



Delivering lasting personal change

www.catzero.org

Social Value Report 2025

What is Social Value?

Social value is the positive impact an organisation creates for people, communities and the environment. It goes beyond financial success, measuring how activities improve lives through outcomes such as creating employment opportunities, strengthening communities, improving health and wellbeing, supporting education, and protecting the environment.

The United Nations Sustainable Development Goals provide a globally recognised framework of 17 goals designed to end poverty, reduce inequality, protect the planet and create a more sustainable future by 2030.

At CatZero, social value is about turning these global ambitions into meaningful local action. The SDGs provide the direction, while our programmes deliver measurable change for the communities we serve.

For example:

SDG 8 Decent Work and Economic Growth focuses on creating opportunities for people to access meaningful employment. At CatZero, we help young people and adults develop the confidence, skills and resilience needed to progress into education, employment and training.

SDG 3 Good Health and Wellbeing promotes healthier lives and improved mental wellbeing. Through our family, veteran and youth programmes, participants improve their physical health, emotional resilience and overall wellbeing.

SUSTAINABLE DEVELOPMENT GOALS



SDG 10 Reduced Inequalities aims to ensure everyone has the opportunity to thrive. CatZero supports individuals facing complex challenges, helping them overcome barriers and create lasting personal change.

By aligning our work with the UN Sustainable Development Goals, we can demonstrate the real difference our programmes make, measuring not only the number of people we support, but the lasting outcomes we achieve for individuals, families and communities.

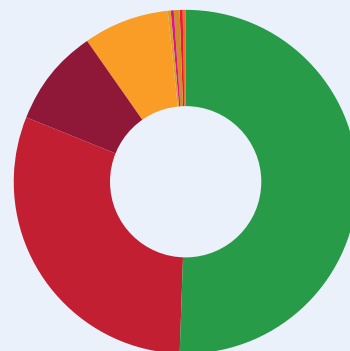
CatZero's Social Value

The impact figure represents the broader difference CatZero makes in people's lives, measured through changes in wellbeing, stability and life chances as well as entry to employment. Using the nationally recognised Social Value Engine, our Social Return on Investment (SROI) shows how that impact relates to the resources invested, providing a transparent and credible way to understand the value created for every £1 spent.

**Total Social Impact
Delivered in 2025:
£6,454,370.07**

**For every £1
invested in CatZero
in 2025, £8.04 was
returned in
social value.**

This impact can be seen using the UN's sustainable Development Goals:



3	Good Health and Wellbeing: £3,147,749.14 (50.81%)
4	Quality Education: £1,877,493.65 (30.31%)
8	Decent Work and Economic Growth: £584,111.31 (9.43%)
11	Sustainable Cities and Communities: £484,759.29 (7.83%)
2	Zero Hunger: £25,300.00 (0.41%)
10	Reduced Inequalities: £23,271.78 (0.38%)
12	Responsible Consumption and Production: £22,405.07 (0.36%)
1	No Poverty: £19,913.19 (0.32%)
9	Industry, Innovation and Infrastructure: £9,699.68 (0.16%)

"It felt like for the first time someone listened to me. When I first met S (CatZero Delivery Officer), I was a mess. She supported me with going to big meetings, and helped me with my parenting through Triple P. She made me realize more about being a mum and what it's all about."
Parent

Social Value in Action

Employability Programme

Joanne (anonymised for participant’s privacy), joined CatZero after being recruited from the JobCentre. Joanne was unemployed after studying Film and Media at Wilberforce College, she got fantastic grades at school and college but was really lacking the confidence to make the next step into full-time work.

Before CatZero, Joanne was spending a lot of time at the cinema or with her dog Dakota, not necessarily with many other people, so it was quite a change for her to spend so much time in a large group with lots of different personalities. Starting with CatZero was quite a difficult transition for Joanne, due to her really lacking in confidence it was difficult to integrate with some people so different to her and her interests. Joanne was open about her anxiety and how sometimes she could feel very overwhelmed when with a group performing tasks.

Our Support

Keeping in mind her passion for photography and media, she took on the role of capturing footage for certain CatZero activities. During rock climbing, she showed great bravery and resilience scaling the walls herself before putting her skills to use by capturing some amazing footage of our other participants which was then edited into a promotional video. Cultural visits to Normanby Hall and Waters Edge also gave Joanne a chance to showcase her photography skills, bringing her own camera to capture the days activities.

As Joanne’s confidence began to grow, she really began to show her dry sense of humour with some cutting (but hilarious) remarks to other participants. She became more and more involved in the group’s activities, taking a leading role in our Café Day, designing the menus as well as creating an entire ice cream van out of cardboard as a prop for the seaside themed day.

Outcomes

The change in Joanne was most evident at our end-of-programme Celebration Event. When she started with CatZero, she was unable to speak in front of the group and found the idea extremely nerve-racking. However, fast forward to our Celebration Event, Joanne took a huge step forward by standing in front of a room of people and loudly, confidently speaking to everybody there about her CatZero journey and how she has progressed over the twelve weeks. The speech was so moving that she was invited back to CatZero’s recruitment day for their next group where she spoke publicly yet again about how much she has benefitted from CatZero and the support we offer.

Joanne is now thriving on her own. In October alone, she had a job interview and attended two University Open days with the hopes of starting her degree in 2026. Joanne has finally found her voice and confidence, and is now well on her way to succeeding in life.

3 outcomes Joanne achieved and how they relate to the UN's Sustainable Development Goals:			
Outcome	Research	UNSDG	
Entering into Employment	Value to an individual of moving from unemployment to a secure job (2017) ONS	SDG 8 Decent Work and Economic Growth	
Participants report increased resilience and self-confidence	Improved emotional wellbeing as a result of self-esteem and confidence (2019) Leeds Beckett Uni	SDG 3 Good Health and Wellbeing	
Visit to a heritage attraction	Life satisfaction increase from visiting heritage (including marine or maritime environments) (2014) Historic England	SDG 3 Good Health and Wellbeing	

Families Programme

A military family was referred to CatZero as mum was struggling to cope with her eldest child, who is autistic and was experiencing bullying at school. The child found it difficult to regulate emotions, leading to frequent outbursts at home that affected the whole family. Mum’s mental health had deteriorated, finances were stretched, and the parents wanted to rebuild happier family relationships.

Our Support

CatZero worked closely with the family to develop a tailored Family Action Plan, focusing on emotional wellbeing, practical support, and strengthening family life.

We provided regular home visits, helping the family introduce positive behaviour strategies and emotional regulation techniques, including breathing exercises and journalling. Dad also enrolled the child into boxing classes to provide a healthy outlet for managing their emotions.

Mum received 17 counselling sessions alongside regular one-to-one support, helping her rebuild confidence and improve her mental health. She also became involved in her local community by volunteering at an Army welfare hub.

The family was supported to secure an ADHD assessment referral, apply for an EHCP, and request a school transfer for their eldest child. Practical support also included completing a successful DLA renewal, which increased the family’s financial support.

To strengthen family relationships, CatZero invited the family to six community activities, including a family sports day and a sailing experience, and helped them develop strategies to manage outings together more positively.

Outcomes

When the family relocated to a new Army barracks, CatZero continued providing counselling and transition support. Mum reported feeling significantly more positive and is now planning to return to work. The family moved into a larger home where each child has their own bedroom, reducing stress within the household.

Since the move, the children have settled well into their new school, the family has accessed dental care for the first time in almost six years, and regular swimming sessions have become an important way for the family to relax and spend quality time together.

The family’s journey demonstrates how early intervention, emotional support, and practical guidance can improve wellbeing, strengthen relationships, and build resilience during significant life changes.

Mum gave the following quote at the end of the CatZero programme:-

"I can hardly believe how far I have come in a year. When I first met CatZero, I felt I was spiralling and quite honestly wanted to walk away from my family. It was all too much, I had had enough. I felt so overwhelmed and nothing was going right. I was unsure about counselling, but after a while I realised I definitely needed it and I didn't know why I hadn't done it before. Fast forward to now and I now feel so much more in control. I know that some days will be difficult, but they are much less now and I know that I am ok which is not how I felt before."

3 outcomes this family achieved and how they relate to the UN's Sustainable Development Goals:			
Outcome	Research	UNSDG	
Family members engaged with new opportunities	Value to an individual of being member of a social group (2014)	SDG 11 Sustainable Cities and Communities	
Improved motivation and confidence	Improved emotional wellbeing as a result of self-esteem and confidence (2019) Leeds Beckett Uni	SDG 3 Good Health and Wellbeing	
Adverse Childhood Experiences (ACEs) identifies	Cost of family therapy (2013)	SDG 3 Good Health and Wellbeing	