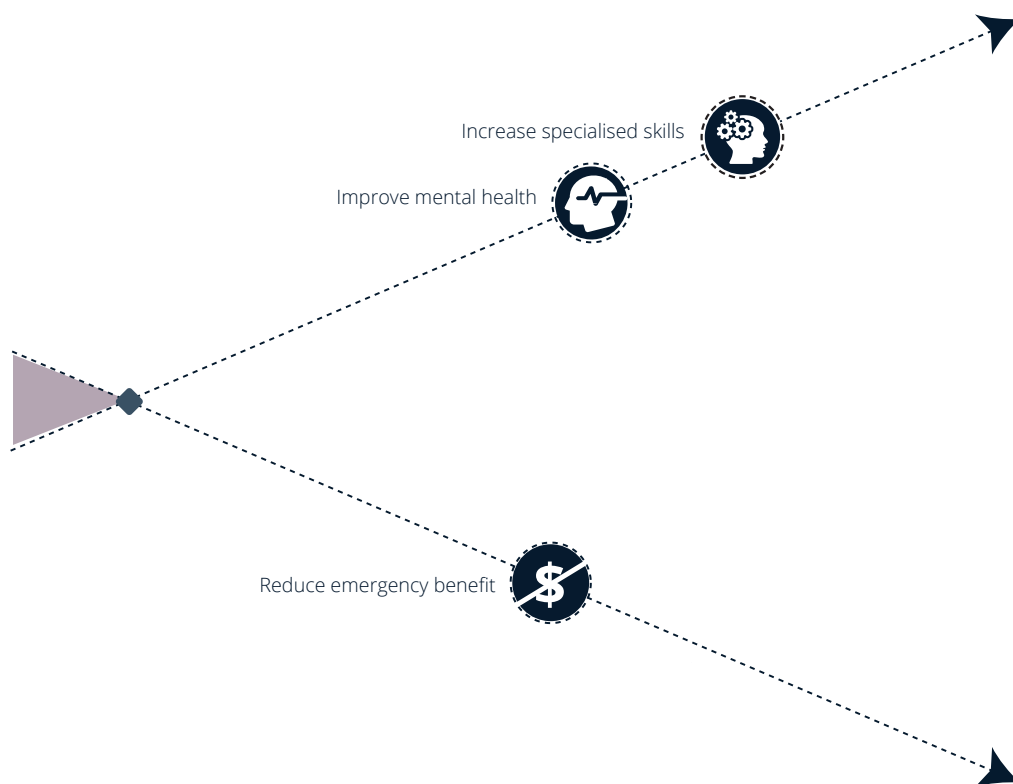
The Attainable Trust serves a large community of people with disabilities and their families across the Auckland region. The Good Purpose Factory provides people with the meaningful work and the opportunity to engage in their local community.

## What does the Attainable Trust's Good Purpose Factory do?

The Good Purpose Factory provides people with disability the opportunity to engage in meaningful employment and earn income. Employees at the Good Purpose Factory complete tasks ranging from packaging to shrink wrapping.

## Whom does the Attainable Trust's Good Purpose Factory serve?

The Good Purpose Factory serves Aucklanders with disabilities, primarily intellectual disability.



### GoodMeasure outcomes

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

- Improve mental health
- Increase specialised skills
- Reduce emergency benefit

### Additional outcomes

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

- Increase independence
- Increase financial independence
- Increase confidence
- Increase self-efficacy
- Increase social connectedness
- Increase connection to other services

## Attainable Trust's Good Purpose Factory's impact



### Social value definition

Social value generated for each participant	\$7,492
Measurable benefits as proportion of programme cost	220%
Cost of the programme per participant	\$3,480

When we take into account the operating costs of the Attainable Trust's Good Purpose Factory, we can calculate the social return on investment that is generated for every dollar in the programme.





# Appendix

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

## Amount invested

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

## Cost per person

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

## Domain

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A domain is a way of dividing or filtering the subject and outcome material in your ImpactLab results. ImpactLab refer to domains as per the New Zealand Treasury's Living Standards Framework domains.

## Population

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

## Programmes

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The services delivered by the provider for the amount invested.

## Social ROI

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

## Social Value

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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, the size of the opportunity to support a population, and the number of people supported.

## Attribution

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Some data and information used in the Social ROI calculations is licensed under a Creative Commons Attribution 4.0 International (CC BY 4.0) Licence. It is attributed to the NZ Treasury.

## Disclaimer

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This disclaimer sets out important information about the scope of our (ImpactLab Limited) services. It should be read in conjunction with the contract that we have entered into with you (or your company/organisation) for our services, including the applicable terms and conditions.

We have endeavoured to ensure that all material and information on GoodMeasure, including all ROI calculations and impact numbers (together the information) is accurate and reliable. However, the Information is based on various sources, including information that you have provided to us, which we do not independently verify. Accordingly, we do not provide any representations or warranties in relation to any information, including any representations or warranties relating to the accuracy, adequacy, availability or completeness of the information or that it is suitable for your intended use. We do not provide advice or make any recommendations in relation to decisions, financial or otherwise, that you may make.

