

## CULINARY DISTANCING COS PROFILES

### Stacey Burns, Co-Founder and Chief Impact Officer of Colorado Institute for Social Impact

“This being the first ever Social Return on Investment (SROI) study being done on a *pandemic* business solution, the findings are incredible. We found that above all, when community comes together around a positive, well-intended, trustworthy effort, amazing things can happen.”

“Specifically, the Culinary Distancing COS Facebook Group has shown that the simple contribution of a social media page brings economic stability, community connection, and a strengthened focus on the power of spending your dollar with local businesses.”

“Over 90 percent of members and business owners say they will keep this page as a resource and continue to support local often — which demonstrates that this was not only a solution during a pandemic, but has created actual behavior change for a community.”

“Although there are several economic factors used in the study, the ultimate beauty and the uniqueness of this project is the that entire effort *is* Social Impact. At the Colorado Institute for Social Impact, we have been hired to do many projects measuring what the Social Impact Return is on each dollar invested for mission-driven nonprofits and for profits. We found that this Facebook page has a \$16.49 Social Impact return, with a potential SROI of nearly four times that, because two community members volunteered their time and energy to dedicate a space to helping local food and beverage and ensured that the space remained positive. While other SROI projects we have done are much closer to a \$2 or \$3 return for every dollar invested, as they should be with overhead and staff and other expenses, this project came in much higher due to its pure volunteer nature, with nothing to gain for the people operating it—including revenue.”



*Stacey Burns, Co-Founder and Chief Impact Officer of Colorado Institute for Social Impact (CI4SI). Photo courtesy of CI4SI.*

“While pure volunteerism is not a realistic business model for even a mission-driven organization, this is a powerful story of two people wanting to bring a community together around food and beverage during a pandemic, and changing the community’s trajectory financially, emotionally, and digitally for the foreseeable future.”

**Colorado Institute for Social Impact** educates and evaluates the Fourth Sector of our economy. This new sector uses the powerful economic engine of capitalism to create massive value for communities by creating social impact. These businesses are a combination of a traditional for-profit business model mixed with a higher purpose or a mission typically found in the nonprofit sector.