

# PS V ProSocial Valuation<sup>SM</sup>

2021 Independent Study

**Valuing the Social Impact  
& ROI Created by Cell-Ed**



cell-ed

# Cell-Ed

## Delivering Measurable Social Impact and ROI

With a social ROI of \$55-to-\$1, Cell-Ed has cracked the code on how to deliver measurable social impact.

*“For funders seeking to do the most good with their dollars, Cell-Ed is an unduplicated opportunity.”*

- Lesa Ukman, president, ProSocial Valuation Service  
(a social ROI company)

# What's Social Impact?

- Beyond GDP, financial reports, economic impact, or Guidestar metrics
- Impact on Quality of life: health and well-being
- Parks as an asset instead of liability
- Festivals as cultural benefit and economic impact
- Arts and sports as investments not expenses



# How's It Valued?

- Uses same rigor and transparency as financial ROI
- Values the benefits of the health and well-being of individuals, communities, and nations
- Uses evidence-based, external research to determine a dollar value to outcomes, usually based on savings to the public or benefits to the individual



# Why Does It Matter?

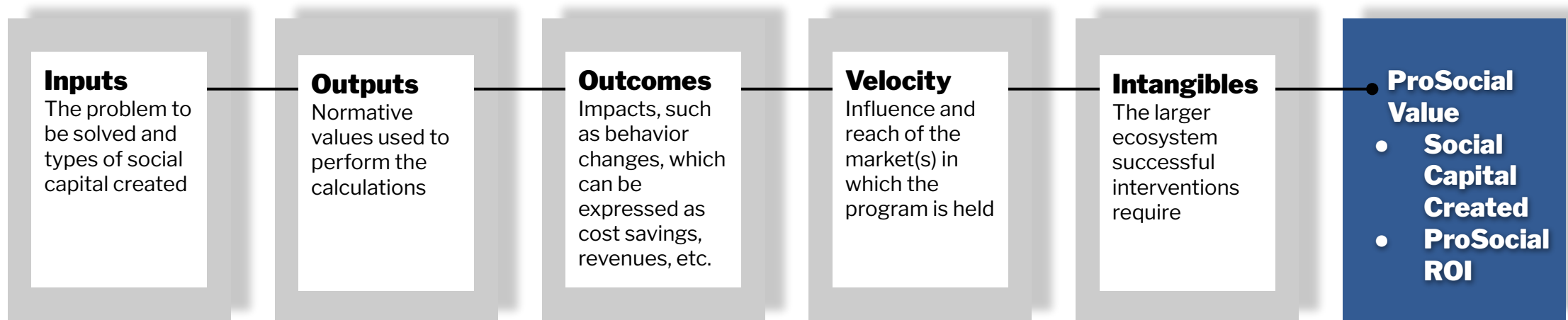
- Doing “good” has to be quantified or it can’t be “complete”
- Investments have to be monetized for justification
- Money can go where it does the most good



# ProSocial Methodology

## How We Measure Social Capital and Impact

### Process: Smart + Heart



# Cell-Ed: Literacy & mobile learning truly matter

Study based  
on one group  
of Cell-Ed Learners  
from 2020

## The Literacy Challenge

46M

US adults  
possessing low  
literacy skills

89%

Adults with low  
literacy skills unable  
to attend in-person  
courses

## Cell-Ed Participation

5,268

Sample size of  
people who have  
completed Cell-Ed  
courses

0.72

Grade level  
literacy increase  
per course

## Cell-Ed Platform Success

Cell-Ed  
participants  
engaged  
with  
platform

56%



Other digital  
education  
solutions'  
participant  
engagement

10%



Cell-Ed's  
completion  
rate

75%



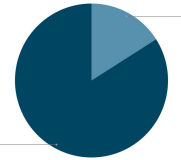
Average  
online class  
completion  
rate

20%



Average in  
class  
completion  
rate

5%



84%

Faster gains  
than  
in-person  
training

## Cell-Ed Learner Profile

60%

Female

41.3 years

Average age

96%

Post secondary  
school age (20+  
years old)

89%

People of  
color

## Cell-Ed Approval

94%

Learner  
Approval  
Rating

# Types of Value Cell-Ed Creates

Inputs: Types of Capital Cell-Ed Creates

Outputs

Outcomes: Results Attributable to Cell-Ed

Tangibles: Sub-totals

Intellectual Capital: Intangibles

Human Capital	Civic Capital	Community Capital
5,268 people elevated by 0.72 literacy grade level per course 0.22% earning boost per child \$831 increase in earnings per year 19 less workdays lost through unemployment \$450 increased savings 110 less ER visits (1.1% reduction) 1.27% less depression cases	0.65% increase volunteering 474 additional voters 0.005% increase in voter turnout	2.5% less incarcerations
Intergenerational benefit: \$10.8M Higher Wages: \$10.5M Better physical health: \$43.M Increased employment: \$1.4M Better financial decisions: \$1.2M Improved mental health: \$0.4M	Increases Civic Engagement Voting \$101 Volunteering \$0.5M	Reduced crime: \$0.2M
<b>\$28.6 Million</b>	<b>\$0.5 Million</b>	<b>\$0.2 Million</b>

+

Audacity \$312K	Connectivity \$119K	Capacity \$235K	Ingenuity \$109K	Tenacity \$208K	Diversity \$59K
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ProSocial Vallue

**Social Capital - \$30.3M (Tangibles: \$29.3M + Intangibles: \$1M)**  
**ProSocial ROI - \$55-to-\$1 ((ProSocial/\$555K, 50% of Cell-Ed US literacy budget)**





# cell-ed Value

**Social Impact  
created by Cell-Ed**



**\$30.3M**

Jan - Dec 2020  
5,000 learners

**ProSocial ROI**



**\$55 to \$1**

# Summary Cell-Ed's Social Impact

[2021 ProSocial Valuation of Cell-Ed](#) Essential Skills Programs for sample set of 5,000 users shows why **LITERACY INSTRUCTION over PHONES matters.**

## Cell-Ed Participant Demographics

- Average age at which course completed = 41.3
- 60% female / 40% male
- 89% people of color

## Education Impact

Each Cell-Ed course elevates the learner's literacy level by 0.72 of a grade level.

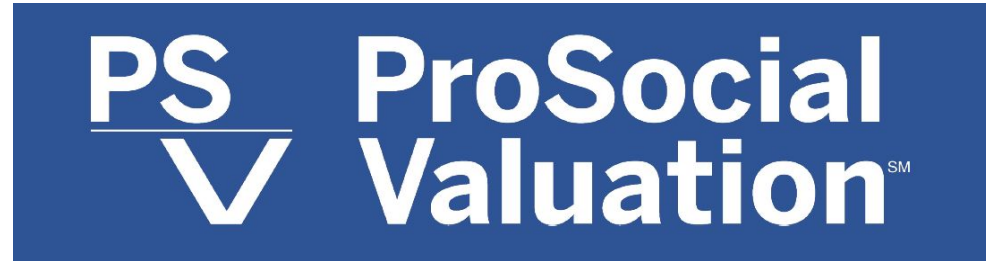
BONUS: Learners have access to 100+ courses, 14 programs!

## Employment Impact

\$831 increase in earnings per year specifically due to completing 1 Cell-Ed course

Other tangible impacts include increase in intergenerational benefits, health & wellbeing, savings, civic engagement, and decrease in incarceration





**2021 Independent Study of**



View the full methodology and findings  
of the return-on-purpose report, [here](#).