

<b>SROI Indicator Template</b>	<b>Economic benefit of individual indicators</b>	<b>Total of all indicators</b>
<p><i>Note : An Indicator is a quantifiable measure used to monitor progress or impact in a given area or sector.</i></p> <p><i>Data: Use the most recently completed Annual Survey of Public Libraries or the Typical Week Survey to calculate the amount. If you are using the Typical Week Survey data, remember to multiply by 50.</i></p> <p><i>Circulation : For indicators requesting circulation, the annual circulation numbers and circulation statistics have been used.</i></p> <p><i>Most indicators include a list of possible items. Add additional items in the blank lines as needed to reflect your library.</i></p>		

### 1. Cultural Integrity and Regional Identity

#### 1 A. Economic benefit of special collections and other materials related to the culture and the history of the area (incl. Indigenous, French, immigrant languages, snowshoes, fishing rods, GPS, etc.)

Formula: [Cost of item] x [No. of items] = Economic Benefit

Item	Cost of item	No. of items	Economic Benefit
Board games, puzzles	\$10.00	79	\$790.00
French Book Titles	\$26.00	10,984	\$285,584.00
French DVDs	\$29.00	296	\$8,584.00
Indigenous resources	\$41.00	149	\$6,109.00
Local History Collection	\$41.00	1,097	\$44,977.00
Fishing rods			\$0.00
Material in other languages			\$0.00
Microfiche	\$350.00	249	\$87,150.00
Nordic walking poles	\$40.00	8	\$320.00
Puppets			\$0.00
Seed catalogue			\$0.00
Telescope			\$0.00
GPS			\$0.00
Snowshoes	\$50.00	13	\$650.00
			\$0.00

Databases	Annual subscription cost	N/A	Economic Benefit
Ancestry	\$261.00	N/A	\$261.00
Mango Languages	\$333.00	N/A	\$333.00
Mabiblio numerique	\$800.00	N/A	\$800.00
		N/A	\$0.00
		N/A	\$0.00
		N/A	\$0.00
<b>Subtotal</b>			<b>\$435,558.00</b>
			<b>\$435,558.00</b>

**1 B. Economic benefit of the promotion of local cultural and historical events, programs, advertising space and information services about local area**

Formula: [Cost of a 2-week radio campaign] x [4 events or the actual number of cultural events] = Economic Benefit

2016 Cost for a non-profit to run a 2-week radio campaign in Northern Ontario is \$945

Event	Cost of Service	No. of Events	Economic Benefit
<b>Subtotal</b>	<b>\$945.00</b>	<b>4</b>	<b>\$3,780.00</b>
			<b>\$3,780.00</b>

**1 C. Economic benefit of cultural events**

Formula: [Total attendance] x [Cost of program] = Economic Benefit

2016 Average cost of a cultural program in Northern Ontario is \$30

Event	Total Attendance	Cost of Program	Economic Benefit
Artist and author talks and exhibitions	23	\$30.00	\$690.00
Culture Days	64	\$30.00	\$1,920.00
Genealogy		\$30.00	\$0.00
First Nations Communities Reads		\$30.00	\$0.00
ON Public Library Week	30	\$30.00	\$900.00
First Nation Public Library Week		\$30.00	\$0.00
		\$30.00	\$0.00
		\$30.00	\$0.00
		\$30.00	\$0.00
<b>Subtotal</b>			<b>\$3,510.00</b>
			<b>\$3,510.00</b>

Total of economic benefit of Cultural Integrity & Regional Identity indicators

\$442,848.00

## 2. Social Inclusion

### 2 A. Economic benefit of accessible collections (i.e., Braille, large print books, Talking Books on CD, etc.)

Formula: [Cost of item] x [No. of items] = Economic Benefit

Item	Cost of item	No. of items	Economic Benefit
Braille			\$0.00
Daisy CDs, CELA requests	\$10.00	192	\$1,920.00
Daisy Readers	\$400.00	3	\$1,200.00
Large print books	\$26.00	1,434	\$37,284.00
Talking books on CD	\$43.00	1,383	\$59,469.00
			\$0.00
			\$0.00
<b>Subtotal</b>			<b>\$99,873.00</b>

### 2 B. Economic benefit of inter-library loans

Formula [Cost of service + Average shipping cost] x [No. of items borrowed] = Economic Benefit

Cost of service = [Staff hourly rate of pay] x [1.25 for benefits] / [60 minutes] x [27 minutes, which is the average length of time spent on task]

2016 Average shipping Cost (return) for 1 kg item is \$1.13; 2 kg item is \$1.33

Staff Hourly Rate	Cost of Service	Average Shipping cost/item	No. of Items Borrowed	Economic Benefit
\$17.76	\$9.99	\$1.13	302	\$3,358.24
<b>Subtotal</b>				<b>\$3,358.24</b>

### 2 C. Economic benefit of internet access

Formula: [No. of users] x [Cost of service] = Economic Benefit

2016 Cost of internet access is \$5

Type of service	No. of users	Cost of service	Economic Benefit
Number of people using workstations	5,723	\$5.00	\$28,615.00

Number of people using wireless connection	4,034	\$5.00	\$20,170.00		
<b>Subtotal</b>			<b>\$48,785.00</b>		<b>\$48,785.00</b>
<b><i>Total economic benefit of Social Inclusion indicators</i></b>					<b>\$152,016.24</b>

### 3. Cognitive & Literacy Development

#### 3 A. Economic benefit of Children and Youth circulation (incl. books, audio books, DVDs, databases and other materials directed at this age)

Formula: [Collection value] x [Annual circulation] + [Total circulation value x 18% in-library use] = Economic Benefit

2016: Discovery Station cost is \$5

2016: Average cost of e-books is \$28.

Item	Collection value	Annual Circulation	Total circulation value	18% in-library use	Economic Benefit
Audio Books			\$0.00	\$0.00	\$0.00
Discovery Station			\$0.00	\$0.00	\$0.00
DVDs			\$0.00	\$0.00	\$0.00
E-books			\$0.00	\$0.00	\$0.00
Fiction/non-fiction	\$17.00	6,416	\$109,072.00	\$19,632.96	\$128,704.96
Graphic novels			\$0.00	\$0.00	\$0.00
Music CDs			\$0.00	\$0.00	\$0.00
			\$0.00	\$0.00	\$0.00
			\$0.00	\$0.00	\$0.00
			\$0.00	\$0.00	\$0.00
			\$0.00	\$0.00	\$0.00
			\$0.00	\$0.00	\$0.00
<b>Databases</b>	<b>Annual subscription cost</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>Economic Benefit</b>
Audio Cloud; Kids InfoBits; NoveList K-8; NoveList K-8 Plus; PebbleGo; Tumble Books; Tumble Cloud; Tumble Cloud Jr.; Tumble Library	\$1,454.00	N/A	N/A	N/A	\$1,454.00
SRIS - Research and Homework Help for Younger Researchers		N/A	N/A	N/A	\$0.00
World Books		N/A	N/A	N/A	\$0.00
		N/A	N/A	N/A	\$0.00
		N/A	N/A	N/A	\$0.00

		N/A	N/A	N/A	\$0.00	
		N/A	N/A	N/A	\$0.00	
		N/A	N/A	N/A	\$0.00	
<b>Subtotal</b>					<b>\$130,158.96</b>	<b>\$130,158.96</b>

**3 B. Economic benefit of Children and Youth Programing**

Formula: [Total attendance] x [Cost of program] = Economic Benefit

2016 Cost of service is \$15

Type	Total attendance	Cost of program	Economic Benefit
Early literature & Early Learning	218	\$15.00	\$3,270.00
Homework help	4	\$15.00	\$60.00
Other Children's programming	396	\$15.00	\$5,940.00
Summer Reading	152	\$15.00	\$2,280.00
Teen programming		\$15.00	\$0.00
		\$15.00	\$0.00
		\$15.00	\$0.00
		\$15.00	\$0.00
		\$15.00	\$0.00
		\$15.00	\$0.00
<b>Subtotal</b>			<b>\$11,550.00</b>

**3. C. Economic benefit of class instruction at a library or a school**

Formula: [Total attendance] x [Cost of program] = Economic Benefit

2016 Cost of service based on an honorarium for professional services \$50

Description of program	Total attendance	Cost of program	Economic Benefit
Grade 8 visits	435	\$50.00	\$21,750.00
other		\$50.00	\$0.00
<b>Subtotal</b>			<b>\$21,750.00</b>

**Total economic benefit of Cognitive and Literacy Development indicators \$163,459**

#### 4. Health and Wellness

##### 4 A. Economic benefit of health-related programming delivered at the library

Formula: [Total attendance] x [Cost of program] = Economic Benefit

2016 Cost of program is \$25

Program type	Total Attendance	Cost of program	Economic Benefit
Al-Anon meetings		\$25.00	\$0.00
Alzheimer and Dementia		\$25.00	\$0.00
Diabetes		\$25.00	\$0.00
First Aid, Health and Workers Safety	34	\$25.00	\$850.00
Hearing Society		\$25.00	\$0.00
La Lèche League	4	\$25.00	\$100.00
Men's issues		\$25.00	\$0.00
Parenting		\$25.00	\$0.00
		\$25.00	\$0.00
		\$25.00	\$0.00
		\$25.00	\$0.00
		\$25.00	\$0.00
		\$25.00	\$0.00
<b>Subtotal</b>			<b>\$950.00</b>

\$950.00



**4 B. Economic benefit of Health and Wellness related collection (incl. books, E-books, DVD's)**

Formula: [Collection value] x [No. of items] = Economic Benefit

2016: Average cost of e-books is \$28.

Item	Collection value	No. of items	Economic Benefit
Adult Books	\$41.00	1,303	\$53,423.00
DVDs			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
<b>Databases:</b>	<b>Annual subscription cost</b>	<b>N/A</b>	<b>Economic Benefit</b>
Consumer Health Complete; Consumer Health Info (French); Teen Health & Wellness	\$248.00	N/A	\$248.00
		N/A	\$0.00
		N/A	\$0.00
		N/A	\$0.00
		N/A	\$0.00
		N/A	\$0.00
<b>Subtotal</b>			<b>\$53,671.00</b>
			<b>\$53,671.00</b>

**4 C. Economic benefit of in-library information requests**

Formula: [No. of requests] x [Cost of service] = Economic Benefit

2016 Cost of service is \$25

Service	No. of Requests	Cost of Service	Economic Benefit
Reader's Advisory	1,450	\$25.00	\$36,250.00
Reference: Electronic and Standard	4,450	\$25.00	\$111,250.00
Information Communication Technology, software and social media support requests	1,550	\$25.00	\$38,750.00
<b>Subtotal</b>			<b>\$186,250.00</b>
			<b>\$186,250.00</b>

**5. Engaged Citizens and Safer Communities**

**5 A. Economic benefit of a library membership**

Formula: [No. of library members] x [Average cost of an annual recreation membership] = Economic Benefit

2016 Average cost of an annual recreation membership in Northern Ontario is \$483

No. of library members	Average cost of rec membership	Economic Benefit
3,103	\$483.00	\$1,498,749.00

<b>Subtotal</b>		<b>\$1,498,749.00</b>	<b>\$1,498,749.00</b>
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**5 B. Economic benefit of volunteer hours (incl. adults, board members, community hours and student coops)**

Formula: [Total No. of volunteer hours] x [Minimum wage + benefits] = Economic Benefit

2016 Minimum hourly wage is \$11.25 plus 13% mandatory benefits \$12.71

Item	Total number of volunteer hours	Minimum wage + benefits	Economic Benefit
Adult	163	\$12.71	\$2,072.14
Board members	120	\$12.71	\$1,525.50
Knitting club instructor		\$12.71	\$0.00
Student Community hours	457	\$12.71	\$5,809.61
		\$12.71	\$0.00
		\$12.71	\$0.00
		\$12.71	\$0.00
		\$12.71	\$0.00

<b>Subtotal</b>		<b>\$9,407.25</b>	<b>\$9,407.25</b>
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**5 C. Economic benefit of community development workshops**

Formula: [Total attendance] x [Cost of program or service] = Economic Benefit

2016 Cost of program or service is \$25

Type	Total attendance	Cost of program or service	Economic Benefit
Community Development Workshops: Careers, job help/skills	41	\$25.00	\$1,025.00
Newcomer Programs	15	\$25.00	\$375.00
Technology, social media and computer literacy workshops	129	\$25.00	\$3,225.00
<b>Subtotal</b>			<b>\$4,625.00</b>

**Total economic benefit of Engaged Citizens and Safer Communities indicators** **\$1,512,781.25**

## 6. Entertainment and Enjoyment

### 6 A. Economic benefit of Adult Circulation (all materials)

Formula: [Collection value] x [Annual circulation] + [Total circulation value x 18% in-library use] = Economic Benefit

2016: Average cost of e-books is \$28.

Item	Collection value	Annual circulation	Total circulation value	18% in-library use	Economic Benefit
Audio books			\$0.00	\$0.00	\$0.00
E-Books			\$0.00	\$0.00	\$0.00
Graphic novels			\$0.00	\$0.00	\$0.00
DVDs	\$32.00	10,952	\$350,464.00	\$63,083.52	\$413,547.52
Equipment: e.g. Camera, E-readers, IPads, mobile hotspot devices, notepads, tablets, wireless stick			\$0.00	\$0.00	\$0.00
Fiction/Non-fiction	\$37.00	15,275	\$565,175.00	\$101,731.50	\$666,906.50
Paperbacks	\$21.00	1,817	\$38,157.00	\$6,868.26	\$45,025.26
Periodicals (all titles)	\$3.00	2,411	\$7,233.00	\$1,301.94	\$8,534.94
Playaway			\$0.00	\$0.00	\$0.00
Music CDs	\$18.00	48	\$864.00	\$155.52	\$1,019.52
			\$0.00	\$0.00	\$0.00
			\$0.00	\$0.00	\$0.00
<b>Databases</b>	<b>Annual subscription cost</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>Economic Benefit</b>
Career Cruising; Canadian POV; NoveList; NoveList Plus; Chilton; CPI.Q; Virtual Reference Library; General OneFile; Literature Resource Centre, Gale	\$1,594.00	N/A	N/A	N/A	\$1,594.00
Axis 360		N/A	N/A	N/A	\$0.00
OverDrive	\$2,040.00	N/A	N/A	N/A	\$2,040.00
Zinio	\$2,200.00	N/A	N/A	N/A	\$2,200.00
		N/A	N/A	N/A	\$0.00
		N/A	N/A	N/A	\$0.00
<b>Subtotal</b>					<b>\$1,140,867.74</b>
					<b>\$1,140,867.74</b>

**6 B. Economic benefit of Adult & Seniors programming and services (incl. yoga, knitting, cooking, etc.)**

Formula: [Total attendance] x [Cost of program or service] = Economic Benefit

2016 Cost of program is \$20

Type	Total attendance	Cost of program or service	Economic Benefit
Adult learning	282	\$20.00	\$5,640.00
Art classes, music classes	60	\$20.00	\$1,200.00
Book clubs	122	\$20.00	\$2,440.00
Knitting, sewing, quilting	117	\$20.00	\$2,340.00
Seniors		\$20.00	\$0.00
Shut-in/homebound service	323	\$20.00	\$6,460.00
Yoga		\$20.00	\$0.00
		\$20.00	\$0.00
		\$20.00	\$0.00
		\$20.00	\$0.00
<b>Subtotal</b>			<b>\$18,080.00</b>

**6 C. Economic benefit of library visits**

Formula: [Total No. of visits to the library in person] x [Cost of service] = Economic Benefit

2016 Cost of service is \$5

No. of Visitors	Cost of service	Economic Benefit
51,961	\$5.00	\$259,805.00
<b>Subtotal</b>		<b>\$259,805.00</b>

**Total economic benefit of Enjoyment and Entertainment indicators \$1,418,752.74**

## 7. Economic Development

### 7 A. Economic benefit of funds leveraged from outside the community (incl. library-specific funding e.g. capacity building, ILDS, pay equity, provincial operating grants)

Formula: [Total funds] = Economic Benefit

Source	Total Funds	Economic Benefit		
Capacity Building Funding	\$6,259.00	\$6,259.00		
Contract revenue from other municipalities	\$10,145.00	\$10,145.00		
Pay Equity Grant	\$831.00	\$831.00		
Provincial Operating Funding	\$22,428.00	\$22,428.00		
ILDS		\$0.00		
		\$0.00		
		\$0.00		
<b>Subtotal</b>		<b>\$39,663.00</b>		<b>\$39,663.00</b>

### 7 B. Economic benefit of self-generated revenue (incl. contracts, donations, employment funding, fees, grants, room rental). Project funding available only through application.

Formula: [Total self-generated funds] = Economic Benefit

Source	Total Self-generated Funds	Economic Benefit		
Donations: incl. community foundations, private donations	\$17,841.00	\$17,841.00		
Grant Revenue	\$5,051.00	\$5,051.00		
OLCF project-based funding		\$0.00		
Self-generated revenue: café revenue, contracts, fees, fines, fundraising sales, room rental, etc.	\$11,941.00	\$11,941.00		
	\$548.00	\$548.00		
		\$0.00		
		\$0.00		
		\$0.00		
<b>Subtotal</b>		<b>\$35,381.00</b>		<b>\$35,381.00</b>

**7 C. Economic benefit of Employment, Training and Development**

Formula: [Total salaries + benefits] x [Multiplier Effect] + [Training + development costs] = Economic Benefit

Item	Total salaries + benefits	Multiplier Effect	Economic Benefit
Salaries + benefits	\$349,667.00	1.7	\$594,433.90
Training + development costs	\$3,489.00	N/A	\$3,489.00
<b>Subtotal</b>			<b>\$597,922.90</b>

**Total Economic Benefit of Economic Development indicators** **\$672,966.90**

**Total Economic Benefit of the 7 Indicator Areas** **\$4,603,695.09**

**Totaling Indicators**

Indicators	Economic Benefit
1. Cultural Integrity & Regional Identity (Line 61)	\$442,848.00
2. Social Inclusion (Line 96)	\$152,016.24
3. Cognitive Literacy (Line 156)	\$163,458.96
4. Health & Wellness (Line 212)	\$240,871.00
5. Engaged Citizens & Safer Communities (Line 250)	\$1,512,781.25
6. Entertainment & Enjoyment (Line 306)	\$1,418,752.74
7. Economic Development (Line 346)	\$672,966.90
<b>Subtotal</b>	<b>\$4,603,695.09</b>
Premium Value for underserved area* (Line 379)	1.02
<b>Total Economic Benefit of the 7 indicator areas</b>	<b>\$4,680,190.16</b>

\*The Premium Value calculation for the underserved area is based on the percentage difference between the cost of a Nutritious Food Basket in Toronto and the locale. Figures are obtained through regional public health units.

### Social Return on Investment Data

#### Premium Value: (2016 Example)

Toronto (Monthly cost of Nutritious Food Basket for a family of four)	\$ 858.81	
Example: Sudbury Health Unit: Cost of Nutritious Food Basket (Monthly cost for a Family of Four)	\$ 873.08	
<b>Premium value</b>	1.02	<b>1.02%</b>

<b>Residents in catchment area</b> (Use 2016 census data)	11,700
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<b>Households in catchment area</b> (Use 2016 census data)	5,452
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<b>Impact of an Open hour</b> (This calculation only includes benefits that require an open library)	
Economic benefit of the circulation of all materials for all ages (Indicators 3A & 6A) (Lines 128 + 279)	\$1,271,026.70
Economic benefit of all programs & services (Indicators 1C, 2B, 3B, 3C, 4A, 4C, 5C, 6B, 6C) (Lines 59+85+145+154+178+210+248+296+304)	\$509,878.24
Economic benefit of internet access (Indicator 2C) (Line 94)	\$48,785.00
<b>Total</b>	<b>\$1,829,689.94</b>
Number of hours the library is open at all branches, less statutory holidays	4,200
<b>Impact of an Open Hour</b>	<b>\$435.64</b>

<b>Municipal Contribution in 2016</b> (Annual Survey Report-Local operating funding). Union libraries should include all municipal contributions.	\$ 392,262.00
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Social Return on Investment Calculations		Economic Benefit
Economic Benefit	Economic Benefit of the 7 indicator areas (Line 350)	\$4,603,695.09
Total Economic Benefit	Economic Benefit x Premium Value for locale (Line 368)	\$4,680,190.16
Benefit per Resident	Total Economic Benefit divided by number of residents in catchment area. (Line 404 divided by Line 382)	\$400.02
Benefit per household	Total Economic Benefit divided by the number of households in catchment area (Line 404 divided by Line 385)	\$858.44
Impact of one Open Hour	Economic Benefit of the circulation of all materials for all ages, plus the total economic benefit of all programs and services, plus the economic benefit of internet access, divided by the total number of open library hours of all branches, not including the statutory holidays. (Line 394)	\$435.64
Total Social Return on Investment	Total Economic Benefit divided by the municipality's operating grant (Line 404 divided by Line 397)	11.93
Total Social Return on Investment as Percentage	Total Social Return on Investment expressed as a percentage (Line 408 x 100)	1193%