



Halo Canada Project

Measuring the Social Impact Value of Faith Communities

How important is your congregation?

- To you?
- To other members of your faith community?
- To those in the wider community?



What is Social Capital and Why Measure it?

Social Capital represents the idea that social connections; the things we do together; benefit the common good.



Benefits of Social Capital:

- Personal and Communal Well-Being
- Social Network Support
- Civic Engagement
- Economic Value and Stimulus
- Sustainability



Measuring Social Capital

Helps create independent, relevant, and comparable means by which to talk about those impacts.

It creates a kind of universal language through which we can share our experience of benefit to the common good.



Halo Canada Project

Is an attempt to create a monetary language through which we can share a community's experience of a congregation's contribution to the common good.



Halo Canada Project

“If a congregation ceased to exist, what would it cost the municipality to replace the programs and services a congregation provides to the wider community?”



Philadelphia Halo Project

- 2010 study – Partners for Sacred Places and University of Pennsylvania's School of Social Policy and Practice
- 12 Congregations – 10 Protestant, 1 Catholic, 1 Jewish
- Studied 7 areas of economic benefit or impact
- \$52 Million Dollars (USD)



Toronto Halo Project – Pilot Study

- 2016 study – Faith in the City, Ryerson University School of Urban Planning, University of Pennsylvania's School of Social Policy and Practice, City of Toronto Planning Department, Canadian Centre for Policy Alternatives, Cardus, and Knox College (U of T)
- 10 Congregations – 8 Protestant, 2 Muslim
- Studied same 7 areas of economic benefit or impact
- \$45 Million Dollars (CDN)



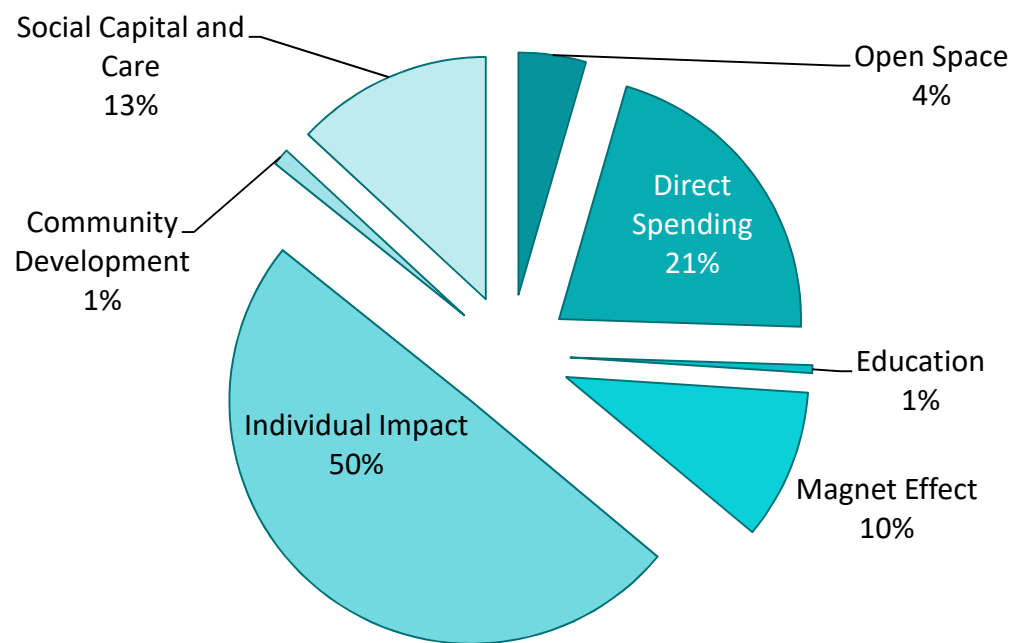
Halo Study Areas

1. Open Space
2. Direct Spending
3. Education
4. Magnet Effect
5. Individual Impact
6. Community Development
7. Social Capital and Care



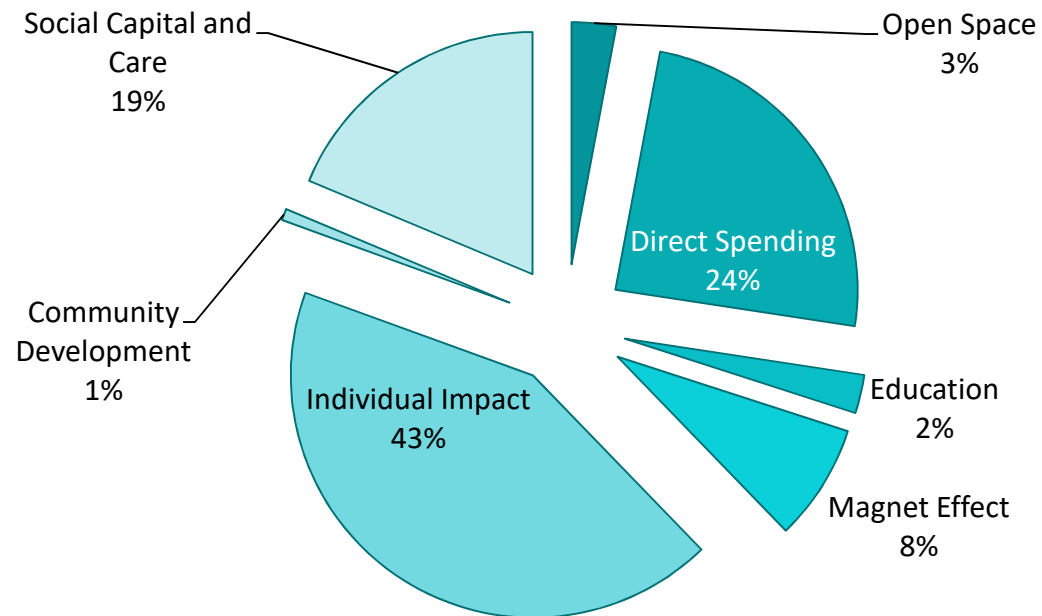
Halo Study Areas

Halo Pilot Study - Categories



Halo Study Areas

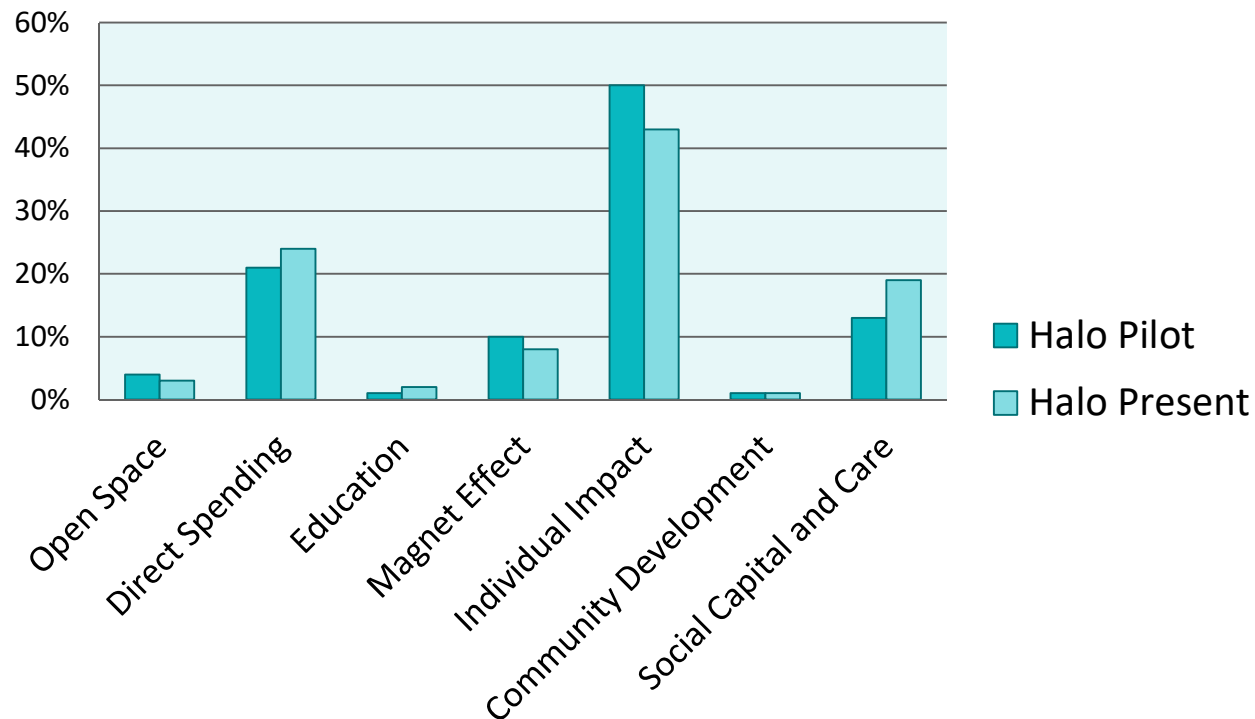
Halo Studies to Present - Categories



Halo Study Areas

Increases in Direct Spending, Education, and Social Capital and Care
Decreases in Open Space, Magnet Effect and Individual Impact
No Change in Community Development

Halo Studies to Present - Categories



Halo Numbers:

Halo Pilot Study

- 10 Congregations
- Total Value - \$45,356,766.03
- Average Halo - \$4,535,676.80
- Median Halo - \$4,208,606.43
- Average per capita - \$10,969.55
- Median per capita - \$9,235.59

Current Completed Studies

- 25 Congregations
- Total Value - \$72,793,976.40
- Average Halo - \$2,977,288.76
- Median Halo - \$1,939,005.53
- Average per capita - \$16,051.86
- Median per capita - \$9,924.37



Potential Tax Index:

1. **Property Tax**: What a congregation would pay in property tax based on its publicly available property assessment at commercial rates.
2. **Sales Tax Rebate**: What a congregation would no longer receive in Sales Tax Rebates.
3. **Personal Tax Credits**: What individual donors would no longer receive in personal tax credits if congregations could not issue charitable tax receipts.



Benefits of Halo Study:

For Local Congregations

For Religious Traditions

For Effecting Systemic Change



The Benefits of Studying Economic Impact

For Local Congregations:

1. Affirm people of faith and their collective communities in the service they are providing.
2. Gain greater understanding of the role local congregations can play as economic catalysts in society.
3. Assist congregations in reviewing the effectiveness of their current programs.
4. Assist congregations in strategic planning and budgeting for the future.
5. Help strengthen the appreciation of local residents and businesses who are not part of the faith community.



The Benefits of Studying Economic Impact

For Religious Traditions:

1. Gain better understanding of congregational and community “types”.
2. Encourage administrative officials to review reporting requirements for local congregations.
3. Create capacity to offer encouragement to member congregations.
4. Inform congregational planting strategies.
5. Help preserve legacy in congregational merger conversations.



The Benefits of Studying Economic Impact

For Creating Systemic Change:

1. Affirm the role of local congregations as recognized service providers.
2. Affirm the role of local congregations as legitimate community stakeholders.
3. Strengthen the collective voice of local congregations and religious traditions when interacting with other service agencies and government officials.
4. Inform the local planning and budgeting process for City-sourced programs and services.
5. Protect and affirm the charitable tax status of Religious Organizations and Places of Worship.



Resources

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