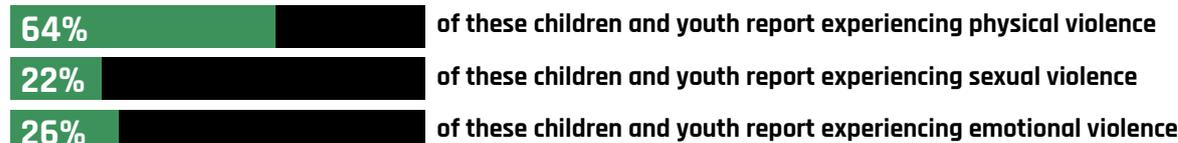




Summary

 More than half of East Africa's population is under the age of 18



Violence and maltreatment of children costs East Africa over **\$20 billion annually** and inhibits the region's aspirations to develop inclusively.¹

Citizens 4 Change

is a social lab² that seeks to understand and resolve the complex social challenge of violence against children by using the "wisdom of the crowd" approach to protect East Africa's children from physical, sexual and emotional violence and abuse. Our goal is to spread protective norms in East Africa so that children grow up in safe and inclusive societies.

We aim to protect children from violence and harm by:

- CREATING COMMUNITY:** Building a crowd of citizen protectors who have the motivation, skills, and networks that enable them to protect children from maltreatment or harm.
- USING TECH FOR GOOD:** Developing and deploying a mobile SMS platform that enables us to map, track, communicate with, and mobilise citizens who want to do the right thing.
- DECOLONISING RESEARCH:** Building an evidence base about the beliefs and actions of a growing mass of child protectors, calculating the social value being generated by the crowd of protectors, and demonstrating what works to prevent and respond to violence against children in East Africa.
- DEVELOPING THE SOCIAL BUSINESS:** Working towards proof of concept by the end of 2023 so that we are positioned to scale up our activities in the East Africa region.

Social Return on Investment (SROI) analyses measures and accounts for value

SROI measures change in ways that are relevant to the people who contribute to it. It tells the story of how change is created by measuring social, economic, or environmental outcomes and using monetary values to account for them. This enables a ratio of benefits to costs to be calculated.³

Study scope

This study is a forecast for the period of 2021, establishing a hypothetical baseline of the social value created by citizen child protectors in Tanzania & Uganda. It does not establish an actual social value based on empirical evidence. C4C will conduct routine social value monitoring to accompany its financial monitoring. Our social value accounts inform our choices about where to invest effort, influence our advocacy & attract funders.

In 2021, we envisage achieving the following outcomes and social value:

1. 19,500 Children protected from harm; valued at £809,494
2. Protective norms spread amongst 26,000 citizen protectors, valued at £2,299,050
3. Progress demonstrated in achieving National Plans of Action to End Violence, valued at £60,750
4. The wisdom of East African child protectors influences the thinking of 11 global EAWC actors, valued at £445.5k

The SROI forecasts a £3 social return from every £1 invested in Citizens 4 Change.

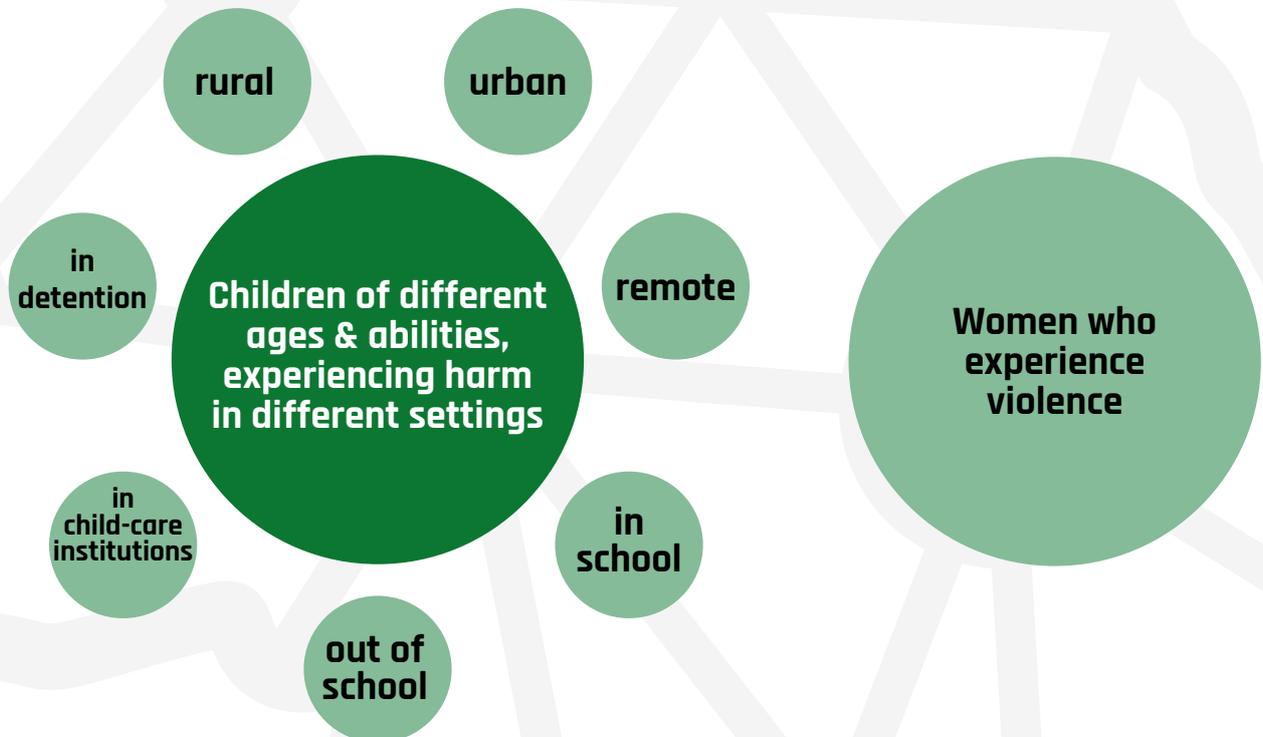
Citizens 4 Change's 2021 Theory of Action

Outputs	Short-term outcomes	Intermediate outcomes	2nd generation outcomes	
8 Junior Councils mobilize to enhance School Safety for All	Children at risk of harm possess tools to keep themselves safe	The existence & behaviours of a critical mass of child protectors demonstrate progress in achieving National Plans to End Violence	Protective norms spread	Children live in safe & inclusive societies
9,500 people in Shinyanga & the Tanzanian school system make efforts to resolve the collective action problem of violence	Citizen protectors take action to prevent & respond to violence against women & children (VAWC)			
Data analytics aggregate & reveal the knowledge & problem-solving capabilities of the crowd of child protectors	Perpetrators of harm cultivate empathy Elucidation of the lived experience of victims, perpetrators & protectors			

1. Fang, Brown, et al, 2012; Institute for Economics and Peace, 2015; Korir, et al; 2016; McCarthy et al, 2016; Pereznieta et al, 2014; Save the Children South Africa, 2017
 2. Hassan, 2012
 3. SROI Guide, 2012

1/ Stakeholders

Victims of harm in Tanzania & Uganda: **19,500**



Perpetrators of harm in Tanzania & Uganda: **60**



Citizen protectors in Tanzania & Uganda: **26,000**



Community volunteers

Women's Groups, Foster carers, Fit persons, SunguSungu, Neighbourhood watch, Wazee wa Gunguli, Traditional & Religious leaders, MTAKUWA committees & 10 Cell Leaders



The Caring Professions

Social Workers, Community Development Officers, Counsellors, Nurses & The Social Welfare Commission



The School

Heads of Schools, School Management Boards, Teachers & Junior Councils



The Law

Police, Gender & Children's Desk, Prison officers, Juvenile Detention Centre, Primary & District Courts, State Prosecutors, Paralegals & Prevention and Combating of Corruption Bureau.

Representatives of the East Africa Development Community: 15

The Tanzania Government



Ministerial Level

- Department of Community Development & Department of Health in the Ministry of Health, Gender, Elderly & Children.
- Health department, Coordinator of Community Development & Social Welfare Commission in President's Office - Regional & Local Government.
- The Departments of Primary & Secondary in the Ministry of Education.



Local Government Authority

- Regional Commissioner, District Executive Director, District Medical Officer, District Community Development Officer.
- Ward Executive Officers & Ward Development Committee members.
- Representatives from Regional and District MTAKUWWA committees.

Tanzania Civic Space

Civil Society Organisations	Cultural groups	The media - Tanzanian Press Clubs, Journalists, Bloggers, Broadcasters & Community radio stations	Networks & coalitions that intersect with VAWC	Academia in Tanzania - University of Dar es Salaam

Members of C4C Community Interest Company: 10



Freelancers & suppliers



Team members



Regulatory authorities - HMRC, Companies House, The Information Commissioner

Representatives of the global community working to end violence against women & children 11



Research partners / funders



Foundations in Elevate Children Group



Corporate backers



End Violence



Fielding Graduate University

2/ Inputs & outputs

Inputs capture what stakeholders invest in terms of money and time. Outputs are a summary of the activities stakeholders are involved in.

Stakeholders	Inputs	Outputs
Children at risk of harm in Tanzania & Uganda	Commitment to learn new information, practice new skills & the initiative to reach out to educate & protect their peers.	500 access tools to keep themselves safe & learn how to make sense of their experience of VAWC, via engagement in the Junior Councils & Safe schools projects.
Citizen protectors in Tanzania & Uganda	Bear the cognitive load of considering how to be of help. Time & interpersonal skills to calm the situation & investigate what had happened. Transport & networks to report the case & seek out support from duty bearers. Personal provision of care to the child until a referral can be made.	20,000 receive SMS messages that invite them to respond to 7 surveys that provide information & seek their views. 270 participate in F2F workshops in Shinyanga where they make sense of their experience of VAWC. 200 participate in online webinars to build solidarity & develop child protection skills. 15,000 engagements with C4Cs social media.
Perpetrators of harm in Tanzania & Uganda	Not covered under the scope of this study.	Participate in dialogues that cultivate empathy.
Representatives of the East Africa Development Community	Staff time to co-sense the system in which VAWC arises, to prototype & to evolve solutions.	5 development agencies design & resource projects that enable them to scale their impact. One Local Government Authority [Shinyanga District Council] participates in a participatory action research project to advance its regional plan to end violence against women & children.
Members of C4C Community Interest Company	Time & skills to operationalize C4Cs vision.	7 team members develop skills to work with complexity. 4 develop capacity to use data for social impact.
Representatives of the global community working to end violence against women & children	Investment in C4C projects & business development.	3 access a de-colonised understanding of social norms towards VAWC in Tanzania.

3/ Outcomes, Quantity, Depth & Duration of change

Number of people experiencing outcome based on C4Cs targets. The average amount of change experienced per stakeholders. How long the impacts of an intervention last for the stakeholder.

Table 1: Outcomes, Quantity, Depth & Duration of change

Stakeholders	Outcomes	Quantity of change	Amount of change per stakeholder (depth)	Duration of change
Children at risk of harm in Tanzania & Uganda	Children protected from harm	19,500	High	4 years
Citizen protectors in Tanzania & Uganda	Protective norms spread	26,000	High	5 years
Perpetrators of harm in Tanzania & Uganda	Perpetrators transform & become protectors	0	High	1 year
Representatives of the East Africa Development Community	Progress demonstrated in achieving National Plans of Action to End Violence	15	Low	2 years
Members of C4C Community Interest Company	Business infrastructure, tools & processes in place	10	Medium	3 year3
Representatives of the global community working to end violence against women & children	The wisdom of East African child protectors influence the thinking of global EVAWC actors	11	Low	1 year

4/ Valuing change

“The purpose of valuation is to reveal the value of outcomes and to show how important they are relative to other outcomes”.⁴

This requires identifying appropriate financial values for each outcome & assigning a monetary value to things that do not have a market price. SROI uses financial proxies to estimate the social value of non-traded goods to different stakeholders; those who are affected by the intervention.

The weighting is a scale that demonstrates how important the outcome is to stakeholders.

Where 1 = Not important at all; 2 = Nice to have; 3 = Somewhat important; 4 = Important; and 5 = Extremely important.

Table 2: Financial proxies for social value

Outcome description	Indicator	Weighting	Financial proxy	Value £
Children protected from harm	Survey that asks every Citizen 4 Change how many children they have protected in the last three months [Key Performance Indicator Survey]	4	Time spent by a district social welfare officer or community development officer to respond to the report of a child safeguarding concern @ Estimated hourly pay of £10.25/ hour (Tsh 33,500 /hr). Assuming an average of 20 hours per child	£205
Protective norms spread	Repeated surveys collect data about attitudes & prevalence of VAWC, about their social networks & relational ties	3	Well-being measure for “Good neighbourhood” with an adjustment for cost of living which reduces the values of the proxy was by 50.11%, based on a comparison between the consumer price index (including rent) in Tanzania and in the United Kingdom ⁵	£524
Perpetrators transform & become protectors	Narrative interviews ask them to make sense of their world-views before and after their interaction with Citizens 4 Change	2	Well-being measure for “Never arrested” with an adjustment for cost of living which reduces the values of the proxy was by 50.11%, based on a comparison between the consumer price index (including rent) in Tanzania and in the United Kingdom	£1, 842
Progress demonstrated in achieving National Plans of Action to End Violence. Business infrastructure, tools & processes in place	KPI survey dashboard shows progress against NPA-VACW commitments & indicators	2	Evidencing of impact via payment for a competitor service such as https://impactreporting.co.uk/pricing/	£24,000
Business infrastructure, tools & processes in place	Six-monthly operational reviews track progress in Strategy, Technology, C4C engagement, Communications, Policy, Risks, Human Resources, Banking, Accounts & Finances, Leads; Funders & Partners & Governance	4	Readiness to obtain tech for good investment	£100,000
The wisdom of East African child protectors influence the thinking of global EVAWC actors	# & type of publications, downloads of them & requests for C4C to speak at conferences & webinars about EVAWC; & increase in revenue from Grants from Elevate Children Funders Group	3	The amount that a funder would spend on generating research & advocating for change with East African Governments	£200,000

5. There are no datasets of financial proxies in Tanzania for measures related to wellbeing. The work done by Fujiwara et al provides the first step in developing a common language for measuring social impact. The values that have been used are in the UK Social Value bank and have been drawn from national surveys in the UK that are consistent and robust.

5/ Materiality

Material outcomes are those that are important enough to consider when making decisions about allocating resources. An outcome is considered to be material if it is relevant to the organisation's policies and programmes, or to stakeholders' priorities; and significant, based on the value that it creates.

Materiality judgements are based on qualitative data for judgements about relevance and based on quantitative data for judgements about significance. An outcome can be relevant but not significant or relevant and significant. Either could be included as material depending on the organisation's thresholds.

Table 3: Materiality decisions

Outcome	Relevant?	Significant?	Material?
Children protected from harm	YES	YES	YES
Protective norms spread	YES	YES	YES
Perpetrators transform & become protectors	YES	NO	NO
Progress demonstrated in achieving National Plans of Action to End Violence	YES	NO	NO
Business infrastructure, tools & processes in place	YES	NO	YES
The wisdom of East African child protectors influence the thinking of global EAWC actors	YES	NO	NO

6/ Calculation of impact

Impact is the difference between the outcomes for participants, taking into account what would have happened anyway, the contribution of others and the length of time the outcomes last. To calculate the impact of each outcome, the financial proxy is multiplied by the quantity of the outcome. This gives a total impact value per outcome. From this total the percentages of deadweight, attribution and dropoff are deducted; leaving us with the overall impact of the outcomes.

Table 3: Social impact calculations by outcome

Outcome	Social impact calculation
Children protected from harm	£809,494
Protective norms spread	£2,299,050
Perpetrators transform & become protectors	£0 ⁶
Progress demonstrated in achieving National Plans of Action to End Violence	£60,750
Business infrastructure, tools & processes in place	£0 ⁷
The wisdom of East African child protectors influence the thinking of global EAWC actors	£445,500

6. This Stakeholder Group is not covered under the scope of 2021 interventions

7. The social value of this outcome is £0 because the input cost of developing the business tech is more than the monetary amount of the financial proxy being used to calculate social value

Social return calculation

Total Present Value (PV)

£5,102,768

Value of the inputs

£1,548,000

1:3

7/ Limitations in the application of the SROI principles & next steps

Table 5: Limitations & Responses

Principle	Limitation
Involve stakeholders	Limited consultation with 24 stakeholders who self-identify as protectors. Insufficient consultation with protectors given the targets for our reach in this stakeholder group. No consultation with representatives of other stakeholder groups.
Improvements planned for 2022 version: Data to track key performance indicators [particularly around numbers of children protected, outcomes for children and engagement with C4C] will be systematically collected every 3 months via mobile & USSD surveys from Aug 21.	
Understand what changes	Outcomes are forecast based upon C4Cs strategic intent. This does not capture changes in outcomes for children who have been protected; nor the outcome [if any] from C4Cs influence.
Improvements planned for 2022 version: C4C will need to decide how best to 1/ Approach its efforts to influence the global child protection community and 2/ How to measure the outcomes of this influence.	
Value the things that matter	These outcomes were considered to be material 1. Children protected from harm. 2. Protective norms spread. 3. Business infrastructure, tools & processes in place. In an evaluative SROI we would expect to see outcomes 1 & 2 brought to life by indicating the ways in which children are protected & the outcomes for them; and the type and transmission of new norms.
Improvements planned for 2022 version: Social Network Analysis of potentially 82,000 data points & a VAWC prevalence survey in schools & Shinyanga District should strengthen claims around social norm change. The KPI survey will collect data about numbers of children protected & outcomes for them & how this advances NPA-VAWC commitments.	
Only include what is material and do not over-claim	Deadweight, displacement & attribution have been calculated prudently.
Improvements planned for 2022 version: KPI survey will ask questions that seek out stakeholders' assessment of deadweight, displacement & attribution percentages.	
Be transparent	This SROI is a forecast based on strategic intent. The analysis does not evaluate the actual SROI from C4Cs interventions in 2021.
Improvements planned for 2022 version: The 2022 SROI will draw on actual data derived from stakeholders. Verify the result.	
Verify the result	This seeks to establish a hypothetical baseline of the social value created by community based child protection in Tanzania. It does not establish an actual social value based on empirical evidence.
Improvements planned for 2022 version: An evaluative SROI based on stakeholders' actual protective actions & their perspective of the value of those actions will be conducted annually from 2022.	