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# FOR IMMEDIATE RELEASE

## YOU CAN BUY HAPPINESS – IT’S NOT EVEN THAT EXPENSIVE: An Independent Review

**Wondering how to ensure you and your taxes get the most bang from your philanthropic buck in light of current news reports? Look no further than Richmond! Great news from a local non-profit!**

Richmond, BC – April 28, 2014

Pathways Clubhouse, the Richmond location of the Canadian Mental Health Association participated in an independent review of the value created by the dollars received from our funders and donors. We are delighted to announce that Pathways Clubhouse, right here in Richmond, produces a total of **\$14.00** in societal value to their members and to the larger community from every \$1 received! Fourteen to One! That is approximately three times more than average well respected societies in North America.

Success Markets independently evaluates charity programs based on their investigation of expected and actual results realized by beneficiaries relative to program costs and risks. Benjamin McNamee, Senior Analyst of Success Markets, an experienced evaluator, states that “generally well-managed non-profits expect to receive a Social Return on Investment (SROI) in the \$2-\$5 range”.

Executive Director of Pathways, Dave MacDonald, commented, “We are used to hearing from our members and their families how Pathways has saved their life, provided them a place to call home, found them a job and new meaning to life. We knew our impact was significant to those living with mental illness. But now, to have independent evaluation on the true value of donors' dollars, gives us all a huge feeling of accomplishment and affirmation.” Donors can be confident and satisfied that for every \$100 they donate to Pathways, \$1400 worth of value is received by the people and the community that Pathways touches.

If you would like to know more about how we accomplish such fiscal excellence and solid results, receive a copy of this report, or would appreciate the opportunity of talking to our members who are recipients of our programming, please call or e-mail for a personal tour or more information.

Pathways Clubhouse provides adults and youth dealing with crisis and endemic mental health issues with education support, employment support, stable housing, physical fitness, social activities, and a sense of community and belonging. These regularly produce important sustained changes in many critical aspects of their lives.

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**GEORGINAPATKO**  
Resource Development/Media Relations  
Pathways Clubhouse

604-276-8834 ext. 25  
georgina.patko@cmha.bc.ca  
www.richmond.cmha.bc.ca