

# Social Return on Investment

Evaluation report 2022/2023  
**One Acre Fund**  
**Mulanje, Malawi**



# One Acre Fund.

One Acre Fund is an agricultural service provider that supports Africa's smallholder farmers to build resilient communities in rural areas.

One Acre Fund invests in farmers to help them increase their yields and their profits. When farmers become more productive, they can help feed healthy communities and create thriving economies.

During 2022/2023, 10,571 farmer families in Mulanje, Malawi, received help to grow more food and earn more from their harvests, improving the families' lives, increasing income and reducing hunger.

Lind Foundation's support goes to One Acre Fund's operation in Mulanje, Malawi, and this SROI report is an analysis hereof.



**10,571**  
farmer families

received agricultural training and quality farm products on credit

**15.5**  
SROI ratio

for every USD 1, USD 15.5 is created in value for the farmers

**18.0**  
SROI ratio

estimated over the course of 5 years

**1,830**  
individuals

experienced an increase in overall good health in comparison to similar individuals



**772**  
children

experienced reduced hunger in comparison to children from similar households

**99.9%**

of the lent seeds and fertilizer were paid for before the ending of the season



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# One Acre Fund’s agricultural training programme enables farmers to outperform the control group farmers in all measured social values and achieve higher household profits despite challenging climate conditions.

**One Acre Fund’s Mulanje programme**  
Malawi represents one of One Acre Fund’s highest-need markets, where 69% of the population lives below the extreme poverty line. Malawi’s agricultural sector has been hit hard by external challenges incl. the pandemic and its accompanying supply chain disruptions, high inflation as well as severe weather conditions.

Lind Foundation supports One Acre Funds programme in Mulanje, Malawi – a mid-sized district operated since 2015<sup>1</sup>. For these families, improved agriculture represents a structural solution to poverty. Impact starts with helping farmers grow more this season than they did the last. Agriculture is passed down through generations, so One Acre Fund plans with farmers for the long term, helping farmers manage swings in weather and prices. Also, One Acre Fund equips farmers to broaden their diets, enrich their soils, and build assets for their children.

**This report**  
The purpose of this report is to value the changes that One Acre Fund creates in Mulanje. The report is based on the Social Return on Investment (SROI) method<sup>2</sup>, whereby comparing input (time and resources spent in Mulanje) and output (financial and social changes for the farmers) one can calculate the outcome of the organisation based on a monetary value. In that way, the association’s societal impact through social efforts can be calculated.

**SROI ratio**  
Based on the calculated SROI ratio of 15.5, One Acre Fund has created positive value for farmer families and society for USD 15.5 for every USD donated. The calculation of the created value is based on the increased ability of farmers to earn an income from their farming activities along with social values of obtaining local advice, being able to save regularly, being active in a social group and increasing overall good health.

**Future expectations for the programme**  
The Mulanje district was hit hard by the cyclone Freddy in 2022/2023, thus achieving an SROI ratio of 15.5 in challenging conditions is very impressive. Yet, we believe that farmers can grow their harvests and improve their outcomes even further as the soil saturation and flood-affected areas become restored.



**Results of 2022/2023**  
One Acre Fund farmers achieved an average household profit of USD 391, compared to the control group farmers with an average profit of USD 309. In terms of the impact of reduced hunger, 85.4% of the One Acre farmers children’ met the minimum dietary diversity (MDD) compared to 70.2% of the control group farmers’ children.



# One Acre Fund represent a structural solution and a replicable programme, to train and equip low-income farmers to improve their productivity and self-sufficiency.

## One Acre Fund.

One Acre Fund is a non-profit social enterprise that supplies financing and training to help farmers grow their way out of hunger and build lasting pathways to prosperity.

One Acre Fund has designed a powerful model that helps the lowest-income farmers in Sub-Saharan Africa overcome barriers to productive, profitable livelihoods.

Since 2006, they have scaled an innovative ‘market bundle’ that includes agricultural inputs, financing, on-farm training and post-harvest support.

In 2022, One Acre Fund served more than 4 million farmers – which is around 770,000 more farmers than in 2021. During 2022, One Acre Fund has had great focus on sustainable growth – finding ways to enable farmers to grow more food with more certainty, earn more money, and build resilience to financial and climate shocks.

## One Acre Fund’s programme

Most of the world’s extremely poor are African farmers. For these families, improved agriculture represents a structural solution out of poverty. One Acre Fund has pioneered an innovative ‘market bundle’ that eliminates chronic hunger for millions of African farmer families directly each year.

One Acre Fund works across the nine countries home to most of Africa’s farmers. They treat farmers as customers, offering them a holistic bundle of demand-driven products and services, incl. microfinance, high-quality inputs, agronomic trainings, and post-harvest support; this model enables farmers to achieve an average +40% profit increase.

One Acre Fund provides productive services on credit versus cash loans – these services are fundamentally profitable for farmers. Their repayment model is specifically designed for low-income farmers and includes features such as group joint liability, and long and flexible repayment, with limited up-front payments. As a result, One Acre Fund has historically enjoyed a 97%+ organisation-wide repayment rate, effectively mitigating credit exposure.



## Intervention

<b>Financing</b>	Providing farmers with quality agricultural products (seed and fertilizer) on credit. Farmers decide (with advice from field managers) which seeds they want to buy. Farmers organise in groups of 8-10 to jointly enroll and take out a group loan. Farmers are offered flexible repayment over the full growing season.
<b>Distribution</b>	Delivering the products within walking distance of farmers’ homes, in time for planting.
<b>Training</b>	Simple, participatory training delivered by farmers. Training in the latest agricultural practices (advise on planting, crop health, soil health, composting, storage). Training on how to sell any harvest surplus. One Acre Fund field managers follow up with in-field training every two weeks.
<b>Market facil.</b>	Fair market prices. Purchasing crops from farmers.

The theory of change explains how and why the desired change is expected to happen due to One Acre Fund’s activities.

Input	Activities	Output	Outcomes		Impact
resources that permit the outcome.	core activities that create the outcome.	number of participants/ activities.	results it creates.		changes for the society and the single individual.
Financial resources and employees	<ul style="list-style-type: none"><li>— <b>Quality farm products</b> (seeds, proper soil nutrients and fertilizer)</li><li>— <b>Credit</b>, which farmers repay over the full growing season - delivered within walking distance of farmers’ homes, in time for planting</li><li>— <b>Agricultural training</b> of farmers (advise on planting, crop health, soil health, composting, storage) and how to sell harvest surplus</li></ul>	<ul style="list-style-type: none"><li>— 10,571 farmer families served (approx. 56,000 individuals)</li></ul>	<ul style="list-style-type: none"><li>— Income increases</li><li>— Improved ability to save regularly</li><li>— Improved physical health</li><li>— Reduced food insecurity</li></ul>	<ul style="list-style-type: none"><li>— Improved agricultural production and productivity through sustainable and climate resilient agricultural practices</li><li>— A social network with local advice</li><li>— Reduction in households reporting hunger</li><li>— Improved nutritional status (especially among children)</li><li>— Higher return to education</li></ul>	<ul style="list-style-type: none"><li>— Reducing hunger and poverty</li><li>— Ensuring sustainable living conditions</li><li>— Improving quality of life</li></ul>



# One Acre Fund's target group consists of smallholder farmers in rural Malawi, who make a living through small-scale farming.

## Target group

70% of the world's poor are rural families who make their living through small-scale farming. They consume nearly everything they grow often with little surplus left to sell for income.

Crop yields are particularly low in Sub-Saharan Africa, and many families face an annual 'hunger season', a period of meal-skipping and substitution before the next harvest. Without access to credit or enough income to spend on modern farming tools and training, these families struggle to break generational cycles of poverty.

The pandemic has led to increased poverty levels and Africa stands out as the most-affected region in the world in terms of loss of income of poor households. It is estimated that in 2021, 490 million people in Africa live under the poverty line of 2.15 PPP\$/day.

The population is highly vulnerable to the effects of natural disasters, with most livelihoods are affected by weak economic growth and high overall debt distress.

## People in Malawi\*:

- Population living in poverty (<\$2.15 a day): 70%.
- Children stunted (under the age of 5): 35%.
- The World Bank's 2022 [poverty assessment](#) for Malawi shows that agriculture remains the country's single most important sector, with 85% of the population of almost 20 million highly dependent on it. But it also shows that, as a sector, agriculture requires serious rethinking to make it a catalyst for growth, rural transformation, and job creation.

## One Acre Fund farmers in Malawi\*:

- Land size under cultivation (acres): 1.86 (~0.75 Ha) per farmer.
- Total land owned (acres): 2.10 (~0.85 Ha) per farmer.
- Household size: 5.1
  - Average number of children under 18: 2.46
  - Share of families with children under 5: 39.23%



# Smallholder farmers are highly vulnerable to extreme weather, and most of One Acre Fund's farmers in Mulanje were in the middle of harvesting when the cyclone Freddy struck.

## The tropical cyclone Freddy.

The tropical cyclone Freddy hit the southern region of Malawi on 12 March 2023. The cyclone was said to be record-breaking in its strength, length, and resurgence, displacing more than 1.5 million people in Malawi, Mozambique, and Zimbabwe. The cyclone was devastating to communities, impacting public infrastructure such as schools, health facilities, district and main roads and worsening the country's cholera out-break.

## How the Mulanje district was impacted by Freddy.

Smallholder farmers are highly vulnerable to extreme weather, and most of One Acre Fund's farmers had just planted their crops when the cyclone struck.

One Acre Fund serves 95,000 farm families living in the affected areas of Malawi. These smallholders who are already living on the margin have high risk exposure to irregular weather and crop diseases, further exacerbated by climate change.

The eastern and southern sides of the district were highly affected, through landslides and heavy but localised flooding. Some of the impacts for the farmers include eroded soils, crop damage, broken homes and will be felt medium to long term (decreased tree survival rates, yield decreases, massive soil nutrient loss).

## One Acre Fund's climate change mitigation measures.

The increased frequency and severity of catastrophic weather events - cyclones such as Freddy - is a direct result of climate change. That is why one of One Acre Fund's priorities is to help smallholders build greater climate resilience. Not only is this an operational imperative for them, but also an issue of climate justice – Africa's farmers are least responsible for climate change yet are among the most acutely affected by it.

One Acre Fund are working to build multiple layers of resilience for farmers: crop diversification, soil health training/products, locally-optimized seed varieties, insurance, and agroforestry. In addition, they are measuring a range of holistic indicators (e.g., hunger, asset accumulation, soil health) as a defense to climate shocks.





The outcome of One Acre Fund's work for the target group and society is quantified by using the SROI method which compares input to outcome.

Change that occurred  
for treated individuals



Change that occurred  
for untreated individuals



Financial value  
of that change



Cost to create  
the impact



Total  
Impact

Read about the SROI  
method [here](#)<sup>2</sup>

### Impact measurement in Lind Foundation

Lind Foundation is engaged in creating long-term improvements for vulnerable and socially marginalised people in society. Organisations and projects which support people's condition of life and to get the most out of their potential are supported.

It is Lind Foundation's ambition that the supported organisations and projects create the greatest possible improvement for the target group and society. A reasonable relationship between input and the outcome ensures this. Impact measurement is crucial to evaluate this for Lind Foundation when following up on projects and organisations where the SROI method is the basis.

For further information please see Lind Foundation's considerations on the use of the SROI method<sup>2</sup>.

The report's purpose is to provide insights about One Acre Fund's activities, target group, stakeholders, and the tangible value One Acre Fund has created in 2022/2023. Thus, the report can contribute to the continued activities and development of One Acre Fund.

### Social Return on Investment (SROI)

SROI is developed to quantify and value the outcomes of target groups and society created by social projects and organisations. Based on the organisation's theory of change the target group, intervention, and activities are derived. The outcomes hereof are assessed and assigned a monetary value in the local currency. These are based on financial and social values. An SROI ratio is calculated by comparing the total outcome to the total input which consists of financial support, volunteers' working hours, and non-financial gifts. Thus, the ratio shows the monetary outcome produced per DKK put into the project.

The SROI method that is used at Lind Foundation was developed by the former Office of the Third Sector in the Cabinet Office of the UK Government.<sup>3</sup> The method's strength is that complex outcomes that social projects and organisations create for the target group are covered. However, it is difficult to capture all the relevant effects of an organisation with reliable data. Because of this uncertainty, Lind Foundation uses a conservative approach. Furthermore, we strive to obtain the best possible research design to maximise the validity of the results when using the SROI method. This improves the chances of establishing causality and thereby contributes to more valid results.<sup>4 and 5</sup> This SROI report builds upon a difference-in-differences study. With this approach, the served farmers are compared to similar farmers to measure the difference One Acre Fund makes compared to a control group.

### Data

Lind Foundation collects relevant data through a close dialogue with One Acre Fund. The data is primarily based on quantitative measures derived from the farmer's answers to the surveys. Data is collected both on the treated farmers and the farmers in the control group. Further collected and used data is e.g., financial reports and One Acre Fund's estimation of the selling value of crops.

### Values

The calculated social value creation contains both financial and social values.

#### Financial values:

Are estimates of monetary value creating e.g., an increase in income or saved public expenditures which are estimated based upon the surveys.

#### Social values:

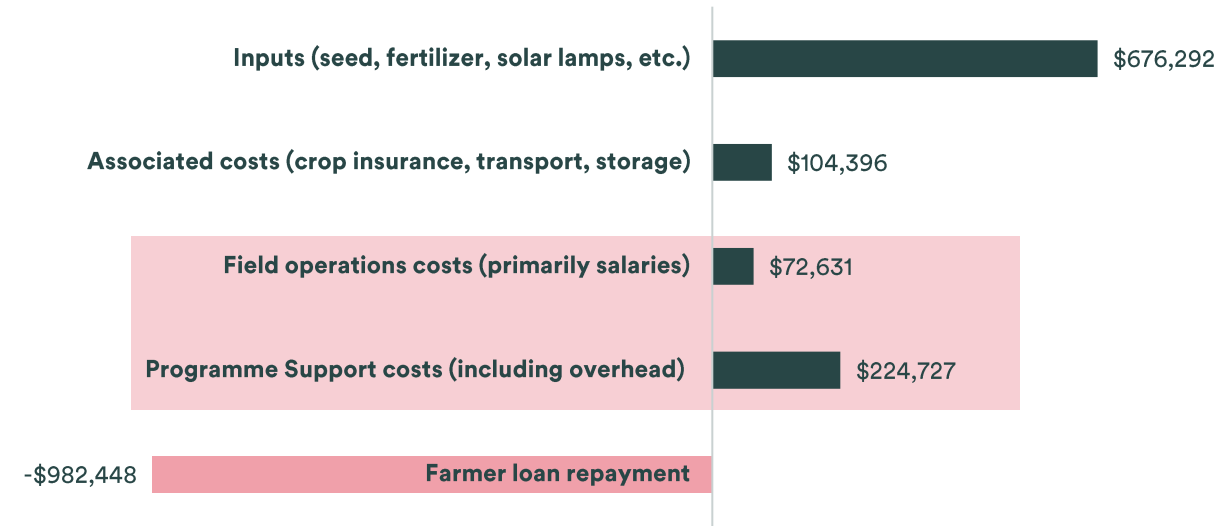
Are estimates of well-being outcomes which are given a monetary value based on an amount that could have created an equivalent improvement. Here, HACT's Social Value Bank, and Market price are used.

The input that facilitated One Acre Fund’s intervention in 2022/2023 was USD 0.3m. The overall programme costs before farmer repayment were USD 1.1m which is primarily driven by seed, fertilizer and other inputs enabling agricultural production and programme costs.

**Input** is the time and resources used to operate One Acre Fund in Mulanje, Malawi. In 2022/2023 this was USD 297,358. The total programme costs including farming inputs such as seeds and fertiliser was USD 1,078,045 however a significant portion of this was covered by the farmers’ loan repayment. In 2022/2023 the programme cost after the farmer loan repayment was USD 95,597, thus 91% of the total costs were covered by farmers’ credit repayment leaving a modest funding gap.

In 2023, there was a notable success with the loan repayment rate, reaching close to 100%, which exceeded the anticipated range of 70-75%. This strong performance resulted in a notably low funding cost per farmer, standing at just USD 9.

Examining the specifics of the overall programme cost, it becomes evident that a substantial portion of the expenses is attributed to agricultural assets, specifically seeds and fertiliser. Only 21% of the total input was allocated as input on specific program costs for the intervention.

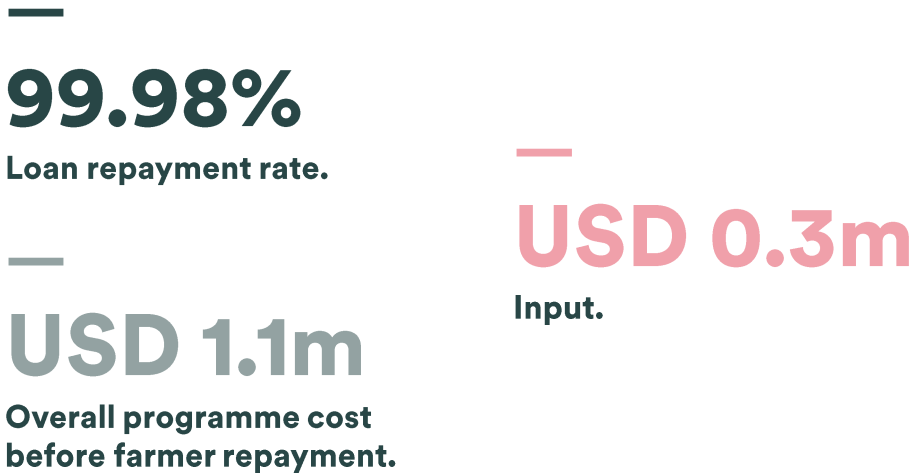


**Financing model**

Besides superior products and training, smallholder farmers need financing, insurance, and other services to help them invest in their future. This starts with the financing they need to get started, including the direct procurement and delivery of farm inputs on credit.

One Acre Fund's financing model incorporates joint liability, allowing farmers to borrow seeds and fertiliser, with repayments spread across the harvesting season. This approach ensures targeted use of the loan and addresses the challenge of limited access to inputs near farmers' homes.

Additionally, farmers are provided with accessible insurance, safeguarding against unforeseen changes in yields and enabling them to replant in the subsequent season, even if crops fail in the current one.





The social outcome of USD 3.6m is evaluated through a difference-in-differences design. Here, the One Acre Fund farmers outperform the control group significantly in all measured social values.

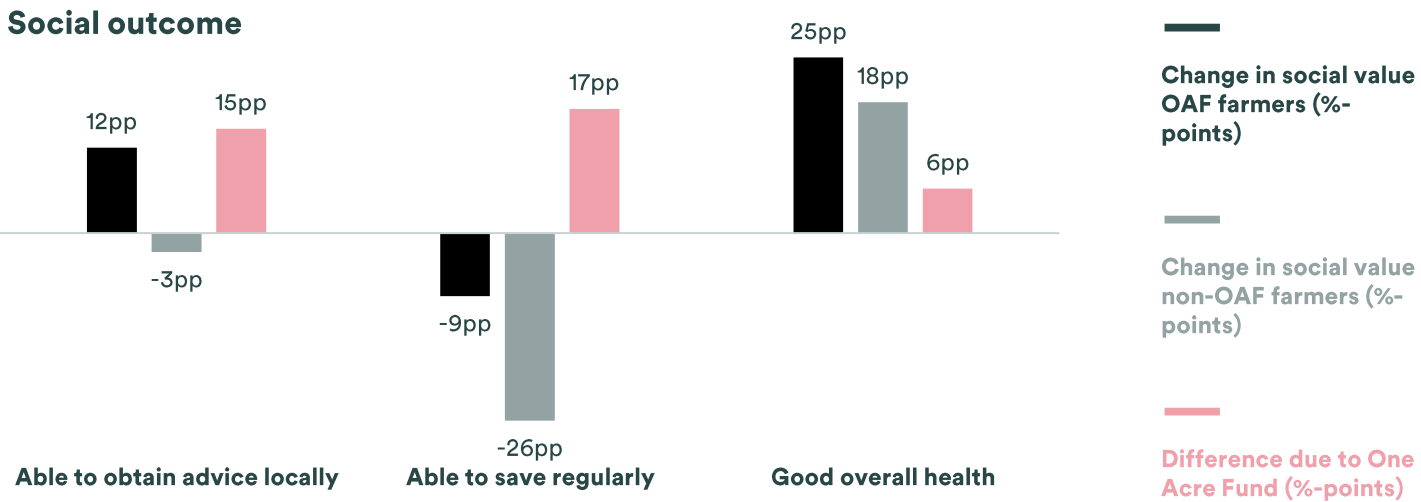
Evaluation design

This report employs a difference-in-differences (DiD) research design, comparing changes over time between farmers in the One Acre Fund programme and similar farmers in Mulanje who were not enrolled in the programme. By isolating the true impact of the intervention, we observe differences in farmers' profit and well-being. This method provides insights into the programmes effectiveness by contrasting it with a realistic alternative — what would have occurred if farmers had not participated in the One Acre Fund initiative. When estimating the isolated impact of One Acre Fund's programme the changes in the control group are subtracted from the changes to the One Acre Fund farmers. Notably, considering the control group's negative changes following Cyclone Freddy, even if One Acre Fund farmers do not experience significant increases in well-being, the programme may have played a crucial role in preventing a decline in their overall welfare. The calculations are based on a sample of 162 One Acre Fund farmers and 38 control farmers.

Outcome social values

Social values represent estimated positive well-being outcomes for farmers, assigned a monetary value by the UK-based Social Value Bank HACT<sup>6</sup>. This valuation accounts for improvements in health and financial conditions. Thus, it is an estimate of an improvement in well-being that gives the same value as an increase in income. To align these values with the well-being of Malawi farmers, they are adjusted based on the difference between the UK and Malawi GDP per capita (PPP)<sup>7</sup>. The rationale for this adjustment is detailed in the appendix\*. Additionally, the assessment focuses on adults, considering HACT values primarily work for this demographic. It is assumed that participants' well-being reflects the overall well-being of the adult household.

\*See Appendix.2



Social values	Description	Number	Value USD
Able to obtain advice locally.	Number of people who now feel they can seek advice locally.	4283	428,000
Able to save regularly.	Number of people feeling more secure in saving money regularly.	5101	1,153,000
Good overall health.	Number of people expressing an increase in their overall health.	1830	1,364,000
Active in a social group.	Every participant in the One Acre Fund programme.	10,571	671,000

—

**USD 3.6m**

Total social outcome.

The total financial outcome in 2022/2023 was USD 1.0m. This comes from increases in the farmers’ profits along with expected increases in the children’s future income due to reduced hunger.

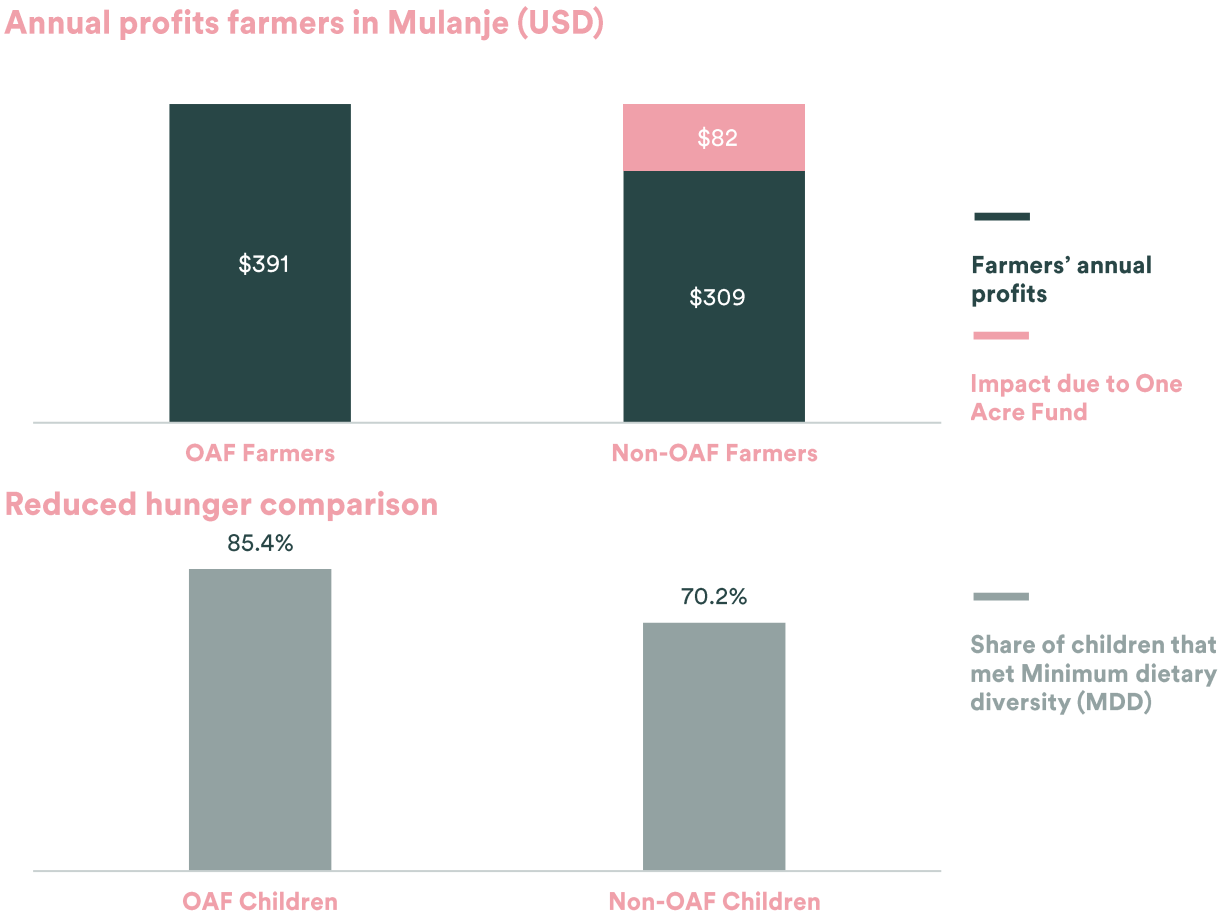
**Financial outcomes** are measurable estimates of monetary value creation, such as increased income or reduced expenditures, resulting from One Acre Fund's activities in 2022/2023. The value builds upon the farmers’ increased profit and the anticipated enhancements in children's future income and cognitive abilities, attributed to reduced hunger. While some financial outcomes may not materialize immediately, they embody the projected rise in children's future income based on changes experienced in the present year.

In 2022/2023, One Acre Fund farmers achieved an average household profit of USD 391, compared to non-One Acre Fund farmers with an average profit of USD 309, after implementing measures to increase control group similarity (detailed in the appendix\*). This yields an average impact per farmer of USD 82, culminating in a total increase of USD 866,896 in overall farmer profits due to One Acre Fund's intervention.

**The impact of reduced hunger**, as derived from Akseer et al (2022)<sup>8</sup>, illustrates a substantial economic benefit. This study, reviewing economic costs associated with stunting in children below 5 years, reveals an increase in annual median income of USD 144 for non-stunted children, attributed to enhanced schooling and cognitive abilities. To estimate this effect within One Acre Fund households, we compare the minimum dietary diversity (MDD) between OAF and non-OAF groups, revealing a 15 percentage points higher MDD-fulfilment among OAF children. This results in an outcome of USD 111,294 due to reduced child hunger.



\*For full overview, see Appendix 2





One Acre Fund’s calculated SROI ratio for 2022/2023 is 15.5. In a 5-year forecast, the SROI ratio is 18.0.

15.5

SROI ratio  
2022/2023

18.0

SROI 5-year  
forecast

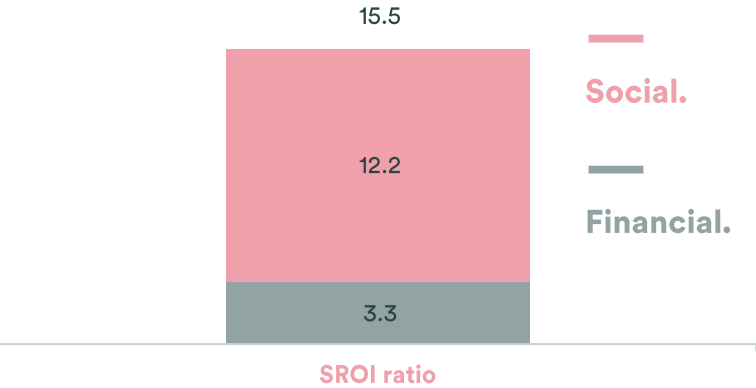
For every USD 1 invested in the One Acre Fund project in Mulanje, USD 15.5 is created in value for stakeholders and society. Over 5 years, One Acre fund is expected to create value of USD 18.0 for every USD 1 invested.

Results

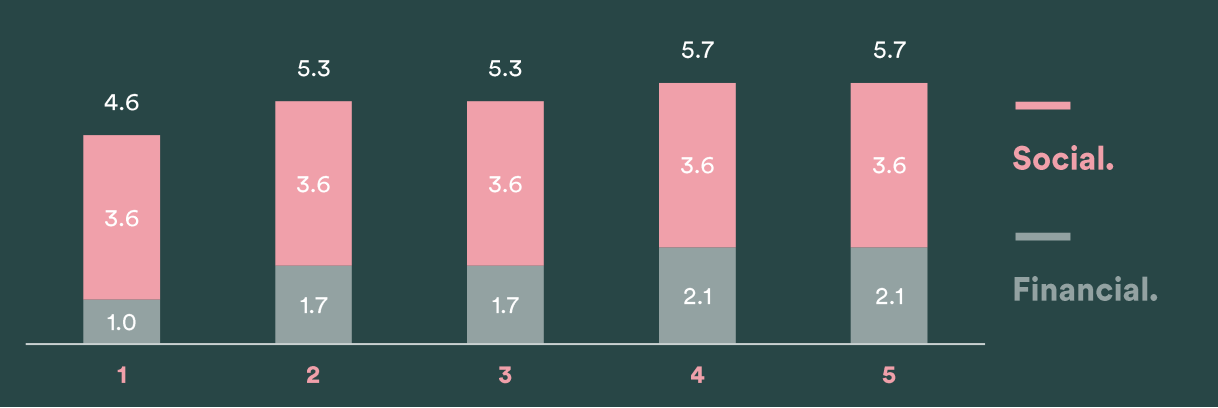
The calculated total Social Return on Investment (SROI) ratio stands at 15.5, derived from the overall programme cost of USD 297,358 and a total outcome of USD 4,594,848. This ratio is primarily influenced by notable improvements in farmers' ability to save, their overall health, and increased farming yields.

Furthermore, a 5-year forecast is created to anticipate the extended impact on farmer families. This projection represents the expected total SROI for participating farmers over the next five years. The forecast assumes the farmers' continued enrollment in the programme, anticipating a significant annual profit increase, with the expectation of no major natural disasters, such as Cyclone Freddy, affecting the farmers in the next five years. Detailed specifics for the forecast calculation can be found in the appendix\*.

SROI ratio decomposition



Outcome development (USDm)



\*For full overview, see Appendix 1.

# Appendix





A sensitivity analysis is included to ensure the validity and transparency of the results. With a 20% change in the number of participants, the SROI ratio is between 12.4 to 18.5.

Sensitivity analysis

We incorporate a sensitivity analysis to demonstrate how variations in identified values, either below or above expectations, impact the ratio. Given the inherent uncertainties in the SROI methodology and calculations, we assess a range of outcomes based on uncertainties in data and estimates.

Notably, alterations to social values exert a significant influence on SROI. Moreover, adjustments in the number of farmers have a more pronounced impact on SROI than modifications to input. This underscores the already elevated SROI, making percentage changes in outcomes more impactful on the overall ratio.

Assumptions for the forecast

The forecast involves projecting the expected SROI for the 10,571 participating farmer families in Mulanje over the next five years. This assumes consistent input while anticipating increased profits due to enhanced farmer training and higher yields, albeit with less hunger prevention compared to similar farmers. The outcome in the first year is projected to remain at the 2022/2023 level meaning an impact per farmer of USD 82. Subsequently, in the next two years, the outcome is expected to rise to the average outcome in the entire southern region of Malawi, which means an impact of USD 161. In the final two years of the forecast, the outcome is anticipated to align with the average outcome for all of Malawi at USD 199. Despite projections of increased social outcomes in the coming years, these values are maintained at their 2022/2023 levels due to limitations in data on these measures.

Influence of changes in output and outcome on the ratio

		Percentage change in farmers										
Indicators		-50%	-40%	-30%	-20%	-10%	0%	10%	20%	30%	40%	50%
	Participants	7,7	9,3	10,8	12,4	13,9	15,5	17,0	18,5	20,1	21,6	23,2
	If all values change	7,7	9,3	10,8	12,4	13,9	15,5	17,0	18,5	20,1	21,6	23,2
	All financial values	13,8	14,1	14,5	14,8	15,1	15,5	15,8	16,1	16,4	16,8	17,1
	All social values	9,4	10,6	11,8	13,0	14,2	15,5	16,7	17,9	19,1	20,3	21,5

Influence of changes in total input on the ratio

		Percentage change in farmers										
Percentage change in input		-50%	-40%	-30%	-20%	-10%	0%	10%	20%	30%	40%	50%
	-50%	15,5	18,5	21,6	24,7	27,8	30,9	34,0	37,1	40,2	43,3	46,4
	-40%	12,9	15,5	18,0	20,6	23,2	25,8	28,3	30,9	33,5	36,1	38,6
	-30%	11,0	13,2	15,5	17,7	19,9	22,1	24,3	26,5	28,7	30,9	33,1
	-20%	9,7	11,6	13,5	15,5	17,4	19,3	21,2	23,2	25,1	27,0	29,0
	-10%	8,6	10,3	12,0	13,7	15,5	17,2	18,9	20,6	22,3	24,0	25,8
	0%	7,7	9,3	10,8	12,4	13,9	15,5	17,0	18,5	20,1	21,6	23,2
	10%	7,0	8,4	9,8	11,2	12,6	14,0	15,5	16,9	18,3	19,7	21,1
	20%	6,4	7,7	9,0	10,3	11,6	12,9	14,2	15,5	16,7	18,0	19,3
	30%	5,9	7,1	8,3	9,5	10,7	11,9	13,1	14,3	15,5	16,6	17,8
	40%	5,5	6,6	7,7	8,8	9,9	11,0	12,1	13,2	14,3	15,5	16,6
	50%	5,2	6,2	7,2	8,2	9,3	10,3	11,3	12,4	13,4	14,4	15,5

To understand the assumptions and considerations behind the calculations they are explained further here. The assumptions are based on relevant academic research and literature.



### Difference-in-differences evaluation design

The difference-in-differences (DiD) approach is a statistical method commonly employed in policy evaluation to estimate the causal impact of a treatment or intervention by comparing the changes in outcomes over time between a treatment group and a control group.

The DiD method, fundamentally, compares changes in outcomes over time between a treatment group (smallholder farmers benefiting from One Acre Fund) and a control group (similar smallholder farmers not participating in the programme). The assumption of parallel trends is crucial here, implying that, in the absence of the intervention, the treated and control groups would have followed comparable trajectories. This means that control farmers should be as similar as possible to the participating farmers without experiencing any difference in outcome because of One Acre Fund.

#### Getting the counterfactual right

To obtain the highest similarity between treatment and control farmers One Acre Fund follows rigorous evaluation practices. First, One Acre Fund matches treatment farmers with control farmers based on key background characteristics such as family size, gender, land size, wealth and other socioeconomic and demographic variables. In addition, One Acre Fund employs a delayed intervention approach, using farmers who are interested in joining the programme but have not yet enrolled, as control farmers. This helps account for differences in the farmers' motivation for improving their agricultural practices.

To validate the evaluation approach, One Acre Fund conducts small randomized control trials (RCTs), considered the most rigorous evaluation method. Results from these RCTs indicate the extent to which the DiD approach yields valid outcomes. While no specific RCT has been undertaken in Mulanje, findings from previous RCTs in other regions affirm the reliability of the DiD approach in generating meaningful and dependable results.



### Social values from HACT

In the calculation of social outcome, values from the UK-based social value bank HACT are used. These values have been obtained through choice experiments and regression analyses. In a nutshell, the methodology behind this is to look at the relationship between social values and income to determine the difference in average income for individuals who state a specific high social value.

Another methodology also used is to look at how individuals appraise social value by comparing it to an increase in income through choice experiments. In this way, social values are assessed at the income level where the average person would be indifferent to an increase in social outcome or income by a specific amount.

#### Conversion of UK social values

Regarding the conversion of UK social values, given the potential divergence in willingness to pay for social improvements between the UK and Malawi, a meticulous conversion process is implemented. Since the social values are meant to reflect an individual's willingness to pay for a particular social change, and this specific value cannot be directly obtained in Malawi, a conversion is performed based on Malawian spending levels. The chosen approach involves converting the social value based on relative differences in GDP per capita PPP, comparing the social outcome to the annual average spending of Malawians. This results in a downscale of the values by 0.029.

Impact map shows the overview first four out of six steps of an SROI analysis. Information about the organisation as well as the purpose of the analysis are described here.

**Impact map**

An impact map is an overview of the first four out of six steps of an SROI analysis and the creation hereof. Hence, it contains information about the organisation as well as the purpose of the analysis. Here, information about the organisation’s key stakeholders and the intentional and unintentional values that have been analysed in the SROI analysis can be found.

The four steps of an impact map will all be reviewed on the following pages.

Step	Purpose	Description
1	Purpose of the analysis and identification of stakeholders	The purpose of the analysis is here identified and the stakeholders that are important for the organisation. Their roles and involvement in the analysis is also reviewed.
2	Statement of results	The Theory of Change is used here to map inputs, output, and the description of the value creation.
3	Adding monetary value to the results.	Contains data collection for the effect measurement, an assessment of the value creating activities, and the allocation of monetary values for inputs.
4	Statement of measured effect.	The organisation’s gross values are adjusted for changes in the control group. Based upon this, the organisation’s net effects are reported.



# Impact map I: Overview of the analysis’ input, output, and outcome — thus the created effects of One Acre Fund.

Step 1		Step 2			
Stakeholders	Change	Inputs		Outputs	Outcome
Farmers.	Agricultural training and quality farming inputs on credit (seeds, fertilizer, etc.).	Time (not included).	0	10,571 participating farmers.	Increase in profits (impact pr. farmer). Social value: Good overall health. Social value: Able to obtain advice locally. Social value: Able to save regularly. Social value: Active in a social group.
Farmers’ families (over 18 years).	They experience increases in their social wellbeing due to the programme.	Time (not included).	0	29,224 individuals experiencing measurable social change.	Social value: Good overall health. Social value: Able to obtain advice locally. Social value: Able to save regularly.
Children in farmer families (under 5 years).	They experience less hunger which drastically improves their expected future income.	Time (not included).	0	Stunting prevented for 772 children under 5 years.	Increase in future income due to hunger reduction.
Donors.	Contribute to financial input to secure the existence of One Acre Fund’s intervention.	Donations.	USD 297,358	10,571 farmer families helped.	None.

# Impact map II: Overview of the calculated financial and social values for One Acre Fund.

Step 3							
Stakeholders	Indicator	Number	Value per unit USD	Gross value USD	Source	Financial indicator	Uncertainty
The farmers and their adult family.	Increase in profits.	10,571 farmers	391	4,133,261	One Acre Fund.	The increase in profits due to higher yields.	
	Social value: Good overall health.	7,213 individuals	746	5,377,613	HACT (2023) <sup>6</sup> and IMF (2023).	Social values from UK-based Social Value Bank.	The social values are based on data from the UK. To be able to use these values in Malawi the values have been converted with the relative difference between the GDP per capita PPP in the UK of 56,840 USD and Malawi of 1,670 USD. This means that the values have been downscaled by 0.029. As a result, the HACT values represent how we would expect Malawians to value different social outcomes, even though the social values have not been derived for the Malawian population.
	Social value: Able to obtain advice locally.	3,514 individuals	100	351,518			
	Social value: Able to save regularly.	-2,589 individuals	226	-585,320			
	Social value: Active in a social group.	10,571 farmers	64	676,544			
The children under 2 years.	Increase in future income due to hunger reduction.	772 children	144	625,299	Akseer et al (2022) <sup>8</sup> .	The expected increase in future income.	The estimates for return to hunger reduction are based on a literature review of 7 longitudinal studies all spanning 30+ years in addition to broad data from different World Bank sources. However, the economic cost of hunger is calculated for individuals in the private sector, which is not necessarily representative of all the children. In return, the estimates are highly accurate as loss in productivity due to hunger is much easier observed in the private sector.

# Impact map III: Overview of the calculated financial and social values for One Acre Fund.

Step 4					
Stakeholders	Effect	Gross value USD	Change in control group USD	Deadweight <sup>1</sup>	Net value USD
Input.	Financial donations.	297,358			297,358
The farmers and their adult family.	Increase in profits.	4,133,261	3,266,439		866,896
	Social value: Good overall health.	5,377,613	4,013,251		1,364,360
	Social value: Able to obtain advice locally.	351,518	-76,925		428,443
	Social value: Able to save regularly.	-585,320	-1,738,356		1,153,036
	Social value: Active in a social group.	676,544		0.8%	670,818
The children under 2 years.	Increase in future income due to hunger reduction.	625,299	514,004		111,294

<sup>1</sup>Deadweight percentages provided by HACT.



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[6] HACT (2018). *Measuring the Social Impact of Community Investment: A guide to using the Wellbeing Valuation Approach*. [UK Social Value Bank | Demonstrating Social Value | HACT](#) (02/05 2023)

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## Financial outcome:

[8] Akseer N, Tasic H, Nnachebe Onah M, Wigle J, Rajakumar R, Sanchez-Hernandez D, Akuoku J, Black RE, Horta BL, Nwuneli N, Shine R, Wazny K, Japra N, Shekar M, Hoddinott J. Economic costs of childhood stunting to the private sector in low- and middle-income countries. *EClinicalMedicine*. 2022 Mar 15;45:101320. doi: 10.1016/j.eclinm.2022.101320. PMID: 35308896; PMCID: PMC8927824.

