



# WEvolution Executive Impact Report

An Anthill Collective Report, 2024



“

**Being part of an SPG  
feels like a family safety  
net.**

**We all go at different  
paces but we all share  
the same goal, to better  
ourselves and become  
something more.**

”

— WEvolution member

## WEvolution's social return on investment

WEvolution generated more than an estimated **£26 million** in social and economic value over the past decade, with a social return on investment (SROI) of **£11.92 for every £1 spent on operating costs** and **£18.42** for every £1 invested by the Scottish Government.

WEvolution's SROI over the past three years, since it transitioned to a digital model, is **£17.89 for every £1 spent on operating costs**.

## WEvolution's impact

This brief summarises findings from a mixed method impact evaluation of WEvolution, a Scottish nonprofit supporting women through peer-led support groups known as Small, Powerful Groups, formerly known as Self-Reliant Groups. Findings show WEvolution to have profound impact in six key areas.

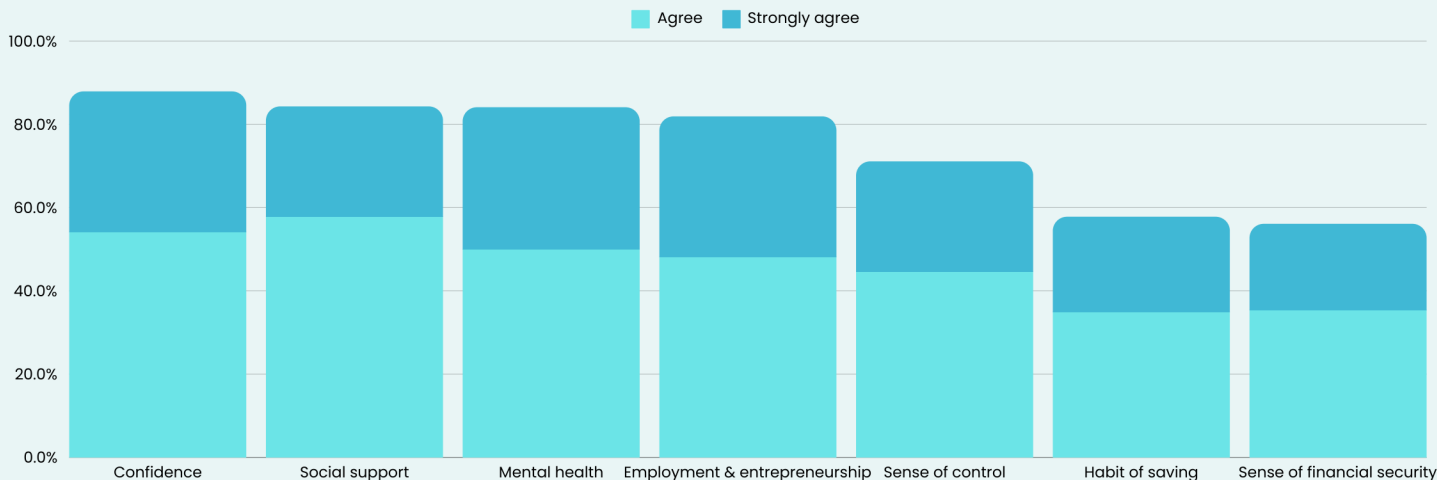
### WEvolution's unique value

The value of WEvolution lies in its unique strengths: empowering women to lead at scale, employing a people-led model, offering business support for marginalised women, supporting non-linear journeys of change, and bringing economic and social change together.

### Impact over time

Impact happens quickly, and increases over time. Across most impact areas, we see improvement amongst short-term members (<1 year), but also, a continued increase in impact amongst long-term members. This suggests that WEvolution has an immediate impact on the lives of its members—and that these impacts have an increasing effect over time.

Percent of survey respondents agreeing they experienced positive changes in key impact areas since joining WEvolution



### Improved feelings of social support and belonging.

84.3% of WEvolution members said that they had a better social support network. SPG members were more likely to say they could turn to someone in their community for support (87.3%), compared to the Scottish average (80.0%).

*"Once my group started regular online meetings, I quickly couldn't imagine a week without them. Suddenly I felt positive, confident and I had a renewed sense of purpose." – WEvolution member*

## An increase in confidence and sense of control.

87.9% of WEvolution members said they were more confident since joining WEvolution, and 71.2% of WEvolution members experienced a greater sense of control over their lives.

*"I don't have much self-esteem.... I've always felt like a failure in a lot of ways, so it's been amazing meeting people who have felt the same way basically, and we really help each other out, and empower each other. That's what movement's all about."* – WEvolution member

## Improved mental health and well-being.

84.1% of WEvolution members said their mental health and wellbeing had improved. WEvolution members had better reported mental wellbeing (25.84) than the Scottish average (24.23) based on the Short Warwick Edinburgh Wellbeing Scale (SWEMBSW). This is noteworthy as 44% of SPG members are in the most deprived 20% of the Scottish population, while a further 22% are in the next most deprived 20%, which we would expect to have lower well-being scores than the national average—but are 8% and 6% higher respectively.

*"It's been life changing. My mental health, that's got so much better."* – WEvolution member

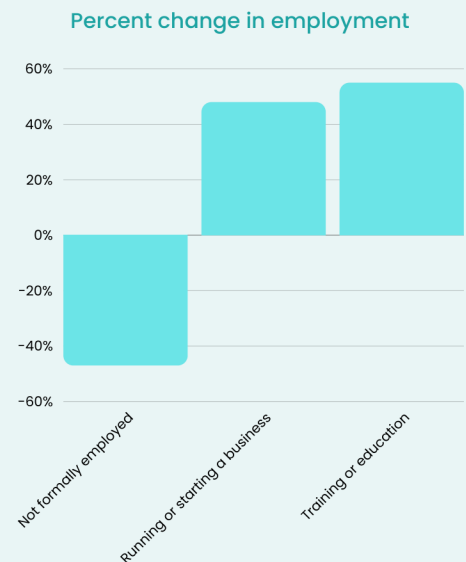
*"I wouldn't still be here, you know, without the support of people in WEvolution."* – WEvolution member

## Increase in entrepreneurship and economic activity.

- 81.9% of WEvolution members feel more positive about starting a business or finding work.
- Nearly 1 in 2 (48%) WEvolution members run their own business or are in the process of starting a business, compared to 13% when they started.
- There were 47% fewer WEvolution members who are not formally employed since joining.
- There was a 55% increase in WEvolution members enrolled in formal training and education.
- 30% felt that their children were more entrepreneurial.

*"It gave me the strength and grounds to start my own business."* – WEvolution member

*"People's perception of what an entrepreneur is was very different to how WEvolution was initially talking. You know, a young suited and booted guy with loads of money who was starting a business and whether it failed it didn't matter. But now it's kind of like I'm a serial entrepreneur now."* – WEvolution member



## Improved sense of financial well-being.

57.8% of WEvolution members said joining an SPG helped them form a habit of savings. 56.1% of WEvolution members said they felt more financially secure.

*"It's given me a sense of empowerment to be able to save and to know that my little will grow into something big."* – WEvolution member

## A range of positive knock-on impacts on children.

Among survey participants for whom a question about impacts on children would apply, 73% felt like they became a more positive role model for their children by joining the movement, and 30% felt their children had become more entrepreneurial.

*"The importance of children in the household seeing that their mother is able to make something happen, that their mother is happier, their mother is more confident, is connected."* – WEvolution member

# Thank you.



## **An Anthill Collective Report**

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This report was produced by Anthill Collective, a group of independent social researchers, policy experts and service designers helping organisations create citizen-centred policies and services.

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