



Charity event boasts impressive ripple effects

SAMANTHA HARTSHORNE
samantha.hartshorne@inl.co.za

THE 2015 inaugural CEO SleepOut did more than raise millions of rand for the underprivileged – it left company leaders with heightened philanthropic spirits.

The total monetary value of impact created by the entire project was R39 186 144, but it was more difficult to establish how the CEO SleepOut affected the companies that participated.

“While monetary values are easy to measure, the reach of the social impact is more difficult,” said Darren Olivier, trustee of the CEO SleepOut.

“The CEO SleepOut Trust wanted to ensure the project resulted in a significant social impact, so it engaged IQ Business to undertake a social return on investment (SROI) empathy analysis.”

IQ Business appraised the extent to which each of the key role players – the chief executives; the beneficiary, Girls & Boys (GBT) Town; supportive Sympathy SleepOut events; and the GBT children – valued the change they experienced. Chief executive Adam



NEW VIEW: City of Joburg mayor Parks Tau feels the bite of winter during last year's CEO SleepOut. Chief executives believe they are more empathic since being involved. PICTURE: MATTHEWS BALOYI

Craker said: “We suggested that the concept of getting an SROI ratio was important, but more valuable would be the opportunity to see how the initiative could be optimised for greater impact.”

The survey incorporated a full understanding of what had changed, how the role players valued things that mattered, transparency, over-claiming and the top-down effect of the chief executives' commitment to the philanthropic event.

Craker said IQ Business aimed to give a value to what had changed.

“Through the SROI analysis, it has been calculated that

the total monetary value of impact created by the entire project was R39 186 144.”

The study found that the most change was experienced by the chief executives, with 50 percent saying their empathy had increased and that would affect their decisions. Also, the resultant increase in employee engagement experienced within the companies of the chief executives was an unintended positive outcome that had an impact of R24 062 500.

Another notable consequence was the lifelong impact the experience of joining the business people had on the 13

GBT children who took part.

“They engaged directly with business leaders, in many cases for the first time, offering them hope in a time of need. They experienced an increase in motivation to pursue a successful career; improved confidence and a greater understanding of the job market. We estimated the monetary value at R2 604 775,” said Craker.

On July 28, the second CEO SleepOut is due to take place on the Nelson Mandela Bridge in Joburg and 1 000 participants are expected.

Chief executives and their teams can sign up at www.theceosleepoutza.co.za.