

Do good, better.



**I Am Hope**  
Gumboot Friday Counselling  
ImpactLab GoodMeasure Report  
February 2023

**ImpactLab**  
**GoodMeasure Report**

Wellington, New Zealand

Prepared for:  
I Am Hope

February 2023

**ACKNOWLEDGEMENTS**

We would like to thank Sebastian White and the I Am Hope team who contributed to the preparation of this report by sharing their values, processes, evidence and experience.

**Enquiries to:**  
ImpactLab  
187 Featherston Street  
Wellington  
info@impactlab.co.nz



## 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 I Am Hope to learn how this organisation changes lives throughout New Zealand.

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

Thank you for joining us on this journey.



**Sir Bill English**  
ImpactLab Chairman

## Contents

Understanding social value	3
GoodMeasure for I Am Hope	4
I Am Hope's people	5
The change journey	7
Outcomes map	8
GoodMeasure results summary	9
GoodFeatures	11
References and further reading	12
Appendix	13
How we measure social value	15

# GoodMeasure Summary

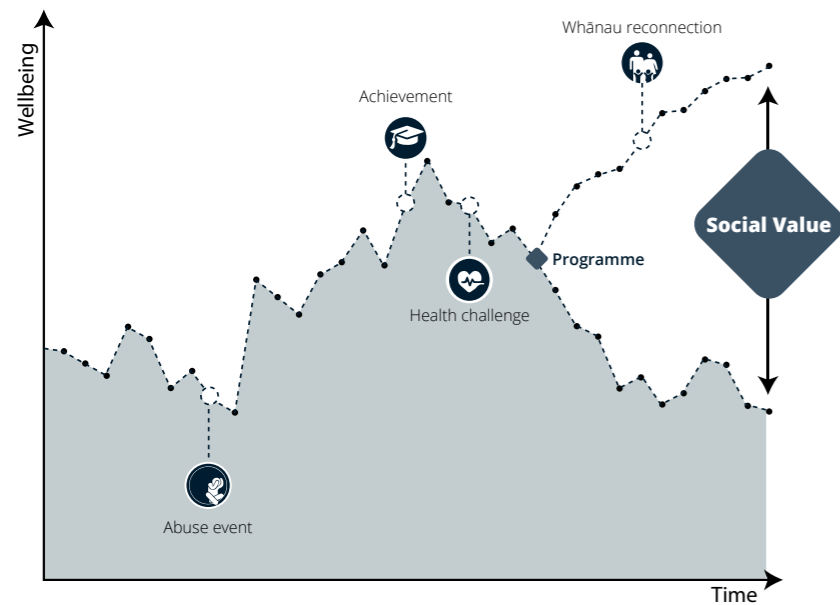
GoodMeasure connects decisionmakers with information they can act on to grow their social impact, enabling investment that works for communities so that people can live the lives they choose.

Through this GoodMeasure journey, ImpactLab supports community organisations to understand their Social Value and empowers them to further understand their data, people and impact stories.

We use a standardised methodology that draws on publicly available data, academic research, and an organisation's own data, to estimate Social Value and a Social Return On Investment (SROI).

## 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.

## GoodMeasure for I Am Hope

Through Gumboot Friday, I Am Hope supports young people aged 5 to 25 to access mental health support with a choice in whom they see. With Gumboot Friday's counselling platform, young people have an alternate pathway to seek help and improve their mental wellbeing when they are faced with the long wait times of public mental health services or have exhausted all other options.

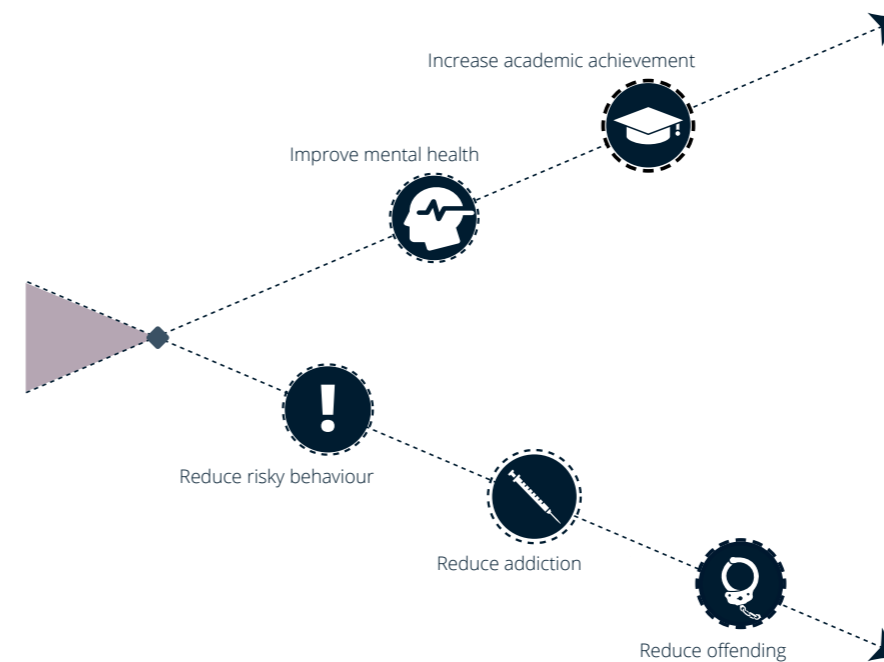
Who does I Am Hope serve?

Young people aged 5 to 25 years who are struggling with their mental health and are requesting mental health support.

What does I Am Hope do?

Gumboot Friday offers young people in Aotearoa swift access to free sessions with their choice of qualified mental health practitioners.

## What outcomes does I Am Hope aim to create?



### GoodMeasure outcomes

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

- Improve mental health
- Increase academic achievement
- Reduce risky behaviour
- Reduce addiction
- Reduce offending

### Additional outcomes

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

- Increase mental health equity
- Increase psychological resilience
- Increase social connectedness
- Increase self-esteem

## I Am Hope's impact



### Social value definition

Social value generated for each participant	\$2,137
Measurable benefits as proportion of programme cost	570%
Cost of the programme per participant	\$355

When we take into account the operating costs of I Am Hope, we can calculate the social return on investment that is generated for every dollar in the programme.



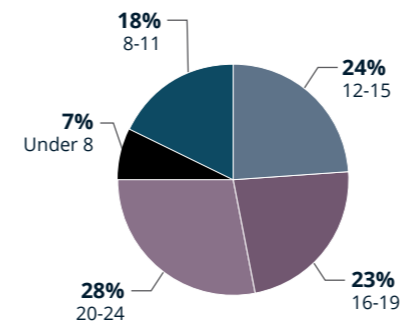


**Period in scope**  
01 Oct 2021 – 30 Sep 2022

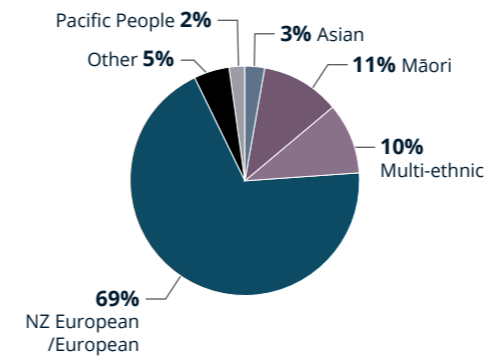
### Participants

Participants	Total Starting	Total engagement
Young people	7925	7524

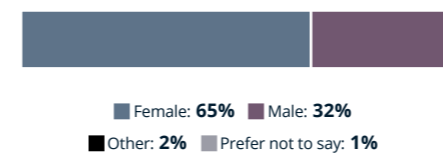
### Age



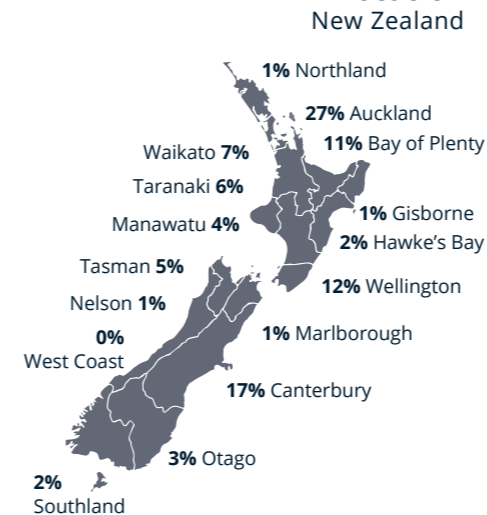
### Ethnicity



### Gender



### Location



# I Am Hope's people

Through Gumboot Friday, I Am Hope supports young people aged 5 to 25 to access mental health support with a choice in whom they see. With Gumboot Friday's counselling platform, young people have an alternate pathway to seek help and improve their mental wellbeing when they are faced with the long wait times of public mental health services or have exhausted all other options.

For many young people struggling with their mental health, the experience can be isolating and shameful. This experience is often worsened as many struggle to access mental health services within the public health system in a timely manner, if at all; this leaves private mental health care as the only option, which is unaffordable to most whānau. In many cases, those who are marginalised or made vulnerable by society also disproportionately face barriers to accessing quality, appropriate, and sufficient mental health support despite needing it most.

To provide a bridge between public mental health services and the immediate needs of young people, Gumboot Friday provides counselling services to them, free of charge. Any young person under the age of 25 who seeks help from Gumboot Friday is swiftly connected with a qualified mental health practitioner of their choosing—no one is turned away for “not meeting a threshold” to access support. Thus, Gumboot Friday supports a wide spectrum of young people, ranging from those with low to acute distress, and from those on a public waitlist to those that have exhausted all other options for support. The young people that seek mental health services through Gumboot Friday also present with a wide array of issues, some of which can interrelate and intersect with each other; these issues can include anxiety, depression, mood disorders, eating disorders, self-harm, substance abuse, financial hardship, history of trauma, etc.

Through Gumboot Friday, I Am Hope ensures young people in Aotearoa are heard, provided with care and connection, and equipped with skills in their kete to continue into life, so they are able to create a better future for themselves and their whānau.

# The change journey

Gumboot Friday connects young people in Aotearoa with their choice of qualified mental health practitioner and foots the bill for the sessions so that they can get the help they want when they need it.

## Accessing counselling

Young people either access Gumboot Friday Counselling themselves (or through a trusted support person – e.g. parent, teacher, etc.), are referred from public services (e.g. the DHB, ACC, GPs), or signed up through an existing practitioner.

Young people are empowered to choose their own practitioner, based on practitioner bios available on the website. These bios contain information about their specialty, registrations, personal attributes, and more.

All Gumboot Friday practitioners are held under a recognised association, such as the Psychotherapists Board of Aotearoa New Zealand (PBANZ), the New Zealand Psychologists Board (PBNZ), the New Zealand Association of Counsellors (NZAC), and are required to have a current annual practising certificate and undergo police vetting.

Young people then send a request to the practitioner of their choice. They usually receive a reply from the practitioner within 48 hours, confirming whether they are a good fit for their needs and scheduling the first session.

Young people are also able to request a practitioner who is not yet registered with Gumboot Friday.

## Receiving counselling

Counselling begins within two weeks from contact when possible.

Young people with acute and/or crisis cases are given priority so they can access support as soon as possible.

Gumboot Friday sponsors the first two sessions of counselling, no matter the level of distress or reason provided.

Depending on the young person's preference, practitioners often offer in-person and online sessions.

The counselling provided varies greatly depending on the practitioners' qualifications as well as their personal approach. The modalities of counselling provided include cognitive behavioural therapy, acceptance and commitment therapy, psychotherapy, and more.

In some cases, whānau may be involved in the counselling session depending on the young person's needs and/or preferences.

## Additional sessions & exit from Gumboot Friday

If the practitioner deems the young person to require more support, Gumboot Friday sponsors up to a maximum of six sessions.

Young people are supported to find other sources of funding such as Sensitive Claims or through public waitlists if they require continued support. Practitioners will often advocate on behalf of the young person to secure sustainable mental health support.

While there is a formal cap of six sponsored sessions, exceptions are made for those who have exhausted all other options or for those who require additional sessions before their new funding kicks in.

# Outcomes map

The outcomes that I Am Hope aims to achieve and how these are reflected in the GoodMeasure calculation.

## Referral channels



## Client description

**Young people aged 5 to 25 years who are struggling with their mental health and are requesting mental health support.**

## Intervention structure

Accessing counselling

Receiving counselling

Additional sessions & exit from Gumboot Friday

## GoodMeasure outcomes

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

- Improve mental health
- Increase academic achievement
- Reduce risky behaviour
- Reduce addiction
- Reduce offending

## Additional outcomes

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

- Increase mental health equity
- Increase psychological resilience
- Increase social connectedness
- Increase self-esteem

# GoodMeasure results summary

Every year, I Am Hope delivers \$16,082,265 of measurable good to society in New Zealand.

I Am Hope's real-world value is even greater than this, as some outcomes such as increase mental health equity, increase psychological resilience, increase social connectedness and increase self-esteem cannot yet be directly quantified with available data.

When we consider the operating costs of I Am Hope, 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:	\$2,137
Measurable benefits as proportion of programme cost:	570%
Cost of the programme per participant:	\$355

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.

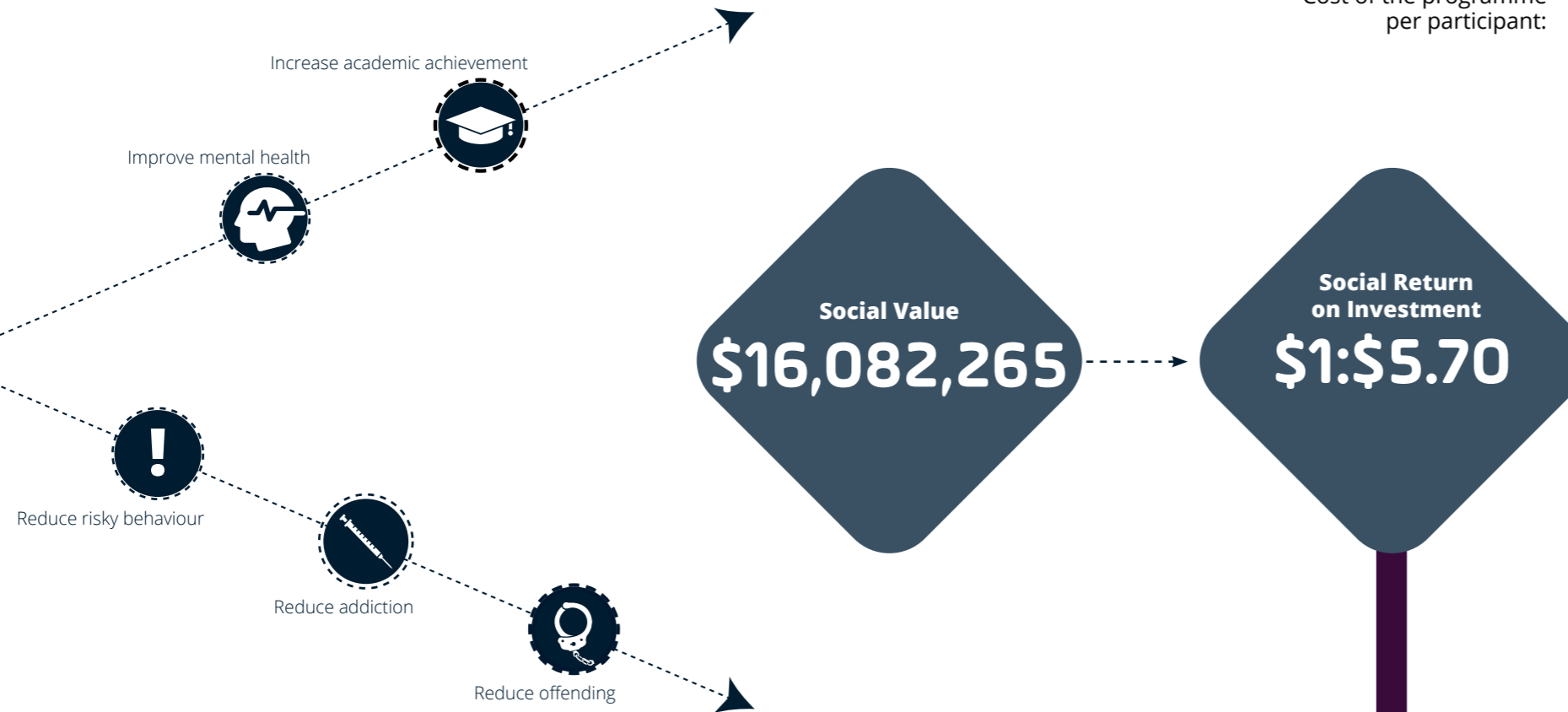
## Definitions

**Jobs and Earnings:**  
Freedom from unemployment

**Income and Consumption:**  
People's disposable income

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

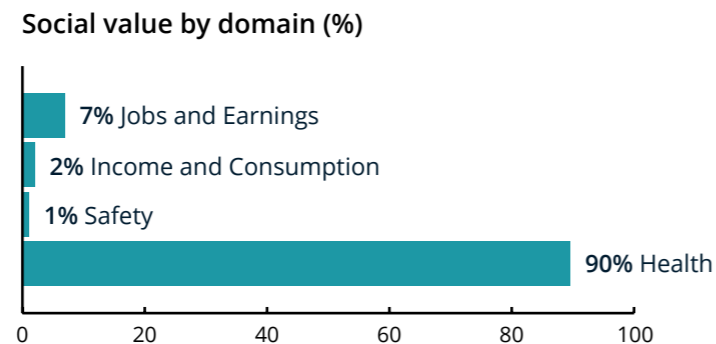
**Safety:** People's safety and security and freedom from risk of harm



## Social value breakdown

I Am Hope 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.



This means that every dollar invested in I Am Hope delivers **\$5.70** of measurable good to New Zealand.

(01 Oct 2021 - 30 Sep 2022)

# 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.

---

## ◆ Service design

- The programme is available to young people with all levels of mental health need.
- The programme mitigates any access barriers related to cost or geographic location.
- The programme prioritises prevention and early intervention.

---

## ◆ Service delivery

- The programme fosters trusting and genuine relationships between counsellors and young people.
- The programme respects the autonomy and choice of the young person receiving the service (for example, through shared decision-making about whether treatment should be pursued, what the focus of treatment will be, who will be included in treatment, and whether additional services will be sought).
- The programme integrates digital technology to increase accessibility and youth engagement.
- The programme provides an assurance of confidentiality.
- The programme facilitates smooth transitions within and between services, including primary healthcare and more specialized mental health services.

---

## ◆ Service development

- The programme implements ongoing progress monitoring.
- The programme regularly collects and reflects on feedback and data from the young people using the service.

# 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.

**Agnafors, S., et. al.** "Mental health and academic performance: a study on selection and causation effects from childhood to early adulthood". *Social Psychiatry and Psychiatric Epidemiology*, vol. 56, 2021, pp. 857-866.

**Coates, Dominiek, et. al.** "Integrating a youth participation model in a youth mental health service: Challenges and lessons learned". *Child & Youth Services*, vol. 37, no. 3, 2016, pp. 287-300.

**Gibson, K. et. Al.** "What Young People Want: A Qualitative Study of Adolescents' Priorities for Engagement Across Psychological Services". *Journal of Child and Family Studies*, vol. 25, 2016, pp. 1057-1065.

**Government of New Zealand, Department of Internal Affairs.** "He Ara Oranga: Report of the Government Inquiry into Mental Health and Addiction". *Government Inquiry into Mental Health and Addiction*, 2018. [mentalhealth.inquiry.govt.nz/assets/Summary-reports/He-Ara-Oranga.pdf](https://www.mentalhealth.inquiry.govt.nz/assets/Summary-reports/He-Ara-Oranga.pdf).

**Government of Canada, Mental Health Commission of Canada.** "Expanding Access to Psychotherapy: Mapping Lessons learned from Australia and the United Kingdom to the Canadian Context". *Mental Health Commission of Canada*, 2018. [www.mentalhealthcommission.ca/wp-content/uploads/drupal/2018-08/Expanding\\_Access\\_to\\_Psychotherapy\\_2018.pdf](https://www.mentalhealthcommission.ca/wp-content/uploads/drupal/2018-08/Expanding_Access_to_Psychotherapy_2018.pdf).

**Gulliver, A., et. al.** "Perceived barriers and facilitators to mental health help-seeking in young people: a systematic review". *BMC Psychiatry*, vol. 10, no. 113, 2010.

**James, A.M.** "Principles of youth participation in mental health services". *Medical Journal of Australia*, vol. 187, no. 7, 2007, pp. S57-S60.

**McGorry, P.D., et. al.** "Designing and scaling up integrated youth mental health care". *World Psychiatry*, vol. 21, 2022, pp. 61-76.

**Rougeaux, Emmeline, et. al.** "Is Mental Health Competence in Childhood Associated With Health Risk Behaviours in Adolescence? Findings From the UK Millennium Cohort Study". *Journal of Adolescent Health*, vol. 67, no. 5, 2020, pp. 677-684.

**Skinner, A., et al.** "Population mental health improves with increasing access to treatment: evidence from a dynamic modelling analysis". *BMC Psychiatry*, vol. 22, no. 692, 2022.

## About ImpactLab

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.

### Contact us



@impactlabnz



ImpactLab Ltd



@ImpactLabNZ



www.impactlab.co.nz



info@impactlab.co.nz

## Key Terms

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

### Amount invested

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

### Cost per person

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

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

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

### Programmes

The services delivered by the provider for the amount invested.

### Social ROI

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

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

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

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.



# How we measure social value

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



## Map programme dimensions

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

## Clean and analyse data

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

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

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

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.

