



MPAN
MISSING
PERSONS
ADVOCACY
NETWORK



180Degrees
CONSULTING

MISSING PERSONS ADVOCACY NETWORK

180DC UNSW (Project Cycle 1 2021)



Presentation **Agenda**

- 1 Our Team
- 2 Executive Summary
- 3 Our Approach - the SROI Model
- 4 Outcome Identification
- 5 Future Considerations



Our Team



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Executive Summary

Client Situation

Missingness is an issue that goes largely under the radar but causes untold damages to the people it affects.



Complication

Due to this lack of knowledge, Missing Persons Advocacy Network (MPAN) often struggles to raise funds necessary for their awareness campaigns and to support families and loved ones.



Question

How can MPAN's brand value and social impact from their projects across communities in Australia be **quantitatively** measured for the public, government and corporate partners?



Result

To develop a Social Return on Investment (**SROI**) model that quantifies MPAN's brand value and social impact.



Social Return on Investment

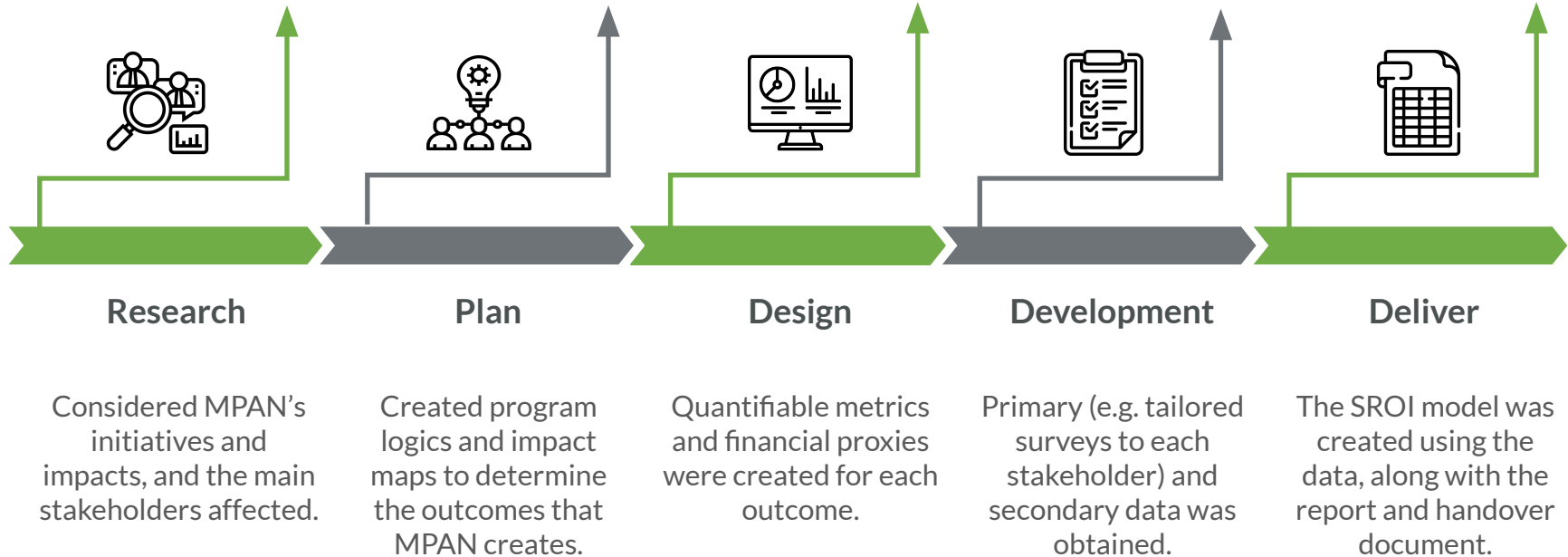


Insights - Ratios of Stakeholders



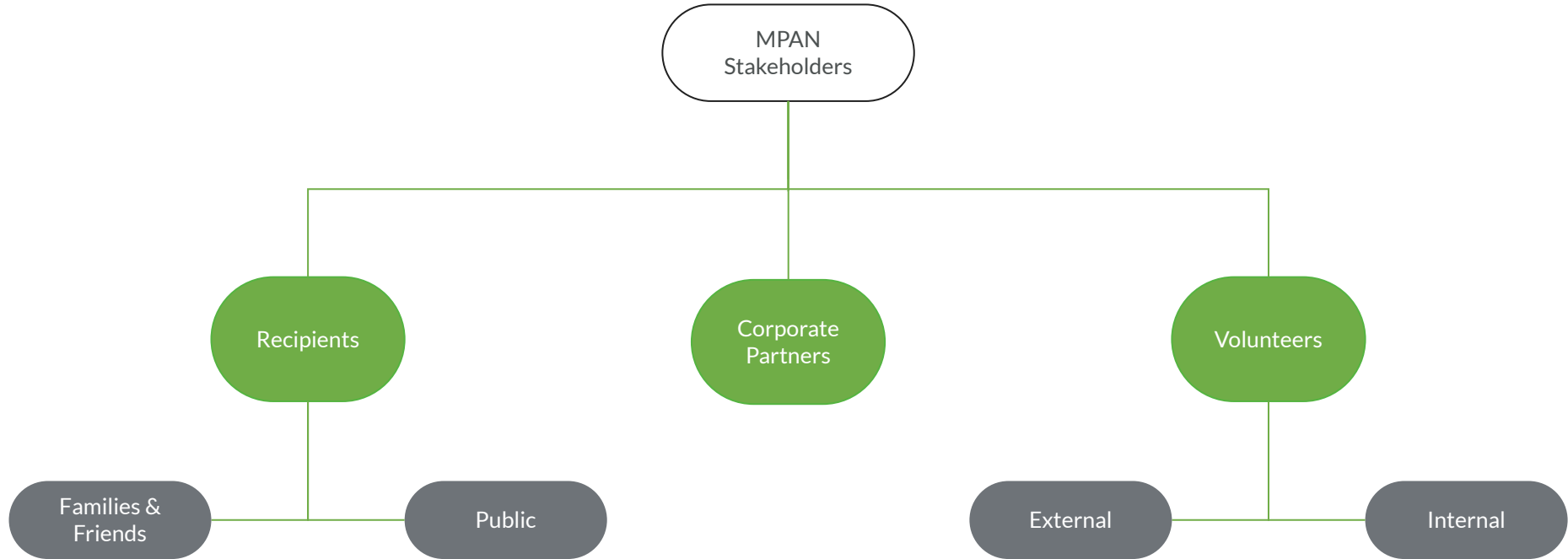


Key steps were taken to quantify MPAN's impact on their stakeholders.





Three key stakeholders were identified to be impacted by MPAN's initiatives.





Since interim, certain **outcomes** can have been **adjusted** or **removed** as our approach to the SROI model has evolved.

Recipients

Initiatives that fell outside the investment horizon

Rationale: 180DC removed old initiatives to ensure the model was current.

'Provide representation to the community'

Rationale: 180DC removed this outcome due to the difficulty of quantifying. Further, this outcome is a by-product of other outcomes, hence not mutually exclusive.

Corporate Partners

'Improve brand value'

Rationale: Creating brand value is not an appropriate 'social outcome' that is generated by NFPs. Rather, 180DC believes that the SROI model can be used to generate brand value.

Volunteers

Nil

No changes were made.



While MPAN is primarily focused on providing **direct** support to **families/friends**, MPAN's **media campaigns** and **projects** also create wide-reaching **indirect** impacts.

MPAN plays two key roles: (1) **direct family liaison**, and (2) **advocacy body for missing persons**

Families/Friends	General Public
<ol style="list-style-type: none">1. Emotional Support2. Psychological Support3. Sense of Belonging4. General Advice5. Contacts & Referrals	<p><i>MPAN's initiatives aim to facilitate the awareness of humanisation of 'missing persons'</i></p> <ol style="list-style-type: none">1. Missing Persons Guide2. What's Missing Podcast



\$5.23*

of social value created for families/friends and the general public

*The SROI calculation includes the impact generated by the MPG pre-2021.



By engaging **External Volunteers**, MPAN creates a positive impact beyond families/friends of missing persons.

MPAN primarily engages external volunteers via its Emotional Health Check-Ins Pilot Program (2020). The subsequent impact created by MPAN for external volunteers can be categorised into either professional or personal outcomes.

Professional Outcomes	Personal Outcomes
Professional up-skilling and development opportunities	Boosts satisfaction and morale



\$0.08

of social value created for external volunteers



MPAN has a pool of **Internal Volunteers** that are leveraged upon to manage various aspects of the organisation.

From volunteering at events to managing accounts, MPAN calls upon volunteers to help execute the organisation's operations. Similarly, the impact created for internal volunteers can also be categorised as either professional or personal.

Professional Outcomes	Personal Outcomes
Professional up-skilling and development opportunities	Intrinsic satisfaction of contributing to a cause



\$0.28

of social value created for internal volunteers



MPAN creates value through engaging a network of **Corporate Partners** and their **Employees**.

MPAN supports employee outcomes through their partnerships with Corporate Partners.

Professional Outcomes	Personal Outcomes
<ol style="list-style-type: none">1. Professional up-skilling and development opportunities2. Improved employee retention	<ol style="list-style-type: none">1. Intrinsic satisfaction of contributing to a cause



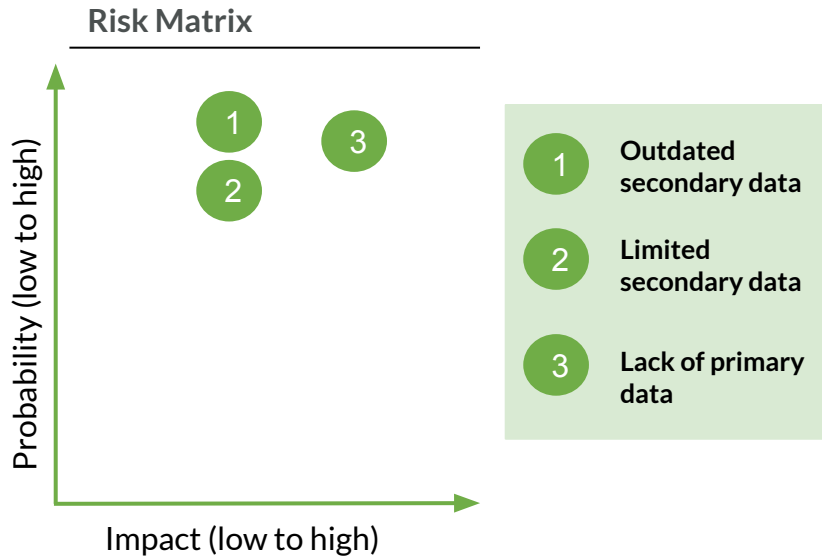
\$0.15

of social value created for corporate partners



MPAN can improve the **accuracy** and **reliability** of the SROI model by updating the model as more information is gathered.

In building the SROI model, 180DC have identified **three keys issues** that are undermining accuracy and reliability:



To **redress** these issues, 180DC proposes the following actions to be taken:

1

Researching and amending financial proxies as MPAN sees fit

2

Regularly updating inputs such as cohort size, investment, social media engagement rates

3

Ensuring data inputs are selected from within the applicable time period (i.e. 2021-2023)

4

Adjusting drop-off, deadweight and attribution rates in line with changing circumstances