

THE SOCIAL RETURN ON INVESTMENT FOR NEW MOMS



NEW MOMS
HOMES · JOBS · STRONG FAMILIES

**SOCIAL IMPACT
RESEARCH CENTER**
A HEARTLAND ALLIANCE PROGRAM



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EXECUTIVE SUMMARY

New Moms (www.newmoms.org) is a non-profit organization based in the Austin neighborhood in Chicago and in Oak Park, IL that provides wraparound health, housing, and social services to young moms. New Moms utilizes an integrated, participant (and woman)-centered approach to interrupt the two-generation cycle of poverty, by focusing on critical life services both for moms and children. The current program structure is built on a three-pronged approach of housing, family support services, and job training, with overarching support and referral services infused throughout all programming.

The Social Return on Investment (SROI) is: “a framework for measuring and accounting for [a] much broader concept of value; it seeks to reduce inequality and environmental degradation and improve wellbeing by incorporating social, environmental and economic costs and benefits.” This methodology has been utilized among a wide array of programs and organizations globally to provide direction in prioritizing social investments and making the case for sustained financial support for social programming. Importantly, the SROI differs from other analyses such as cash-benefit analysis or return on investments in shifting away from money, and rather focusing on value.

The New Moms SROI study encompassed FY16-FY17, and included all young women who exited any of the three New Moms program areas during this time, and who fell below 138% of the Federal Poverty Line. Due to the robust outcome data already collected by New Moms, an evaluative SROI was identified as the most appropriate model. Outcome prioritization, contextualization and validation was conducted through consultative meetings, focus group discussions (FGDs), interviews, and a survey. The main investment groups included were foundations, government (city and state), and private donors. The stakeholders who were identified as receiving the return back on investment include: Moms & Kids, the City of Chicago, the State of Illinois, and the Environment.

Overall, the savings each stakeholder would accumulate across all outcomes during the two-year period were:

- Moms and kids saved: **\$3,481,325**
- City of Chicago saved: **\$422,565**
- State of Illinois saved: **\$1,090,550**
- The environment (physical/the organization) saved: **\$616,727**

In order to calculate the SROI, the cost savings across all of the outcomes was calculated, estimated at the two-year and five-year mark, and then divided out by the total investment across the two year study period.

Based on those calculations, for every \$1 invested in New Moms integrated programming there is a **\$1.04** return on investment at two years and a **\$3.81** return on investment at 5 years.

The SROI compares the investment in New Moms from foundations, government, and private sources with the value generated from the integrated and holistic programming on moms, children, the City of Chicago, State of Illinois, and the Environment. The above findings show that investing in New Moms generates nearly a 4-fold return for every dollar invested. Transitional supportive housing, paired with holistic wraparound service is a critical intervention, specifically for young moms, especially when combined with other supports, and this SROI clearly makes that case. If as a society we believe in investing in breaking the two-generation cycle of poverty, then this return should serve as a clear call to investment.

The Main Outcomes Included in the SROI Were:

Increasing housing stability

Upon entry into New Moms programming, 60% of moms across all programs had stable housing, and 78% had stable housing at exit. None of the moms who entered the housing programming had stable housing (as defined by the Housing of Urban Development) on entry, and nearly 75% of those moms had stable housing upon exit.

Increasing social/emotional support

Through the home-visiting program, 25% of moms screened positive for post-partum depression and were referred to treatment. Moms that receive emotional support services when experiencing postpartum depression are better able to care for themselves, their babies, and improve their daily functioning.

Improving maternal and neonatal outcomes

Overall maternal and infant health outcomes were positive among New Moms participants. Around 80% of moms initiated breastfeeding after delivery, and 80% had a vaginal delivery, with higher rates among the 69% of moms who utilized doula services.

Improving infant/child development

Over 30% of children in New Moms programs who screened positive for developmental delays were linked to developmental supports after screening below developmental markers from the in-home Ages and Stages Questionnaires[®]. Children who are screened and linked to care are more likely to receive necessary services to meet developmental milestones.

Increasing economic security

Upon entry into New Moms, 7% of moms were employed either full-time or part-time, and after leaving 30% of moms were employed in full-time or part-time work and 27.5% of moms had enrolled in some further education and/or degree program (high school, college, GED, vocational).

Improving the environment

New Moms recycles glass which would otherwise become waste, through their recycled glass candle rental program. This program has a positive impact on reducing waste in the environment. Additionally, New Moms generates revenue through an environmentally-conscience social enterprise.

INTRODUCTION

New Moms

New Moms (www.newmoms.org) is a non-profit organization based in the Austin neighborhood in Chicago and in Oak Park, IL that provides wraparound health, housing, and social services to young moms. New Moms utilizes an integrated, client (and woman)-centered approach to interrupt the two-generation cycle of poverty, meaning supporting moms to acquire the skills and tools they need to not only meet their goals, but ensure their children are able to thrive as well. New Moms was started in 1983 in response to the growing need of young moms who were homeless and the lack of services available for them and their children. Thirty-five years later, New Moms has evolved into a unique organization which serves the complex needs of their population. The current program structure is built on a three-pronged approach of housing, family support services, and job training, with overarching support and referral services infused throughout all programming. In 2016, New Moms acquired Parenthesis, an Oak Park agency that provided home-visiting services, which expanded their reach and allowed for more continuity of care given the fluidness across the Chicago/Oak Park border. In 2018, New Moms also broke ground in Oak Park on a new residence which will provide 18 permanent supportive housing units.



Housing Services

Currently, New Moms provides 40 transitional supportive housing¹ (TSH) 1 – 2 bedroom units for young women (18 – 24) and their children, within the Transformation Center building in Austin. A woman may reside at the Transformation Center for two years or until she is 25. Each studio or one-bedroom housing unit has a personal kitchen and bathroom. The Transformation Center offers:

- Community 'Bright Spaces' with laundry machines, family lounge, and play area
- 24/7 access to on-call support
- Safe design with full accessibility for persons with disabilities, security monitors, and cameras
- Commercial kitchen
- Licensed community daycare (VOCEL) that prioritizes participant families

Support services offered include:

- Case management sessions delivered by family support specialists
- Referrals to a variety of services through a referral network of over 100 local providers, agencies, and businesses
- Linkages to other programming offered by New Moms
- Weekly prenatal/parent support groups that include classes related to financial literacy, budgeting, and parenting
- Spiritual supports
- Supports for accessing stable housing

New Moms participates in the Chicago Continuum of Care (CoC) and the Chicago CoC Coordinated Entry (CE) System. Therefore, pregnant and/or parenting women anywhere in Chicago who are entered into the CE system could be placed at the Transformation Center, not only women in Austin.

Family Support Services

Family support services are available both to moms residing at the Transformation Center and those on the West side of Chicago and the near-West suburbs. This program provides home-based parent coaching and support, child health and development monitoring, prenatal classes, doula services to support healthy pregnancies, and weekly prenatal/parent support groups. The family support specialists (FSS) implement the national Parent as Teachers (PAT) curriculum, which builds the knowledge and self-efficacy of parents around raising children. Participants can stay up to 5 years in the program.

Job Training Services

The job training program is an innovative model that allows participants to identify career goals, learn real life career and executive skills, and implement skills in real-time at Bright Endeavors (BE), a social enterprise that makes candles to be supplied around the country. The program also provides individualized career planning and education enrollment/re-enrollment services and permanent employment placement assistance. In 2017, the original 12-week program was expanded into a 16-week program, and unlike some other job training programs in Chicago, participants are paid during both the classroom and hands-on experience hours. Additionally, the job training program, through linkages into New Moms' overall model, provides strong emotional support for participants and breaks down common barriers to sustained employment by supporting moms to identify safe childcare services and enroll in TANF childcare benefits.

Other services

While New Moms largely operates through the above described three-pronged approach, it's important to note that there are a number of other of services that New Moms provides to the general community. For example, without being a part of New Moms' structured programming, moms in the Austin community are able to access the robust referral system and access necessities such as diapers, formula, and baby accessories.

Overview of SROI

A Social Return on Investment (SROI) is: “a framework for measuring and accounting for [a] much broader concept of value; it seeks to reduce inequality and environmental degradation and improve wellbeing by incorporating social, environmental and economic costs and benefits.”²

This methodology has been utilized among a wide array of programs and organizations globally to provide direction in prioritizing social investments, and make the case for the importance of sustained investment in social programming– which doesn’t always have an immediate and tangible monetary return. Importantly, the SROI differs from other forms of returns analyses such as cash-benefit analysis or return on investments (ROIs) in shifting away from money, and rather focusing on value. Money is simply used as a common unit to convey value. Another defining characteristic of SROIs is the focus on the stakeholders’ perspective throughout the process, particularly in identifying outcomes to measure and prioritize.

The SROI analysis involves six stages, each of which will be outlined below within the New Moms SROI context³:

- 1. Establishing Scope and Identifying Stakeholders**
- 2. Mapping Outcomes**
- 3. Evidencing Outcomes and Giving them Value**
- 4. Establishing Impact**
- 5. Calculating the SROI**
- 6. Reporting, Using, and Embedding**

The data collected, as prioritized from meaningful stakeholder interactions, are entered into an ‘Impact Map’ that includes a quantification of the outcome, a financial proxy for the change affected by the organization, data related to estimated discounts (described below), and financial and time inputs. The impact map is then utilized to estimate an SROI ratio. In this report, we will present Stages 2 – 4 in one section (Stage 2). It should be noted, however, that the main take-away from this analysis should not be the SROI dollar ratio; instead, the real value lies in the process of stakeholder input, data collection, and analysis, which can lead to a deeper understanding of the effectiveness of programs and processes as well as identify areas for improvement. For the purposes of this report, the last section, “Reporting, Using and Embedding” is included in the “Understanding the SROI” section of the report.



SROI STAGE 1: ESTABLISHING SCOPE AND IDENTIFYING STAKEHOLDERS

Establishing Scope

The scope of the New Moms SROI was determined through consultative meetings between IMPACT and New Moms leadership. Influencing factors included the purpose of the SROI, future utilization of the report, resources, and programming.

It was decided that the timeframe would include FY16 and FY17, because it would allow for a participant to enter one of the three program areas and complete a full job training program, exit the transitional housing program and/or transition from prenatal support through postnatal and infant development support. A few important contextual components to note that occurred during the identified timeline were:

- The timeframe covered much of Illinois' 793-day budget impasse, during which time the home-visiting program in Chicago was suspended due to lack of funding.
- In 2016 New Moms acquired Parenthesis, a home-visiting program in Oak Park that provides home visiting services.

The moms included in this analysis were all aged 18 – 24, had a documented entry date, and exited New Moms programming during this time period. If a young woman started receiving services during this time period but had not yet exited, she was excluded from this analysis. Moms from Oak Park as well as Chicago were included because, without Oak Park moms, there would be greatly reduced home visiting data. Additionally, movement across Oak Park and Chicago is fairly fluid. After analyzing income of participants across Oak Park and Chicago, we decided to include only moms who reported income at 138% of the federal poverty line or below, which excluded 8 moms exclusively from Oak Park. The 138% of the FPL cutoff was chosen to align with eligibility criteria for Medicaid coverage.

Forecast vs. Evaluative SROI

One of the first steps in conducting an SROI is deciding between a forecast and an evaluative SROI. An evaluative SROI should be implemented when the organization already has conducted an SROI, has a robust data collection and management system, or has already collected robust data for the prioritized outcomes. A forecast SROI will help put the measurements in place to be able to conduct an SROI in the future. New Moms has an extensive data system, Efforts to

Outcomes (ETO), by Social Solutions.⁴ Due to state and federal funding requirements, as well as organizational performance management frameworks, New Moms captures fairly robust data. This informed the decision to implement an evaluative SROI.

Stakeholder engagement

After initial discussions between New Moms leadership and IMPACT, a key stakeholder list was identified. Stakeholders included moms, staff, volunteers, and some board/community members. Children were considered beneficiaries but not necessarily stakeholders independent from their mother. Some stakeholders, such as moms' partners, teachers, and political leaders, were identified as secondarily important but were not included in the analysis due to time and resource constraints. The data collection method for each stakeholder was also identified. Ultimately, there were four main stakeholders identified who would see a return on investment:

1. Program participants: Moms and Kids
2. Government/society: City of Chicago
3. Government/society: State of Illinois
4. Environment: physical environment, New Moms organization

These stakeholders were identified through an assessment of the priority outcomes and vetted through consultative meetings with New Moms leadership.

SROI Methodology

Literature Review

An overarching literature review was conducted on housing instability; maternal /child health and employment among young moms; the intersection of poverty, race and young parenthood; and innovative programs providing services to young moms who are homeless or unstably housed. The literature review also included research on financial proxies and discounting elements, including drop-off and deadweight rates.

Primary Data Collection

Focus group discussions (FGDs), interviews, and surveys were conducted to identify priority outcomes for the SROI analysis. First, a brief outcome exercise was included in the New Moms spring all-staff town hall in March 2018, which allowed for staff input on priority outcomes for themselves, moms, and children to help shape the FGD question guides. Challenges in recruiting past participants were cited, and therefore the FGDs included only moms currently enrolled in New Moms programming. Three FGDs with a total of 30 participants were conducted, including 1) a parental support group (PSG) who resided at the Transformation Center, 2) moms who had received doula services, and 3) moms who were currently enrolled in the job training program.

Impact Map Components

- **Outcome:** How do the stakeholders describe what is changing?
- **Indicator:** How can that change be measured?
- **Quantity:** For how many moms over the two-year period did that change occur?
- **Duration:** For how long does that change last?
- **Financial Proxy Descriptor/ Value:** What can represent that change in a monetary value? What is that value?
- **Deadweight %:** What proportion of the change would have happened if New Moms was not present?
- **Attribution %:** What proportion of the change is due to another organization, program or person, and not New Moms? NOTE: this does not include intrinsic forces within individuals for change. Even if a mom maybe would have made a change on her own without New Moms, this is not captured within the calculation.
- **Drop-off %:** What proportion of change drops off over time?
- **Discount Rate:** 3.5% depreciation of value is a commonly accepted devaluation amount
- **Total Present Value (PV):** Total value in today's currency of money
Net Present Value: The value in today's currency of money that is expected in the future minus the investment required to generate the activity
- **Social Return Ratio:** Total present value of the impact divided by total investment

The FGDs centered on identifying priority positive and negative changes (outcomes) that have occurred or are occurring as a result of New Moms. Each session involved asking moms to identify both positive and negative outcomes and post them on a newsprint sheet. Each outcome was discussed for further explanation and context.

Interviews were held with key staff members, including staff who were previous New Moms participants. The purpose of the interviews was to expound on the outcomes which participants prioritized and identify additional outcomes to include in the analysis.

A brief survey was sent to volunteers, employers, and property managers. Of the 19 potential respondents, 8 (42% response rate) people responded to the survey. The goal of the survey was to identify the larger community/societal impact of New Moms. A separate meeting was held with staff from Bright Endeavors to brainstorm key outcomes specific to the Bright Endeavors business.

Secondary Data: ETO

The data from ETO were utilized to determine the quantification of change (i.e., for how many people did this change occur in the two-year period?). There are a number of different data elements within ETO, but most data came from:

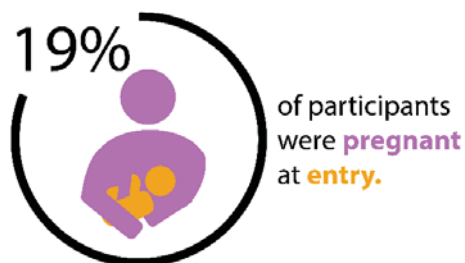
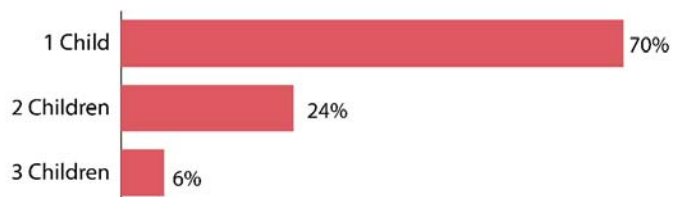
- Entry/exit forms: Demographic/contextual data, housing stability, Medicaid enrollment, employment and wages, social benefits (TANF, SNAP, WIC) enrollment
- Delivery assessment: C-section rates, epidural utilization, infant birth weight
- Ages & Stages Questionnaire (ASQ)/Ages & Stages Questionnaire—Social and Emotional Stages (ASQSE)⁵: Child Development
- Edinburgh Screener: Prenatal and Postpartum Depression

Who Are *New Moms*?

Over the two year period, there were 275 moms in Chicago and Oak Park who enrolled in and exited from New Moms programming and fell below 138% of the Federal Poverty Line.

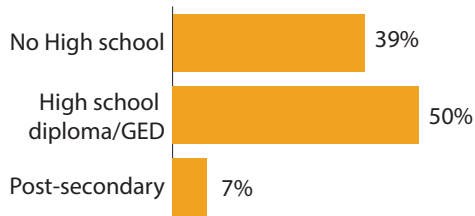
Most participants have only one child.

n=271
Non-response rate: 2%



At **entry** half of all participants had their **high school diploma or GED**.

n=264
Non-response rate: 4%



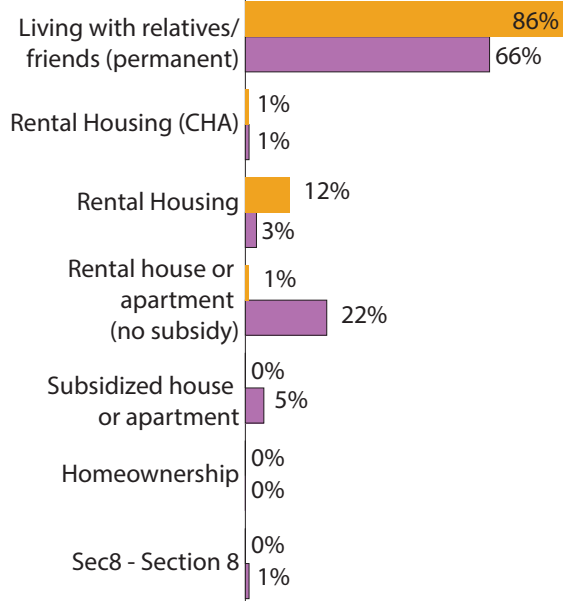
Data Note: Participants can be engaged in more than one program

Who Are *New Moms*?



60% of participants were **stably housed** at **entry** but at **exit 78%** of participants were **stably housed**.

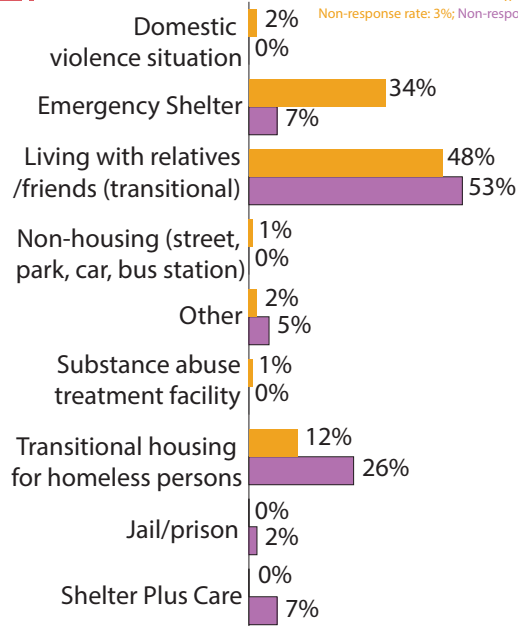
n=266; n=258
Non-response rate: 3%; Non-response rate: 6%



40% of participants were **unstably housed** at **entry** but at **exit fewer** participants were **unstably housed—22%**.

n=266; n=258

Non-response rate: 3%; Non-response rate: 6%





SROI STAGE 2: MAPPING INPUTS, OUTPUTS, OUTCOMES, INDICATORS AND FINANCIAL PROXIES

Based on the staff town hall outcome mapping exercise, the FGD outcome mapping, interviews, and surveys, there were 6 main overarching outcomes which emerged. New Moms created change among stakeholders by:

- Increasing housing stability
- Increasing social/emotional support
- Improving maternal and neonatal outcomes
- Improving infant/child development
- Increasing economic security
- Improving the environment

All of the themes are inter-connected and influence each other, with housing and social and emotional support as the critical foundations. When moms have a stable physical and emotional foundation, they are able to thrive and achieve housing, parenting, and economic goals. For each outcome, the rationale, identified indicators, financial proxies, and discounting will be described below and in further detail in the appendix tables. It should be noted that some of the most important changes that moms identified as having occurred as a result of New Moms, such as increased self-confidence and self-efficacy, feelings of social support and cohesion, and increased hope, do not have a dollar amount attached to them in the literature. The valuation of the outcomes was overall confined by the availability of amounts in the literature, which is an overall challenge and limitation with the SROI methodology.

Increased Housing Stability

There are numerous data sources which attempt to capture the extent to which youth and families experience homelessness, but given the complexity of the issue, many are incomplete. The Chicago 2017 Point-in-Time count, which provides an estimation of all individuals sheltered or on the street on a given night, identified 5,657 homeless persons, 161 of which are 18 – 24 year old parenting youth⁸. A recent study using Homeless Management Information System (HMIS) data and Students in Temporary Living Situations (STLS) data from Chicago Public Schools (CPS) reported that 10,076 families experienced homelessness during SY16-17 in Chicago and 80% of these families were living doubled up with other families.⁹ Youth are much more likely to be doubled-up rather than sheltered or on the street, and pregnant and parenting youth are more likely to be out of school- therefore missed in the STLS data- and

therefore are very likely to be undercounted. Homeless youth are disproportionately female¹⁰ and black¹¹ due to historical and present structural racism.¹²

Housing is a key driver of positive health and economic outcomes, particularly for young moms.^{13,14} Housing instability for young women is associated with numerous adverse outcomes, including intimate partner violence (IPV),¹⁵ substance use issues, and physical and mental health problems.^{16,17} Many homeless adolescent/young women are fleeing abusive and/or toxic domestic situations, which can lead to sustained post-traumatic stress disorder (PTSD) in the absence of mental/emotional health supportive systems. Early adverse childhood experiences (ACE) are often cyclical and have been associated with future child neglect and abuse from parents who experience ACEs.¹⁸

Children born to adolescent/young mothers are at higher risk for low birth weight, premature birth, and other adverse health outcomes, as well as lower educational and employment attainment and entering the child welfare system.¹⁹ It should be noted however that there are also positive outcomes as well of course, for young moms, which are often seen in more qualitative research.²⁰

Of the 145 transitional housing beds in Chicago allocated for youth-headed families across 4 agencies,²¹ New Moms accounts for 62% of the total beds, more than all other organizations combined. Housing for young mothers is critical in enabling them to first and foremost to care for themselves post-delivery, care for their infants and young children, and then to pursue next steps towards their employment or educational goals. HUD recommends reserving transitional housing for people in families who may be at a critical transitional point in their lives, such as parents leaving prison, youth aging out of foster care, and women fleeing domestic violence.²² While there is some transience in families moving in and out of stable housing, overall from the Housing First study, 89.5% of families remained housed 12 months after exiting transitional housing,²³ and of individuals transitioning out of supportive housing, 87.5% remained housed 12 months after exit. Importantly, the population in the Housing First study was significantly older than the New Moms population, so the 89.5% could be a slight overestimation when applied to the New Moms population.

As part of the Chicago CE system, New Moms receives moms facing housing instability from all over the Chicago area, not just Austin. Of all moms placed in New Moms housing, 97.5% of women (39) were black, which reinforces the above cited research illustrating the strong, historical and present ties between racism, housing instability²⁴ and poverty²⁵.

Overall, from entry to exit, there was an increase in the number of moms who transitioned from unstable to stable housing. The entry-exit data showed that more moms were in stable housing at exit (78%) as compared to entry (60%). Also it should be noted that upon exit, 22% of moms were renting houses without a subsidy as compared to 1% at entry, which speaks to an increase in autonomy and stability. Of moms *only* in the housing program (n=40), none had stable housing at entry (as the Department of Housing and Urban Development

I came from a home where there was always chaos, there was always arguments, always just these persons... all this stuff in front of my baby that was just not good for my baby.

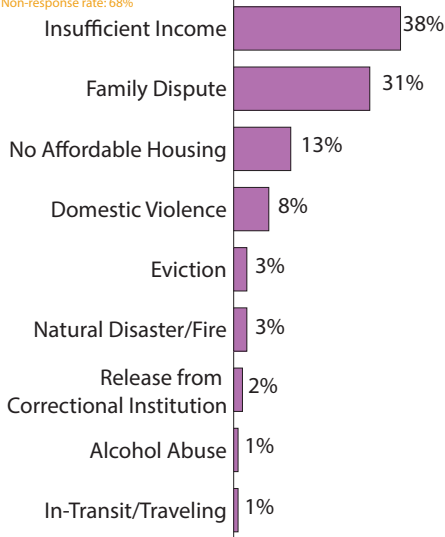
– Participant, Housing FGD

*Some people come from nothing, sure some people come from their parents.
It's still a stepping stone. This is my first real apartment.*

– Participant, Housing FGD

Most participants experience **homelessness** because of **insufficient income**.

n=88
Non-response rate: 68%



defines stable) and nearly 75% of those moms had stable housing upon exit. This greatly differs (as expected) from the 60% of moms across all programs who entered with stable housing.

Safe housing is a critical component of stable housing. While only 2% of moms had entered New Moms from a Domestic Violence (DV) shelter, based on the literature, roughly 30% of homeless moms experience intimate partner violence (IPV).²⁷ Most women who experience DV do not seek shelter care, and additionally there may be increased challenges for young women who are in DV shelters, to

Yeah but even like the no company part, you have to think about it though. We are all females with all our kids so if we were to have that company... you don't know who she's bringing.

– Participant, Housing FGD

be linked appropriately to youth services, due to the silos of youth and adult services. IPV/DV is a major cause of homelessness among young women and therefore working with moms, and other members of the household including partners, to identify and address IPV/DV is an important tactic to maintaining housing stability. New Moms maintains safety through security measures as described above and strict visitation policies. It should be noted that these rules are associated with transitional housing living in general, not just New Moms.

Despite citing that some of the housing regulations/house rules around visitation were challenging, most participants understood that safety was a priority. Several housing FGD participants spoke about the Transformation Center being a stepping stone to more independent living, and the supports provided were critical to them making that next step.

It should be noted that while 34% of participants entered the program

I came from a house where... I... it was, the house had 3 floors, I was the only girl, I was always with somebody. So like I never felt like I could be like alone and I mean... I thought it was going to be horrible being alone before, being alone by myself. But actually it's pretty comforting, like nobody's bothering me.

– Participant, Housing FGD

from an emergency shelter, 7% exited to an emergency shelter and 7% to a shelter plus care. Reducing shelter utilization is not only a cost savings for Chicago—it is immensely beneficial to moms and babies to be in a more stable and safe environment. Ideally, no mom would exit to shelter, but complex life issues may hinder moms from obtaining and retaining safe housing

When you're living in a shelter they don't really help you with a lot of stuff... But here there are people that help you get cash, and do other stuff you didn't know how to do yourself because this your first time living alone.

– Participant, Housing FGD

Moms talked about the supportive aspects of the transitional supportive housing model as equally if not more important than the physical space, which is echoed through other studies nationally.

Importantly, all moms living at the Transformation Center have the opportunity to participate in financial literacy classes as well, which both moms and staff cited as being important in managing their lives and finances to sustain housing in the future. While some of the outcomes discussed throughout this report are tied to other New Moms programs, it is important to note that stable housing is the critical building block, without which the other outcomes would have been less likely to have been achieved.

Learning through play. They're not just playing, they're learning.

– New Moms Staff member interview

Also, while not included in the analysis, in the FGD, a number of moms who lived at the Transformation Center talked about the daycare and how much their children developed within the daycare provided through VOCEL. The center seeks not to only provide childcare services to but to promote child development and positive parental-child interactions.

There are some potential losses from living at the Transformation Center that were not included in the analysis, such as isolation and a general change in lifestyle. There could be a loss of income from not living within a community who may share money within networks. However, given the networks of many low-income adolescents, the loss in potential money from her network may not be substantial. Lastly, for some moms, it was hard to be separated from their romantic partners and/or fathers of their baby and there are some associated emotional support costs. These were also not included in the analysis due to limitations in quantification of the cost.

You want somebody to help you. It was like I wanted my son's father to come here instead of me having to go somewhere else. It should be some type of system, some type of program, something that says you can get help at least once a month, twice a month.

– Participant, Housing FGD

Financial Proxies

The savings related to the changes in housing stability attributed to New Moms are:

STAKEHOLDER	VALUES GAINED/LOST	VALUE SAVED AT 2 YEARS
Mom & Kids	• Financial literacy/ management classes	\$1,439
City of Chicago	• Previously sheltered women/moms are housed • Otherwise unstably housed moms are stably housed	\$131,901
State of Illinois	• Otherwise unstably housed moms are stably housed • Averted medical costs due to domestic violence	\$421,456
	TOTAL:	\$554,797

Increased Social/Emotional Support

A lot of families are experiencing scarcity; that alone can make anyone depressed.

– New Moms Staff Interview

Around 11% of women nationally experience depression either during pregnancy or during the first 12 months postpartum.²⁸ Due to underreporting, this is also likely an underestimation. Young moms who are homeless or unstably housed, low-income, and women of color have a higher likelihood of experiencing depression²⁹ and postpartum depression³⁰ due to a myriad of oppressive structures leading to overwhelming stress.^{31,32}

Maternal and pre/postpartum depression (PPD) have adverse outcomes for both women and their children. Depression can lead to loss of employment and educational opportunities, housing instability, and a poorer quality of life. The implications of depression among pregnant and postpartum women have recently gained larger attention for both the mother and child due to the critical prenatal and neonatal development periods.³³ However, there are still challenges to wide-scale and uniform implementation of PPD screening and linkage to support/treatment.³⁴

Some of the direct implications of long-term depression cited by moms were largely related to employment and productivity. For children, experiences of depression among their parents can lead to delayed social, emotional, and physical development.^{35,36} For this outcome, only the impacts on women were included, as the positive impacts of home visiting, which would support children affected by maternal depression, are measured elsewhere.

Not coming to work in previous years, I dealt with depression, anxiety, not having money, not having someone to talk to as much... just shutting everything down and not having a direct person to go to... depression is no joke. And sometimes if I come here and I'm feeling down or I'm not feeling good, I talk to somebody... I didn't have a job since 2012. That's how locked up and shut down I was. It's been hard but I'm getting myself together, I'm doing better.

– Participant, Job Training FGD

Of the 105 moms who were screened for depression during the prenatal or postpartum period, 25% screened positive for perinatal depression. New Moms screens for depression during pregnancy and the postpartum period through their home-visiting program. The home visitors implement the Edinburgh Screener,³⁷ which is a validated and commonly utilized screener for antenatal and postpartum care. All moms who screen positive are referred to follow-up care.

New Moms does not implement a general depression screener; however, a number of moms talked about the importance of the emotional supports that they were given as being critical to dealing with depression or 'feeling low' (as reported by FGD participants) and moving forward with their lives. Therefore, a financial proxy related to general depression in addition to the 1 year time-limited definition of postpartum depression was also included.

It taught me a little bit about myself being in the room with other mothers in the same situation as me... made me more aware of my situation and stop trying to suppress it.

– Participant, Family Support FGD

Also, while New Moms does not implement a direct intervention related to depression, they do provide basic counseling through family support specialists, screening and referral to clinical services, and just generally someone ‘checking-in.’ The social supports provided by other peers were cited by moms as particularly important, which is reinforced in the literature.^{38,39,40}

Additionally New Moms provides voluntary spiritual formation services through their spiritual formation component which creates a judgement-free space for moms to work through emotional challenges they are facing. The director of spiritual formation is also available to moms for individual life discussions.

I don’t come from a place of a whole bunch of support so just getting the support from here, gave me the motivation to just do stuff.

– Participant, Job Training FGD

Financial Proxies

The savings related to the changes in social and emotional support attributed to New Moms are:

STAKEHOLDER	VALUES GAINED/LOST	VALUE SAVED AT 2 YEARS
Mom & Kids	• Productivity costs from postpartum depression and depression, anxiety, and emotional distress	\$539,094

I do get support from the staff, they’re real supportive... emotionally, financially, they’re just supportive, like if we run out of diapers you can come get help sometimes and they’ll help you out, they got the diapers. Mentally if I need someone to open up to, I can talk to [NM staff member] without her judging me.... And she’ll give some good advice.

– Participant, Job Training FGD

Improved Maternal and Infant Health

Unintended pregnancy during adolescence is often associated with adverse health, educational, and socioeconomic outcomes, due not just to unintended births, but also related to socio-contextual factors, as well as stigma and discrimination that hinders young moms from achieving their goals. Illinois' adolescent (15 – 19) birth rate is 21.1 (per 1000), which is just below the national average of 22.3.⁴¹

I get a lot of moms who are interested in natural births or breastfeeding and I don't think that was really popular; people are more courageous... now seeking information, willing to come seek information 'I want to learn more about this;' and then they [New Moms] break down with research and statistics what's around those topics.

– Participant, Doula FGD

She [the doula] was the only one that stayed... she stayed until I went all the way upstairs [to deliver]."

– Participant, Doula FGD

Adolescent pregnancy is associated with a higher risk for low birth weight (LBW) babies, lower breastfeeding initiation and duration, and adverse neonatal outcomes including sudden infant mortality syndrome (SIDS). Young women may not have adequate educational attainment or economic security to support a child, particularly in cases of family or partner instability, and also may face community and societal stigma and discrimination.⁴² In Illinois, black women have more than 2.5 times the maternal mortality rate for white women (47.2, 18.1)⁴³ and are at higher risk of other poor birth outcomes due to a lifetime experience of oppressive racist and misogynist structures that lead to internalized stress.⁴⁴ Stress has a well-established effect on birth outcomes.

The major maternal and neonatal outcomes included in this analysis are: breastfeeding, LBW deliveries, averted Caesarian-sections (C-sections), and averted epidural utilization. We opted not to include doula utilization overall, as doulas impact all of the identified outcomes. Birth spacing was also not included in the analysis, but is also an important maternal and child health outcome particularly for young women who are increasing their educational and/or employment prospects. The March of Dimes recommends an 18 month spacing period in between births, which 67% of women in the US followed, based on 2015 data.⁴⁵ Among the study cohort 8% (n=15) of the 184 non-pregnant women who entered became pregnant during the 24 month period (which does not account for prior delivery or termination dates), which speaks to better birth spacing than the national average.

Of all deliveries during the two-year period, 69% were assisted by a New Moms doula. New Moms employs two doulas to provide free prenatal, labor, and postpartum support services to moms.

Doulas, trained individuals who provide support during the birth process and postpartum period, have been identified as a critical intervention in promoting positive birth outcomes.⁴⁶ Doula-assisted

When I was in labor I didn't want to talk, I didn't want to do nothing. And then we did follow my birthplan, like she was telling doctors 'No, she said she didn't want to do this, she said she didn't want to do that' because I really didn't want to talk to them [the doctors]

– Participant, Doula FGD

births have been associated with increased breastfeeding initiation, reduced low-birthweight births,⁴⁷ and reduced epidural utilization and C-section rates.⁴⁸

Black women also typically have lower rates of breastfeeding initiation and duration as compared to white and Latina women,⁴⁹ at least in part stemming from a historical association of breastfeeding with slavery and poverty, which has led to cultural stigma and generally low community support.⁵⁰ Breastfeeding is associated with numerous financial and health benefits from cost savings on formula to improved immunity.^{51,52}

While 80% of moms initiated breastfeeding, only 31% of infants were still drinking breastmilk (from breast or pump) at 16 weeks and only one mom during the two years reached the recommended 6 months of breastfeeding. Most positive health outcomes for the baby from breastfeeding are associated with at least 3 months of exclusive breastmilk.

Only 20% of moms had a C-section, which is a much lower C-section rate than in IL.^{53,54} Of those that had a C-section, the majority did not have a doula who attended her birth. C-sections—which are also associated with epidural utilization—are not only costly but are not always medically necessary and have associated adverse health outcomes when they are not medically indicated.⁵⁵

New Moms supports moms to enroll in Medicaid if they are not already enrolled through facilitated online enrollment. Most moms were already enrolled in Medicaid at entry, and perhaps for this reason there was only a slight (7) increase in the number of moms on Medicaid from entry to exit. However, as one staff member said, the entry to exit data does not necessarily speak to the cyclical nature of being ‘dropped,’ having to re-enroll in Medicaid, and facing challenges to re-enrollment.

Financial Proxies

The savings related to the changes in improved maternal and infant

STAKEHOLDER	VALUES GAINED/LOST	VALUE SAVED AT 2 YEARS
Mom & Kids	<ul style="list-style-type: none"> • Averted medical trips for moms who breastfeed (transport/lost wages) • Quality of Life-Adjusted Years due to health insurance • Increased educational attainment 	\$635,829
State of Illinois	<ul style="list-style-type: none"> • Adult/Child Health Insurance • Improved immunity for children who are breastfed • Breastmilk instead of WIC formula • Averted LBW babies • Averted C-sections and epidural use 	\$217,912
TOTAL:		\$853, 741

Note: The values in red are lost values

For breastfeeding, the major thing is being able to see others like you breastfeed; the images we see are mostly white/Asian women but we don't see African American women... we don't see ourselves in those images so being able to have a community of 'breast feeders' that look like you, talk like you... it becomes a part of who you are; once you get past the myths... they [young moms] are then disseminating information to family and friends.

– New Moms Staff Interview

Improved Child Social and Emotional Development

Emphasis on early childhood development has shown promise for outcomes later in life, such as increased economic self-sufficiency and socio-emotional capacity.⁵⁶ Home visiting programs aimed at improving parenting skills and educational achievement lead to favorable effects for the development of both parent and child. Children and parents have better relationships, children exhibit emotional and cognitive gains, and incidents of child abuse are reduced, among many other short and long-term benefits.⁵⁷ In addition to positive outcomes for child development, society benefits in net savings in reducing rates of crime and increasing family income.⁵⁸ Although cost-savings must be interpreted with caution, the literature suggests that infant/child development go hand in hand with parental skills.

We want the moms to be the child's best teacher... we support them and give them the tools so they can act that out; we see them telling their nieces and doing it with their sisters so they can pass on this knowledge.

– New Moms Staff, Interview

Families in poverty and lacking social supports encounter significant difficulties caring for infants and young children.⁵⁹ Home visiting programs offer services and supports that families facing these challenges might not otherwise obtain.⁶⁰ Observed outcomes for children in home visiting programs include increased psychomotor and cognitive development, positive child behavior, and improved language development. Parents in home visiting programs, are more likely to read aloud, tell stories, say nursery rhymes, and sing with their children—activities that promote child development outcomes.⁶¹

New Moms seeks to improve infant/child development in several ways: childcare provided by VOCEL at the Transformation Center, the New Moms home-visiting program that implements the Parents as Teachers© (PAT) curriculum,⁶² and parent support groups. While there are a number of distal financial proxies, identifying more immediate financial proxies was challenging. The most tangible outcomes were related to reducing emergency department visits⁶³ by babyproofing home environments and by supporting moms to make informed choices about when to seek medical care for their infants and children. Additionally, several studies have identified the impact of home visiting programs in improving parental skills and early identification of social emotional challenges in children, which reduces child mistreatment and interaction with child support services.⁶⁴

It should be noted that because the home visiting program was suspended due to the budget impasse in Illinois in 2016-2017, the home visiting program in Chicago is just restarting, and therefore there were no specific FGDs conducted with home visiting participants.

My relationship with my child improved after I came to this program.

– Participant, Job Training Program FGD

However, moms in housing and job programs still accessed family support services such as parental support groups and childcare and other forms of emotional support.

New Moms focuses both on the child and the mom, both as a parent and as woman. That focus on her and her needs, paired with providing information, skills, and modeling improves her child’s outcomes.

Of the children who received the screener, 9.2% screened as suspect on the ASQ®-3 (which focuses more on intellectual development) and 35.7% of children screened as suspect on the ASQ®-SE (which focuses on social-emotional development).

New Moms provides critical early identification of children with social-emotional challenges and special needs through implementing the Ages and Stages Questionnaire (ASQ®) in the home. The ASQ®-3 is a battery that assesses the development of children within different age brackets. All moms whose children screen positive on either screener would be referred outside of New Moms for further support services for them and their children. While early identification of issues is extremely valuable, we did not include a financial proxy here, as children would typically be identified by Kindergarten, and the immediate outcomes of delayed identification—while critical—do not necessarily have an identified financial proxy.

Financial Proxies

The savings related to the changes in child social and emotional development attributed to New Moms are:

STAKEHOLDER	VALUES GAINED/LOST	VALUE SAVED AT 2 YEARS
State of Illinois	<ul style="list-style-type: none"> • Averted emergency department visits • Averted involvement with social welfare 	\$51,165

Improving Economic Security

Over one-third of Illinoisans are considered low-income or living in poverty, and nearly half of Chicagoans are considered low-income or living in poverty. People of color and children have the highest rates of poverty in Illinois, with nearly 2 in 5 black children and 1 in 4 Latino children in Illinois living in poverty.⁶⁵

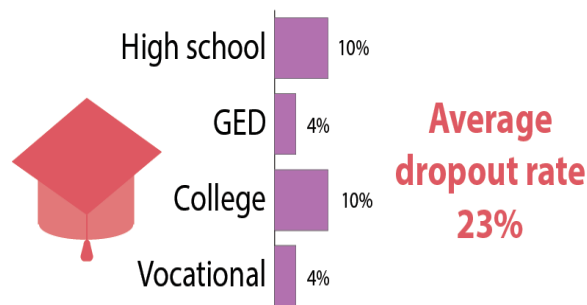
Low-income pregnant and parenting young women of color are at the intersection of a myriad of barriers to meaningful employment. There are well-established gender and racial pay gaps and employment rates are lowest among undereducated youth of color, particularly those who have the added challenges of parenting. Chicago and Cook County generally have high out-of-school and out-of-work percentages among 16 – 19 year olds (30.7%, 33.5%) and 20 – 24 year olds (23.5%, 21.2%), with higher proportions among black youth and males.⁶⁶ Unintended pregnancy is associated with decreased educational attainment and challenges in both returning to and completing higher education.⁶⁷

Another component of economic security for many families are government benefits, particularly Women, Infants, and Children (WIC) supplements, Temporary Assistance to Needy Families (TANF), Supplemental Nutrition Assistance Program (SNAP), and childcare subsidies through TANF. These benefits are critical for young women who are seeking to advance in their education or career particularly after housing instability, IDV/IPV, or big life changes, such as having a baby.⁶⁸ However, enrolling in these benefits, and more importantly, maintaining these benefits, can be hugely challenging and therefore having support in navigating the system is critical.⁶⁹

New Moms support young women to improve economic security by:

1. Increasing educational attainment by enrolling or re-enrolling in high school, GED program, college, or vocational training. **10% of participants re-enrolled in high-school, 4% enrolled in a GED program, 10% enrolled in college, and 4% enrolled in vocational training. The drop-out rate from enrollment was 23%, which is just below the national average.**

Most student moms are enrolled in **high school or college.**



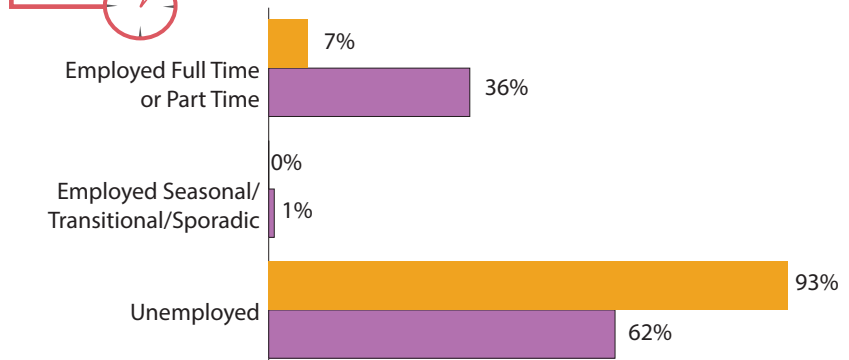
Data Note: Average dropout rate excludes estimates from vocational training.

- Increasing employability through integrated 16-week paid classroom and hands-on job training program with *Bright Endeavors (BE)*. **Over the 2-year program period, 88 moms participated in the BE training program.**
- Increasing employment acquisition through career counseling, resume building, interviewing, and job transition support. **At entry, 7% of moms were employed in full or part-time work but at exit, that percentage had increased to 36%. Of those who were unemployed, 44% were not looking for work, unable to work, or in school.**

They work with us on career goals, a job to make us happy and comfortable with what you're doing and what you want to wake up and do every day not what you have to do. What you enjoy doing, that's what they work on with us.

– Participant, Job FGD

At **entry** majority of participants were **unemployed** but at **exit** many participants are **employed**
 n=275 n=210; Non-response rate: 0%; Non-response rate: 24%



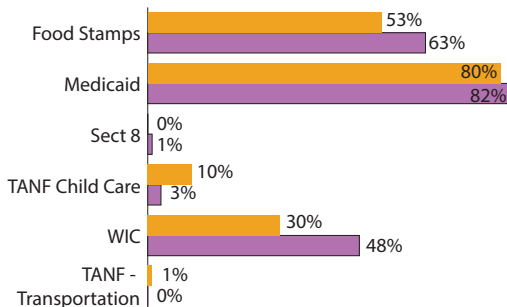
- Increasing sustained employment through emotional support and linkage to other family support services to enable job transition and retention including social benefits and childcare. **There was a 10% point increase from entry to exit in number of moms on SNAP (Food Stamps) and an 18 percentage point increase in WIC. 64% of moms on entry had TANF, but likely due to increase in employment, 50% of moms had TANF at exit.**

Importantly, New Moms supports young women to identify their career path rather than just a job, and to identify and address barriers to achieving their career goals.



At **exit** more participants are **accessing non-cash benefits** for themselves and their children than they did at **entry**.

n=233; n=244
 Non-response rate: 11%; Non-response rate: 12%



Other ones [job training programs], once you leave you leave ... but they [NM] aren't like that, once you leave, until you get your foot in the door of that job- even after- they stay with you until 90 days [past starting the job]. At 90 days that's when they let you go. Say that you got an interview and you got no way to go, they'll supply a bus card.

– Participant, Job FGD

Moms cited that they felt supported because New Moms would continue working with them until they find a job, not just until the end of the program.

Perhaps the most important—and distinctive—component of the New Moms training program is the focus specifically on young mothers and the emotional support that many young moms need to be able to manage having a job or going to school while raising a child.

It is challenging to quantify the value of a well-trained workforce and the monetary gains for a future employer, as well as what proportion of New Moms BE graduates meet high standards. However, based on the few employer survey responses, there is certainly a value not just for moms and the city and state for an improved workforce, but for the employer as well.

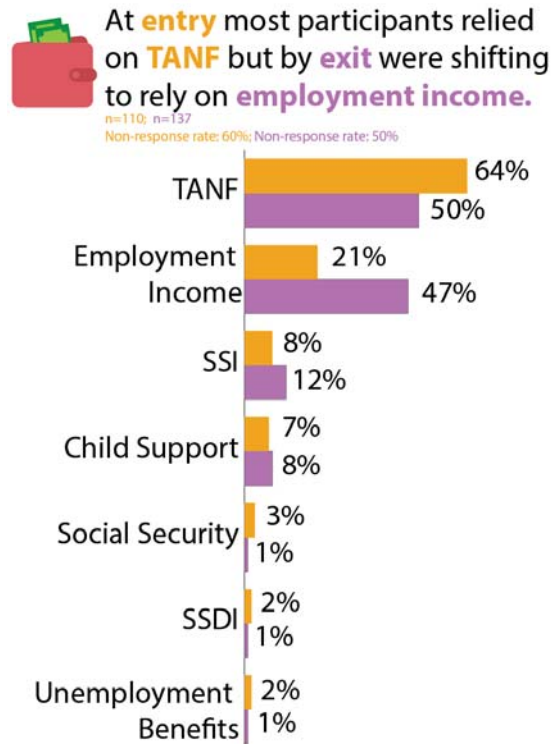
Great candidates and a hire! – Workforce Employer, Survey

I have been able to create an amazing team with New Moms associates. They are hard-working and goal oriented. – Workforce Employer, Survey.

They want us to save our money, that's why they give us a daily expenses thing... to see how to save and budget our money. They supply us with bus cards and gas cards so we don't have to use our money for that. They want to make sure that we have a way to get to work and drop our kids off, so it's not an issue.

– Participant, Job FGD

While the moms in the FGDs did not directly highlight the importance of the social benefit enrollment, increased SNAP enrollment from entry to exit (53% v. 63%) illustrates the value for moms. While there was an increase in WIC enrollment as well over two years (30% v. 48%) that could also just be due to an increase in eligibility (that is, having a baby) from entry to exit as well. There was an overall decrease in



Financial Proxies

The savings related to the changes in economic security attributed to New Moms are:

STAKEHOLDER	VALUES GAINED/LOST	VALUE SAVED AT 2 YEARS
Mom & Kids	<ul style="list-style-type: none"> • Net salary (taking into account taxes and childcare) • Salary wages from educational attainment 	\$2,192,915
City of Chicago	<ul style="list-style-type: none"> • Salary from BE that is re-invested back into the local economy 	\$290,664
State of Illinois	<ul style="list-style-type: none"> • <i>Amount the state pays in childcare subsidies</i> • Total amount contributed back to the economy from wages gained, in taxes • Savings from SNAP enrollment (removing cost of SNAP enrollment) • <i>Cost of WIC enrollment</i> • Cost of TANF enrollment 	\$722,534
TOTAL:		\$3,306,113

Note: The values in red are lost values

I used to go on interviews and be like ... [if I didn't get it] well forget them too, I ain't gonna apply for another job... it makes you want to give up, but New Moms will push you 'oh you didn't get that job? You're gonna get the next... the next one is yours!' New Moms will give you the push.

– Participant, Job FGD

Finally we have a vendor who makes our candles beautifully, reliably, and on time every time!!!

– Bright Endeavors Wholesale vendor

Improving the Environment

Bright Endeavors, as mentioned above, is the social enterprise arm of New Moms where moms gain hands-on experience in the workforce making candles. The benefits of the hands-on workforce development are discussed and costed as applicable above. However, there are also benefits to the environment due to the business itself. The candles are made from environmentally sustainable materials, and one component of the business involves using recycled glassware and renting candles out for events. The estimated cost savings are below.

Included in the estimated costs are the high quality of the candles themselves, as buyers who were included in the survey stated.

Financial Proxies

The savings related to the changes in increasing recycling attributed to New Moms are:

STAKEHOLDER	VALUES GAINED/LOST	VALUE SAVED AT 2 YEARS
The Environment	• Glass re-used in candle rentals instead of wasted	\$75,114

We believe that our customers love supporting such a strong outreach program and feel that they are putting their money towards a good cause with this product.

– Private Label Buyer

SROI STAGE 3: CALCULATING THE SROI

Once all of the cost savings have been calculated, including the impact discounting for each indicator and outcome, cost saving by stakeholder and the ultimate SROI ratio can be calculated.

Cost Savings by Stakeholder

Based on the values described above, the overall savings by stakeholder for the two-year study period are:

Establishing the Present Value

STAKEHOLDER	VALUE SAVED AT 2 YEARS	% RETURN
Mom & Kids	\$3,481,325	62%
City of Chicago	\$422,565	8%
State of Illinois	\$1,090,550	19%
The Environment	\$616,727	11%

As shown above, the calculated savings is for two years. However, it is also possible to calculate the estimated value over a 5-year period, as estimated from the present value (PV) calculation below:⁷⁰

Present = Value	Value of + impact in Year 1	Value of + impact in Year 2	Value of + impact in Year 3	Value of + impact in Year 4	Value of + impact in Year 5
	$(1+r)$	$(1+r)^2$	$(1+r)^3$	$(1+r)^4$	$(1+r)^5$

Importantly, the PV takes into account discounting, which theorizes that immediate returns are preferred over long-term returns, and therefore a discounting rate (3.5%)⁷¹ should be applied to longer returns each year.

Program Investments

The investments were grouped by foundation, government (broken out by type), and private. While there are some estimates of program-level costs, the true benefit of the program is the integrated nature of the model and therefore program-specific SROIs were not conducted.

DONOR TYPE	FY16-FY17 Inputs	% of Total Input
Foundation	\$1,774,655	34%
City	\$533,886	10%
State	\$562,248	11%
Federal	\$1,298,581	25%
Private/Other	\$1,047,049	20%
TOTAL:	\$5,216,419	

The overall inputs included were:

Calculating the Social Return on Investment Ratio

To calculate the 2-year return on investment, the total **2-year cost savings** is divided by the total amount of investment. **For every \$1 invested into New Moms integrated programming, there is a \$1.04 return.**

To calculate the 5-year return on investment, which is typically how the SROI is expressed, the total 5 year cost savings is divided by the total



UNDERSTANDING SROI FINDINGS

She [my baby] is the reason I get up and come. I'm up at 4:30 in the morning. I gotta go to work, if I don't go to work then my daughter don't eat and I don't eat. So basically she's the one that motivates me to come every day.

– Participant, Job FGD

amount of investment. **For every \$1 invested into New Moms integrated programming, there is a \$3.81 return on investment.**

The SROI compares the investment in New Moms from foundations, government, and private sources with the value generated from the integrated and holistic programming on moms, children, the City of Chicago, State of Illinois, and the environment. The above findings show that investing in New Moms generates almost a 4-fold return for every dollar invested. While this is a very exciting finding, and hopefully leads to a continued commitment and investment in New Moms and other similar programming for unstably housed young women, the dollar amount must be understood within the SROI process as a whole.

It is important to note that the SROI is limited by the available data in the field, and there were several themes which emerged from the FGDs and interviews which could not be included in the calculation due to that limitation. As stated above, one of themes that was heard again and again from moms and staff was related to **activation**. Many moms and staff members who were previous participants noted that, while they did have the ability and capacity within them to make the changes that they saw, it was New Moms that gave them that jump, that **activation**. Staff members consistently stated that it was not New Moms, but it was the young women who create changes. That statement is a reflection of a belief that building autonomy is the most important step to sustainable change, but gaining **autonomy and self-efficacy does not have an appropriate financial proxy based on the literature review.**

Also, the importance of **social support**, whether through the organization or through the peer networks that were created through the PSGs or various programming, cannot be understated. Lastly, **diffusion of information** is key to community change, but again difficult to quantify and monetarily value. Moms talked about sharing what they learned in parenting classes with friends and sisters and neighbors, and slowly seeing change around them. Change does not happen quickly, but with continued investment in New Moms, the outcomes identified here, as well as others, will continue to improve.

There are also limitations within the SROI methodology itself. New Moms is a rare program but not unique. However, comparing programs like New Moms through an SROI is not yet possible, without shared

outcomes and financial proxies across programs. Even if those were to be established, SROIs rely so heavily on contextual information and stakeholder input that comparing SROI ratios across programs should not be undertaken without serious consideration.

We intentionally chose to assess the New Moms program holistically, rather than breaking it apart by program. One reason is because the value of each program would not be accurately expressed, but would rather be an expression of data/financial proxy availability. Additionally, as is hopefully illustrated through the literature cited throughout this report, but more importantly through the voices of the moms themselves, standalone programming will not be able to fit the complex needs of young moms, particularly given the enormous structural obstacles that particularly low-income, pregnant/parenting young women of color face, to obtain and retain safe housing and meaningful employment.

Safe and stable housing is a critical foundation, but without the wraparound supports, be they emotional, economic, educational, or pregnancy/parenting-related, moving off the 'stepping stone' of transitional housing may not yield sustained positive effects. If as a society we believe in investing in breaking the two-generation cycle of poverty, then this SROI clearly makes the case that investing in holistic, woman-centered wraparound services creates a meaningful return for our city, state, but most importantly for moms and their children.

APPENDICES

Appendix A: Financial Proxy and Impact Tables by Outcome

Outcome 1: Increased Housing Stability

Financial Proxies

The financial proxies for the housing outcome were identified through a literature review looking at cost savings for cities and states when homeless individuals are housed. Common cost savings wrapped up in the overall cost include largely averted medical and justice system costs. Additionally, 13 young women on entry were living in a shelter prior to joining New Moms and therefore an averted shelter cost was also included. Lastly, increased savings were included based on previous analyses of financial literacy/management programs.

To calculate cost savings over the two-year assessment period, the identified financial proxy is multiplied by the total number for which the change occurred, and then the impact (deadweight and attribution) are subtracted out with drop-off factored in.

Stakeholder	Indicator	Quantity	Financial Proxy Description	Financial Proxy Amount ³
Moms and Kids	# of women who complete financial literacy course	All 275 moms because all women participate through PSGs, or job training	Increased savings from financial literacy programming	\$413 ⁷²
City of Chicago	# of Moms who obtain stable housing	Total Number of moms housed over 2 year period (40)	Estimated cost that the city pays for each homeless individual	\$1,515 ⁷³
City of Chicago	# of moms who retain stable housing	Total change in number of moms with stable housing ⁴ at exit (47)	Estimated cost that the city pays for each homeless individual	\$1,515
City of Chicago	# of averted shelter visits	Total number of moms who had been staying in shelters prior to entering New Moms (13)	Estimated cost of 1 shelter bed/year divided by average number of days that youth utilize shelters annually ⁷⁴	\$7,898 ⁷⁵
State of Illinois	# of Moms who obtain stable housing	Total Number of moms housed over 2 year period (40)	Estimated loss of productivity and taxes for the state, due to unemployment and inadequate education	\$4,844 ⁷⁶
State of Illinois	# of moms who retain stable housing	Total change in number of moms with stable housing at exit (47)	Estimated loss of productivity and taxes for the state, due to unemployment and inadequate education	\$4,844
State of Illinois	# of moms who would be likely to avert a DV incident	Total number of moms receiving DV intervention and estimated # of averted cases (17) ⁷⁷	Cost of physical assault (women less often report sexual assault from partners)	\$1,273 ⁷⁸

³All financial proxy amounts have been adjusted for inflation and rounded to the nearest integer

⁴The U.S. Department of Housing and Urban Development (HUD) defines 'stable housing' as 1) continuum Permanent Housing projects, Rent/Own with subsidy, Rent/own no Subsidy, Staying/living with friends/family permanently

Impacts

Stakeholder	Indicator	Quantity	Financial Proxy Description	Financial Proxy Amount
Moms and Kids	# of women who complete financial literacy course	Much, if not all of this knowledge is not intrinsic and would not have been gained without New Moms classes, at least in Austin (0%)	There are no other organizations in the area providing financial literacy classes specifically tailored for young moms (100%)	There is no drop-off for acquired knowledge (0%)
City of Chicago	# of Moms who obtain stable housing	Without New Moms, moms would have followed the national youth (18-25) homeless rate (10%) ⁷⁹	New Moms accounts for 62% of beds for young moms in Chicago ⁸⁰	Estimated 10% drop-off rates from previously cited studies on transitional housing which is supported from New Moms 12 month post-exit data
City of Chicago	# of moms who retain stable housing	Without New Moms, moms would have followed the national youth (18-25) homeless rate (10%)	New Moms support acquisition of housing, but so do other housing support agencies; However all agencies are operating in an environment with limited affordable housing and closed Chicago Housing Authority list (100%)	Estimated 10% drop-off rates from previously cited studies on transitional housing which is supported from New Moms 12 month post-exit data
City of Chicago	# of averted shelter visits	Without New Moms, moms would have followed the national youth (18-25) homeless rate (10%)	New Moms accounts for 62% of beds for young moms in Chicago	Estimated 10% drop-off rates from previously cited studies on transitional housing which is supported from New Moms 12 month post-exit data
State of Illinois	# of Moms who obtain stable housing	Without New Moms, moms would have followed the national youth (18-25) homeless rate (10%)	New Moms accounts for 62% of beds for young moms in Chicago (2017)	Estimated 10% drop-off rates from previously cited studies on transitional housing which is supported from New Moms 12 month post-exit data
State of Illinois	# of moms who retain stable housing	Without New Moms, moms would have followed the national youth homeless rate (10%)	New Moms support acquisition of housing, but so do other housing support agencies; However all agencies are operating in an environment with limited affordable housing and closed Chicago Housing Authority list (100%)	Estimated 10% drop-off rates from previously cited studies on transitional housing which is supported from New Moms 12 month post-exit data

State of IL	# of moms with averted DV	Around 35% of homeless moms will experience DV without an intervention ⁸¹	Other HV programs in Austin do not implement a DV program, particularly tailored to youth (100%)	In a study with a similar program 70% of moms who received resources did not utilize them ; we estimate drop-off at 35% (assuming 50% needed the resources)
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Limitations

There were a number of limitations and assumptions associated with the data, illustrated in the box below.

Financial Proxy	Limitations & Assumptions
Increased savings from financial literacy programming.	<ul style="list-style-type: none"> • New Moms does not implement a pre/posttest so all participants are treated the same, regardless of knowledge acquisition/implementation which would impact cost savings • New Moms collects increase in total income, but not increase in savings
Estimated cost that the city pays for each homeless individual	<ul style="list-style-type: none"> • Evictions and unpaid bills are not the only costs the city incurs due to homelessness but are the most salient
Estimated cost of 1 shelter bed/yr divided by average number of days that youth utilize shelters annually	<ul style="list-style-type: none"> • The quantity is likely an underestimation as it includes only women who were previously in shelters, and not an estimation of shelter utilization among this population in Chicago; additionally average nights in a shelter was estimated from a similar population in New York City, but due to differences in homeless service availability and structure, this estimation could also be inaccurate
Estimated loss of productivity and taxes for the state, due to unemployment and inadequate education	<ul style="list-style-type: none"> • Other estimations⁸² have a broader definition of cost savings but this one was chosen because of the more recent estimation, the similarity of population and that it is state data
# of moms who would be likely to avert a DV incident	<ul style="list-style-type: none"> • New Moms doesn't have any data on DV experiences among their HV population, so all of this data is estimated based on research. Drop-off is based on an estimated calculation of resource utilization and may be an overestimation.

Outcome 2: Increased Social and Emotional Supports

Financial Proxies

The financial proxies were identified through a literature review of costing information associated with depression. While there are some costs that could be attributable to the state related to averted medical costs, we took the more conservative estimates of productivity only.

New Moms does not have a therapeutic or medical treatment program for depression, but does provide emotional support and identification and linkages. While these are critical components to addressing depression, IMPACT wanted the estimates to remain reflective of program reach.

To calculate cost savings over the two-year assessment period, the identified financial proxy is multiplied by the total number for which the change occurred, and then the impact (deadweight and attribution) are subtracted out with drop-off factored in.

Stakeholder	Indicator	Quantity	Financial Proxy Description	Financial Proxy Amount
Moms and Kids	# of moms with postpartum depression	The number of women who screened positive for depression while pregnant or postpartum (26)	The cost of untreated maternal depression as defined by loss of productivity	\$1,555 ⁸³
Moms and Kids	# of moms with generalized depression	Estimated number of women experiencing depression (85)	The cost of untreated generalized depression as defined by productivity	\$9,950 ⁸⁴

Impacts

Stakeholder	Indicator	Deadweight	Attribution	Drop-off
Moms and Kids	# of moms with postpartum depression	Around 15% of pregnant women have postpartum depression but this is likely an overestimation ⁸⁵	Based on email conversations ⁸⁶ , implementation of PPD screeners are not uniform in IL despite a plan of action (100%)	Post-partum depression typically lasts for 1 year (0%) then 100% drop-off
Moms and Kids	# of moms with generalized depression	30% of low-income community members experience depression; this is likely a underestimation ⁸⁷	Mental health services are low. In the FGDs, moms did not mention other places where they were able to receive the emotional support provided by New Moms (90%)	Without treatment, either therapeutic or medical, depression likely won't improve- no drop-off (0%)

⁵ Based on estimated 25% of low-income women experiencing generalized depression from: Depression Screenings for Pregnant and Postpartum Women Recommended, American Mental Health Counselors Association; [available here](#).

Limitations/Assumptions

There were a number of limitations and assumptions associated with the data, illustrated in the box below.

Financial Proxy	Limitations & Assumptions
The cost of untreated maternal depression as defined by loss of productivity	<ul style="list-style-type: none"> • Loss of productivity doesn't speak to an improved quality of life which likely has a bigger impact, but involves its own set of assumptions • Screening for PPD does not necessarily mean someone will also get treatment for PPD and this cost averted assumes treatment.⁶ However included in the estimated quantity, is estimated number of women who seek treatment after screening positive for PPD.
The cost of untreated generalized depression as defined by productivity	<ul style="list-style-type: none"> • Loss of productivity doesn't speak to an improved quality of life which likely has a bigger impact, but involves its own set of assumptions. • Screening for depression does not necessarily mean someone will also get treatment for depression and this cost averted assumes treatment. However included in the estimated quantity, is estimated number of individuals who typically seek treatment after screening positive for depression

Outcome 3: Improved Maternal and Child Health Outcomes

Financial Proxies

While there are number of ways to value positive maternal and child health outcomes, the outcomes were prioritized based on input from moms and staff and data availability. Also it should be noted that many of the outcomes noted by the participants such as autonomy and self-efficacy are VERY valuable, but there was no documented financial value to attach.

Stakeholder	Indicator	Quantity	Financial Proxy Description	Financial Proxy Amount
Moms and Kids	# of women who give infants breastmilk at 16 weeks	12	Non- medical costs of respiratory disease related hospital visits (transport, lost work)	\$196
Mom and Kids	# of children on health insurance	The change in number of children on health insurance from entry to exit (which includes children who were birthed during that time (58)	Educational attainment- may need to change	\$8,382

⁶ There are numerous barriers which prevent women from seeking treatment as seen in: Dennis CL., Chung-Lee L. Postpartum Depression Help-seeking barriers and maternal treatment preferences: A Qualitative Systematic Review (2006); [available here](#).

Mom and Kids	# of women on health insurance	The change in number of women on health insurance from entry to exit (7)	Quality of Life Adjusted Years (QALY) gained from having health insurance	\$23,500 ⁸⁸
State of Illinois	# of women who give infants breast-milk at 16 weeks	12	Estimated costs to Medicaid for Otitis Media and Respiratory Infections during infancy and childhood attributable to low immunity from lack of Breastfeeding	\$473.33 ⁸⁹
State of Illinois	# of women who give infants breast-milk at 16 weeks	12	Cost savings for infant formula for 3 months after rebate	\$49.99 ⁹⁰
State of Illinois	# of moms with normal weight baby	Number of women with babies who weight >2,499g (42)	Medicaid payment for hospitalizations related to LBW infant in the first year of life	\$56,760 ⁹¹
State of Illinois	# of moms with averted C-sections	Number of women who did not have a C-section	Average national Medicaid payment for a c-section	\$9,564 ⁹²
State of Illinois	# of moms with averted epidural	Total number of women who did not utilize epidurals during delivery (23)	Cost of epidural in IL	\$607 ⁹³
State of Illinois	# of moms with access to medical care	The change in number of women on health insurance from entry to exit (7)	Estimated cost to the state for each adult on Medicaid per year	-\$3260 ⁹⁴
State of Illinois	# of children with access to medical care	The change in number of children on health insurance from entry to exit (58)	Estimated cost to the state for each child on Medicaid per year	-\$2,234 ⁹⁵

Impacts

Stakeholder	Indicator	Deadweight	Attribution	Drop-off
Moms and Kids/ State of Illinois	# of women who BF at 16 weeks	% of youth in IL who breastfeed (39%)	No other organization in the area is providing BF support and BF is	Drop-off between 16 weeks of breastfeeding and the full recommended 6 months

			generally low among African American women in Austin (100%)	
Moms and Kids/ State of Illinois	# of children on health insurance	There was a 2% increase in women on health insurance in Chicago during this time period ⁹⁶	75% of this change is estimated to be attributable to New Moms and the rest to other organizations, clinics and agencies that enroll women in health insurance	Roughly 43% of women and children cycle on and off of health insurance every year
Moms and Kids/ State of Illinois	# of women on health insurance	There was a 2% increase in women on health insurance in Chicago during this time period	75% of this change is estimated to be attributable to New Moms and the rest to other organizations, clinics and agencies that enroll women in health insurance	Roughly 42% of women and children cycle on and off of health insurance every year
State of Illinois	# of moms with normal weight baby	15.4% of births in Austin are classified as LBW ⁹⁷	IF the reduction of LBW can be attributable to doula support, then New Moms is the only organization in Austin providing free doula services (100%)	No drop-off it is a one-time experience
State of Illinois	# of moms with averted C-sections	The c-section rate in IL in 2009 is 31.1 (of 100) ⁹⁸	IF the reduction of C-sections can be attributable to doula support, then New Moms is the only organization in Austin providing free doula services (100%)	No drop-off it is a one-time experience
State of Illinois	# of moms with averted epidural	In a 27 state survey, 62% of Black women utilized an epidural during delivery ⁹⁰	IF the reduction of epidural use can be attributable to doula support, then New Moms is the only organization in Austin providing free doula services (100%)	No drop-off it is a one-time experience

Limitations/Assumptions

There were a number of limitations and assumptions associated with the data, illustrated in the box below.

Financial Proxy	Limitations & Assumptions
Breastfeeding	<ul style="list-style-type: none"> • Childcare was not included because it is assumed that if lost cost to work is included, then childcare already exists • Assumes 2 visits per year and no long-term hospitalization • The BF rate among African American young moms is likely lower than White young moms¹⁰⁰ • Assumes exclusive breastfeeding, but the question only asks if she is still breastfeeding. Exclusive breastfeeding has much more significant benefits
Health Insurance	<ul style="list-style-type: none"> • QALYs are a calculation commonly used in health econometrics, but have embedded assumptions, given they don't include direct costs but typically intangible benefits
Medicaid payment for hospitalizations related to LBW infant in the first year of life	<ul style="list-style-type: none"> • Due to medical advancements, LBW effects are only during the first year of life, and rarely have long-term effects.
Average national Medicaid payment for a C-section	<ul style="list-style-type: none"> • This national average may not be reflective of Illinois' rate • C-sections rates are higher among African American women¹⁰¹

Outcome 4: Improved Child Social and Emotional Development

Financial Proxies

As stated above, because many of the monetary effects of interventions on child development are not seen until well past the 5 year return mark included in this analysis, only decreased ED utilization and decreased interaction with social welfare are included here. Both are saved costs for the State of Illinois.

Stakeholder	Indicator	Quantity	Financial Proxy Description	Financial Proxy Amount
State of Illinois	# of pediatric ED visits	Total number of women in home visiting program (63) multiplied by estimation of number of averted cases due to HV	National ED cost	\$874 ¹⁰²
State of Illinois	# parents with improved parenting skills	Total number of women in home visiting program (152)	Cost of welfare/ social services for child mistreatment	\$1253 ¹⁰³

Impacts

Stakeholder	Indicator	Deadweight	Attribution	Drop-off
State of Illinois	# of pediatric ED visits	58% of children who would not have gone to the ED naturally (or without NM) ¹⁰⁴	90% is attributed to New Moms as the only organization in Austin that provides home visiting and the PAT curriculum	Information gained cannot be lost, so tactics moms learn will remain with them (0%)
State of Illinois	# parents with improved parenting skills	80% of moms who without intervention were contacted by social services from Nurse Family Partnership Study ¹⁰⁵	90% is attributed to New Moms as the only organization in Austin that provides home visiting and the PAT curriculum	Information gained cannot be lost, so tactics moms learn will remain with them

Limitations and Assumptions

There were a number of limitations and assumptions associated with the data, illustrated in the box below.

Financial Proxy	Limitations & Assumptions
National ED cost	<ul style="list-style-type: none"> This ED cost is a national average which may be an underestimation of child ED costs.
Cost of welfare/social services for child mistreatment	<ul style="list-style-type: none"> This FP is a way to measure improved parenting skills and comes from an evidenced outcome of home visiting programs and is not suggesting that there are high rates of mistreatment/neglect among this population The cost savings identified are derived from a Nurse Family Partnership Study. NFP is a very specific model which utilizes nurses as home visitors who have a more clinical skillset as compared to paraprofessionals employed by New Moms; therefore the benefits including costs saved may be overestimated here.

Outcome 5: Economic Security

There were a few challenges in identifying accurate financial proxies for economic security, particularly in the ways in which income was reported. Therefore, it was decided that we would only use numbers of women with full-time or part-time work, and then estimate total salary based on minimum wage. It should be noted that both in Chicago and Oak Park, the minimum wage is lower than estimated comfortable living standards, so this is not meant to speak to true stability as much as a stepping stone towards stability.

⁷ Maher, EJ, Corwin TW, Hodnett, R., Faulk K. A cost-savings analysis of a statewide parenting education program in child welfare; available here. Qualitative Systematic Review (2006); [available here](#).

Financial Proxies

Stakeholder	Indicator	Quantity	Financial Proxy Description	Financial Proxy Amount
Mom and Kids	# of women with at least minimum wage jobs	61 more moms were working part-time or full-time at exit as compared to entry	Annual salary post-taxes with current averaged Chicago and Oak Park minimum wage – est. childcare contribution;	\$16,129 ¹⁰⁶
Mom and Kids	# of women with increased educational attainment	45 moms enrolled in high school, a GED program or college	Increased salary wages per jump in educational attainment	\$34,782 ¹⁰⁷
City of Chicago	Amount invested back into Chicago communities from Bright Endeavors salaries	88 moms enrolled in Bright endeavors	This is the averaged amount over 2015 and 2016 where there were slight changes in total number of hours (20-23), weeks (12-16) and wage (\$10.5-\$11)	\$3,343
State of IL	# of moms who are receiving childcare subsidies	The change in moms who are receiving TANF- Childcare subsidies (16)	Amount the state pays in childcare subsidies	\$842 ¹⁰⁸
State of IL	Total amount contributed back to the economy (calculated from avg. increased salary amt)	61 more moms were working part-time or full-time at exit as compared to entry	Estimated amount in taxes contributed back to the state based on total increased income from minimum wage job acquisition	\$1,019 ¹⁰⁹
State of IL	# of moms on SNAP	Change in # of moms on SNAP from entry to exit (17)	Estimated cost savings from SNAP enrollment – cost of SNAP enrollment	\$38,407 ¹¹⁰ – 4,716 ¹¹¹ = \$33,691
State of IL	# of moms on WIC	Change in # of moms on WIC from entry to exit (8)	Cost of WIC enrollment	-\$626 ¹¹²
State of IL	# of moms moving off of cash benefits (TANF)	Change in # of moms on TANF from entry to exit (2)	Cost of TANF enrollment	\$4500 ¹¹³

Impacts

Stakeholder	Indicator	Deadweight	Attribution	Drop-off
Mom and Kids	# of women with at least minimum wage jobs	Change from 2015-2016 in employment was just 1% in Austin ¹¹⁴	100% was attributed to New Moms because as was cited through the FGDs, while there are other job training programs, none provide the critical emotional support that New Moms does	There is a 27% drop-off in wage growth among Black unmarried mothers ¹¹⁵
Mom and Kids	# of women with increased educational attainment	Percentage change in HS graduation among Black women in Austin decreased by 3% 2015-2016 (-3%) ¹¹⁶	Similarly, aside from the internal drive of the young women themselves no other organizations in Austin are providing the tailored educational/career support (100%)	23% of moms drop out of an enrolled educational program (New Moms data)
City of Chicago	Amount invested back into Chicago communities from Bright Endeavors salaries	Change from 2015-2016 in employment was just 1% in Austin ¹¹⁷	There are no other job training programs so tailored to new moms, so 100% attribution to this particular program	Around 75% of women drop-out of the program
State of IL	# of moms who are receiving childcare subsidies	Approximate estimate as the % change in TANF enrollment from 2015-2016 as subsidies fall under TANF (0%) ¹¹⁸	While New Moms case managers do provide support for enrolling on benefits there are also other sources so we estimate around 75% attribution	Based on assessment of cohort from MI there was a 9% drop-off of TANF over 5 years ¹¹⁹
State of IL	Total amount contributed back to the economy (calculated from avg. increased salary amt)	Change from 2015-2016 in employment was just -3% in Austin ¹²⁰	While New Moms case managers do provide support for enrolling on benefits there are also other sources so we estimate around 75% attribution	There is a 27% drop-off in wage growth among Black unmarried mothers ¹²¹
State of IL	# of moms on SNAP	There was no change in SNAP enrollment between 2015-2016 ¹²² (0%)	While New Moms case managers do provide support for enrolling on benefits there are also other sources so we estimate around 75% attribution	Based on assessment of cohort from MI there was a 9% drop-off of TANF over 5 years; assuming similar change for SNAP ¹²³
State of IL	# of moms on WIC	There was no change in WIC enrollment between 2015-2016 ¹²⁴ (0%)	While New Moms case managers do provide support for enrolling on benefits there are also other sources so we estimate around 75% attribution	Based on assessment from NY there was a 38% drop-off out of WIC over 12 month period
State of IL	# of moms moving off of cash benefits (TANF)	There was no change in TANF enrollment between 2015-2016 (0%)	While New Moms case managers do provide support for enrolling on benefits there are also other sources so we estimate around 75% attribution	Based on assessment of cohort from MI there was a 9% drop-off of TANF over 5 years

Limitations and Assumptions

There were a number of limitations and assumptions associated with the data, illustrated in the box below.

Financial Proxy	Limitations & Assumptions
Annual salary post-taxes with current averaged Chicago and Oak Park minimum wage – est. childcare contribution;	<ul style="list-style-type: none"> • As stated above not all those counted as having full-time or part-time work are making minimum wage- this could be an under or overestimation if some salaries are paid less formally; after discussions it was decided in lieu of accurate salary information, minimum wage is a good estimation • The subtraction of the childcare subsidy paid by the mom assumes that she is receiving TANF-childcare subsidies; if childcare is provided by family she might be paying less or nothing; if childcare is provided by a private individual or service she might be paying much more
Increased salary wages per jump in educational attainment	<ul style="list-style-type: none"> • General averaging of increased salaries from educational attainment differences, however the job market has a huge effect on availability regardless of attainment • Women and people of color – and therefore particularly women of color- are paid less than white and male counterparts and this analysis did not include that difference • Vocational training is not included in the calculation despite some moms completing some form of vocational training, because vocational training type is not uniformly captured and therefore could not be valued
Amount the state pays in childcare subsidies	<ul style="list-style-type: none"> • Assumes base amount that the state would pay for the childcare subsidy but that amount would change depending on the income of the individual
Estimated amount in taxes contributed back to the state based on total increased income from minimum wage job acquisition	<ul style="list-style-type: none"> • Assumes that all jobs that participants report income for are taxed
Estimated cost savings from SNAP enrollment – cost of SNAP enrollment	<ul style="list-style-type: none"> • This cost savings to the state comes from a study from Minnesota that included cost savings largely due to hunger-related loss of productivity (school/work) and hospitalizations. There are embedded assumptions within that study, but ultimately it is critical to include some measure of the costs of hunger • Assumes 12 month enrollment using the conservative estimate of 1 child
Cost of WIC enrollment	<ul style="list-style-type: none"> • Assumes 12 month enrollment using the conservative estimate of 1 child
Cost of TANF enrollment	<ul style="list-style-type: none"> • Assumes 12 month enrollment using the conservative estimate of 1 child

Outcome 6: Improving the Environment

Financial Proxies

Here we define improving the environment as both increasing recycling through candle rentals as well as increased revenue through a social conscience enterprise. The other outcomes directly tied to Bright Endeavors were included in the economic security outcome. Here we have included then a valuation not of the service provided to moms, but rather the social impact of the environmentally-friendly nature of the product.

Stakeholder	Indicator	Quantity	Financial Proxy Description	Financial Proxy Amount
Environment	Amt of dollars saved in recycling	n/a	Amt of dollars saved in recycling	\$75,115 ¹²⁵
Organization	Amt of revenue generated	n/a	Amt of revenue	\$541,612

Impacts

Stakeholder	Indicator	Deadweight	Attribution	Drop-off
Environment	Amt of dollars saved in recycling	This glass otherwise would have been waste (0%)	There are no other organizations doing this work	This same amount of savings is maintained or will only continue to increase
Organization	Amt of revenue generated	n/a	n/a	n/a

Limitations and Assumptions

There were a number of limitations and assumptions associated with the data, illustrated in the box below.

Financial Proxy	Limitations & Assumptions
Dollars saved due to recycling	<ul style="list-style-type: none"> This is estimated cost of renting recycled glass but does not directly estimate the financial impact of waste on the environment

Appendix B: Methodological Notes

The SROI study was submitted and approved by the Heartland Alliance Institutional Review Board. The housing and job training FGDs were embedded into ongoing programming and therefore did not require recruitment. Participants for the doula focus group were recruited through family support specialists who circulated a flier to potentially interested moms. All FGDs lasted less than 1 hour and had around 10 participants per group. All participants consented through an informed consent process to participate in the FGD. Each participant was given a \$25 gift certificate.

Each session involved asking moms to identify both positive and negative outcomes and post them on a newsprint sheet. Each outcome was discussed for further explanation and context. All conversations were audio recorded and later summarized and analyzed specifically for themes related to impact map components, as well as thematic quotes. No identifying information was included in the transcripts.

Interviews were held with key staff members, including staff who were previous New Moms participants. All interviews were less than 1 hour long and explored the outcome prioritized by the participants and identified any gaps. All conversations were audio recorded and later summarized and analyzed specifically for themes related to impact map components, as well as thematic quotes. No identifying information was included in the transcripts.

New Moms sent the data to IMPACT in de-identified participant-level spreadsheets. IMPACT cleaned the data and then merged and analyzed the data utilizing Excel Pivot Tables.

Where possible, measures of change were used for quantity—for example, change in TANF enrollment from entry to exit—but change was not a relevant measure in all cases, such as proportion of babies born below normal birthweight (low birthweight babies). Therefore, if change was quantified, then a percent change (rate) was used for the deadweight, but if a static number was used for quantity, then a static percentage was used for the deadweight (prevalence) so that the quantity and the deadweight were always aligned.

All financial proxies were adjusted for inflation but not for geography or population. As best as possible financial proxies utilized were developed locally, but for those that were not, financial proxies from larger cities and among women of color were prioritized to be as representative as possible.

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