



The Canadian Public
Relations Society
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Measuring an organizations' Social Return on Investment to support business strategy

Presentation by: Stephanie Robertson – SROI Facilitator

In today's fiscal climate, being able to express the bottom-line value of social and environmental benefits created through corporate investments is increasingly important. More and more organizations are expected to apply the same rigor and research to their social giving budget as with any other business activity.

SROI's value is in its ability to help organizations strategize and plan their social investment program to align with overall business objectives. Once applied, the SROI formula allows for these investments to be evaluated and tweaked according to measured results to ensure ongoing alignment. The bottom-line measurement that SROI provides also allows organizations to tell the story clearly and in business language on how their investments are making a difference.

CPRS Calgary invites you to come learn about the importance of SROI and how it can support your organizations social investment objectives. All interested guests are welcome. Save your seat today and [register online!](#)

When: April 21, 2010

Time: 7:30 a.m. - Registration and breakfast
8:00 a.m. - 9:00 a.m. - Session and Q&A

Where: TransCanada Tower, 450 1st Street SW
Room 217 (on the +15 level next to Sunterra)

Pricing: Members: \$35
Non-Members \$50
Students \$20
Student non-members \$25

About Stephanie Robertson:

Stephanie Robertson is President and owner of the SiMPACT Strategy Group, a specialist agency in the areas of social impact management, valuation and performance measurement. Known for as an exceptional teacher and facilitator, Stephanie is an effective capacity-builder within organizations seeking to demonstrate the value of social investment from both the community and investor perspective.

Stephanie is three-time European award winner for business management case studies on social impact management and social entrepreneurship. She has been an advisor to federal cabinet ministers, co-founded a national non-profit organization and began her career in marketing. Stephanie has a BA from Trent University and an MBA from London Business School.



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About SiMPACT:

SiMPACT was established in 2005 with a vision to support management systems and skill development in the areas of strategic community investment and social return on investment (SROI).

SiMPACT is the facilitator of *LBG Canada*, a growing group of companies using the LBG Model as a management framework to maximize the value of community investment programs – for the community and for the business. Companies involved in LBG Canada are achieving a higher quality standard in program design, resource allocation and evaluation of the CI investments. The increasing use of the LBG Canada logo in public reporting symbolizes a commitment to quality and good governance of the CI portfolio.

About CPRS Calgary:

The Canadian Public Relations Society (CPRS) is a uniquely Canadian association of public relations professionals. CPRS Calgary, formed in 1958, is the local member society representing some of the brightest and most talented communications professionals in the city.

CPRS Calgary strives to support public relations professionals at every stage of their career. There's an increasingly strong student membership presence in CPRS Calgary, and an outstanding list of professional development events held September through June.

For more information on the organization or other upcoming events, visit <http://www.cprscalgary.com/>

For more information, please contact:

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