



The social value of CLG Na Fianna

#HEARTOFTHECOMMUNITY

#CROÍANPHOBAIL

Independent,
objective and
internationally
**ASSURED
REPORT**



Dublin County Board and Na Fianna commissioned Sandra Velthuis of **Whitebarn Consulting** to undertake a Social Return On Investment (SROI) study of the club for the year July 2017 – June 2018. This summary document presents some key findings.





Independent, internationally recognised FACTS...



Sandra Velthuis is an Accredited Practitioner of SROI and her report has been assured by **Social Value International**.

SROI is a principles-based approach that uses a process known as 'monetisation' to equate the value that people place on outcomes generated by an organisation or programme to other things that they attach importance to.

Methods

- 667 survey responses
- 17 one-to-one interviews
- 5 focus groups
- Working group
- Desk research

Investments made into club

- Total: nearly €3.5 million
- Proxy value of volunteer time: nearly €2.5 million (more than 70% of total)
- Cash: less than €800,000
- Remainder is assets and proxies

A dizzying array of activities

- c. 3,000 members
 - 166 teams of 1,938 registered players across 6 codes at time of evaluation (now 174 teams)
 - 40+ workgroups
 - Coaching in 10 schools
 - 7 culturally aligned enterprises based at Mobhi Road
 - Countless cultural, social and health initiatives
 - Ongoing fundraising activities
 - Facilities management for playing and training locations
 - Growing by c. 10% pa
 - Membership 42% female, 58% male
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Irish cultural identity expressed through association with CLG Na Fianna

• Values generated for different stakeholders

- players €40,125,637
- parents €5,360,714
- non-playing members €4,469,673
- supporters €1,444,896
- volunteers €522,917
- members of local community €113,530
- on-site enterprises €60,736
- schools €46,634
- venue renters €26,730
- governing bodies €18,822
- sponsors €4,375

Most valuable outcomes
improved health, friendships and a sense of belonging

Some survey findings from members, non-members, the local community and other stakeholders...

Health, wellness and skills

- 93% said their physical and mental health improved in a way it would not have without club involvement
- 97% learned new sporting and life skills
- 89% formed friendships at Na Fianna that they would not have otherwise made
- 97% of parents believed that Na Fianna provides their children with valuable health and social benefits

Promoting positive community engagement

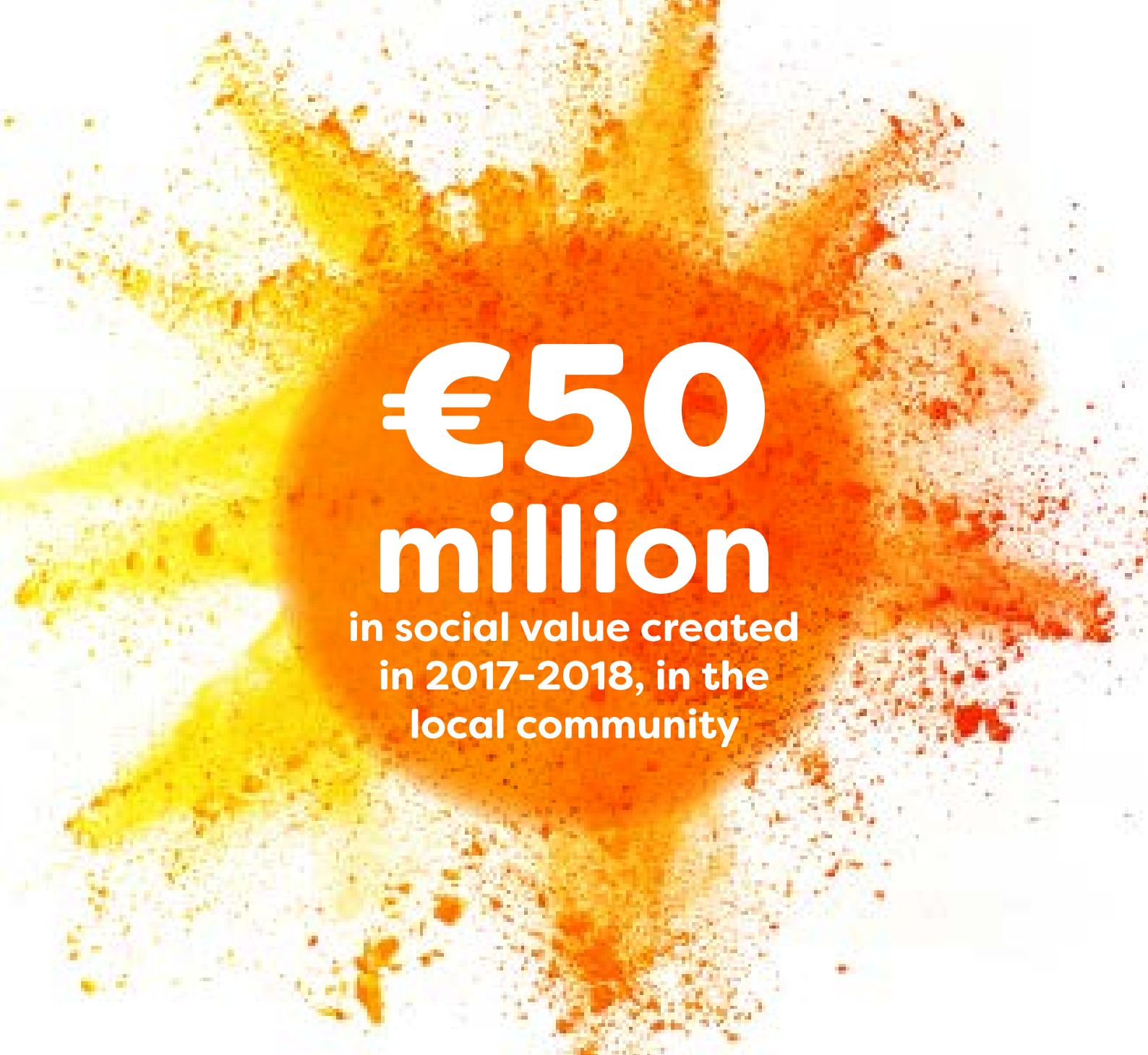
- 87% felt a sense of belonging
- 92% contributed to fundraising
- 73% volunteered
- 79% owned club colours

Preservation of Irish culture

How important is the preservation of Irish culture to you personally?

Very important - 79%
Somewhat important - 17%
Not so important - 2%
Not at all important - 2%





€50 million

in social value created
in 2017-2018, in the
local community

Na Fianna generated in the order of
€50 million of social value in the club year.

For every **€1** equivalent invested into Na Fianna,
in the region of **€15** of social value was created.

Conservatively extrapolating these results
to all 91 clubs under the remit of the Dublin County Board,
around **€1 billion** of social value is generated each year.

Want more detail?

The full report and value map are available at www.clgnafianna.ie