

# Social Return on Investment (SROI)

Measure social impact.  
Demonstrate value.  
Strengthen decision-making.



# Measuring impact strengthens accountability and trust

Nonprofit organisations are increasingly expected to demonstrate the value and impact of their programmes. Stakeholders, donors, and funding institutions want clear evidence that resources are being used effectively to generate meaningful social outcomes.

Traditional reporting methods often focus on activities or outputs rather than the broader social value created by nonprofit initiatives. As a result, organisations may struggle to communicate the full impact of their work.

The **Social Return on Investment (SROI)** course introduces participants to practical approaches for measuring the social value generated by nonprofit programmes and initiatives. Using the SROI methodology, organisations can evaluate the outcomes created by their activities and compare them to the resources invested.

Participants learn how to analyse social impact in a structured and credible way that strengthens transparency, accountability, and stakeholder confidence.

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## Why Social Impact Measurement Matters

Without effective impact measurement approaches, organisations often experience:

- Difficulty demonstrating the value of programmes and initiatives
- Limited evidence to support funding or investment decisions
- Challenges communicating impact to stakeholders and donors
- Weak data for strategic decision-making and programme improvement

This course equips nonprofit professionals with the tools needed to measure social value and communicate impact in a clear and compelling way.

## Programme Overview

The course explores the principles and practical application of Social Return on Investment (SROI) as a methodology for measuring social value.

### Participants explore how to:

- Understand the fundamentals of social value analysis
- Examine how SROI relates to other impact measurement approaches
- Apply the principles of social value in programme evaluation
- Conduct a Social Return on Investment (SROI) analysis
- Identify stakeholders and collect relevant impact data
- Present findings in ways that support strategic decision-making

## The result:

Clearer impact measurement. Stronger evidence of social value.  
More informed strategic decisions.

# What this programme prepares you to do

This course equips nonprofit professionals with the practical frameworks needed to measure and communicate the social value generated by programmes and initiatives.

Participants develop the capability to conduct structured SROI analyses, identify meaningful indicators of impact, and present results that strengthen organisational credibility and support strategic planning.

## What the Course Covers

- Introduction to social value analysis
- Understanding how SROI relates to other impact measurement approaches
- Principles of social value and their application in practice
- Identifying stakeholders and collecting impact data
- Conducting a Social Return on Investment (SROI) analysis
- Presenting impact findings to stakeholders and decision-makers

## Flexible Delivery

- As standalone professional training
- As part of full nonprofit programme development pathways
- Online or Face to Face

## Programme Details

### Training Days

2 Days

### Learning Hours

10 Hours

### Level

Practitioner -  
Professional

### Delivery Format

Instructor-led  
training

## Maximus Academy

Maximus Academy provides professional training designed to strengthen the capabilities of organisations working across nonprofit and social impact sectors.

Our programmes support organisations in measuring impact, demonstrating value, and improving the effectiveness of initiatives that serve communities.

Delivered by subject-matter experts with **experience in social impact measurement and evaluation.**

Delivered by **Subject Matter Experts**

# COCREATE TO ACTIVATE™

CoCreate to Activate™ is Maximus Academy's four-step method for building skills that last—not just in the classroom, but inside real organisations operating in fast-moving, high-demand sectors across the region.

**Turning capability into national outcomes.**



## **ASSESS**

Understand the real operating world



## **DESIGN**

Build training that fits the sector



## **DELIVER**

Teach through Saudi SMEs and practitioners



## **SUSTAIN**

Embed the change inside organisations

### **What this Ensures**

- Skills that match global industry demands, not generic international templates.
- Immediate operational impact, because training is built around real sector challenges.
- Lasting organisational capability through the adoption of performance-driven tools and behaviours.

It is the difference between training individuals and equipping an entire workforce with the capabilities to perform, adapt, and deliver at scale.



Register for the course through the QR code

**maximus academy**  
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*Training that fits your world*

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