



Impact of Investing in Proof Alliance

Raising awareness of prenatal alcohol exposure and supporting those affected by fetal alcohol spectrum disorders (FASD).

PR%F
Alliance

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Dear Community,

Alcohol is the most detrimental of all substances a developing fetus can be exposed to prenatally – more damaging than opioids, heroin, crack/cocaine, meth or cannabis. Prenatal alcohol exposure (PAE) causes fetal alcohol spectrum disorders (FASD), impacting up to 1 in 20 children in the United States. People with an FASD typically require life-long assistance, may be at higher risk for difficulty in school, involvement in the justice system, homelessness, substance use, inconsistent employment and mental health challenges. This has implications for every major system in the country – legal, justice, educational, health, human services, housing and employment. We’re working relentlessly to ensure families impacted by an FASD have access to timely diagnosis, community support and specialized care. Why? Because every child deserves the opportunity to reach their full potential. For nearly 30 years, we’ve been raising awareness about FASD, providing education to professionals to build an FASD-informed workforce, training clinicians how to diagnose FASD and advocating at the legislature for funding and policy change to improve the lives of people living with an FASD.

Proof Alliance is creating a community, for this generation and the generations to come, where people with an FASD are identified, supported and valued so they can thrive and grow into their full potential. With your continued support, over time we can reduce incidence rates of FASD. And for those living with an FASD, together, we can improve health care utilization, cost of care, educational attainment, employment and lifetime wellbeing. With your support, every child with an FASD will have the opportunity to reach their potential and babies will be born without prenatal exposure to alcohol.

*With gratitude,
— Mollie O'Brien*

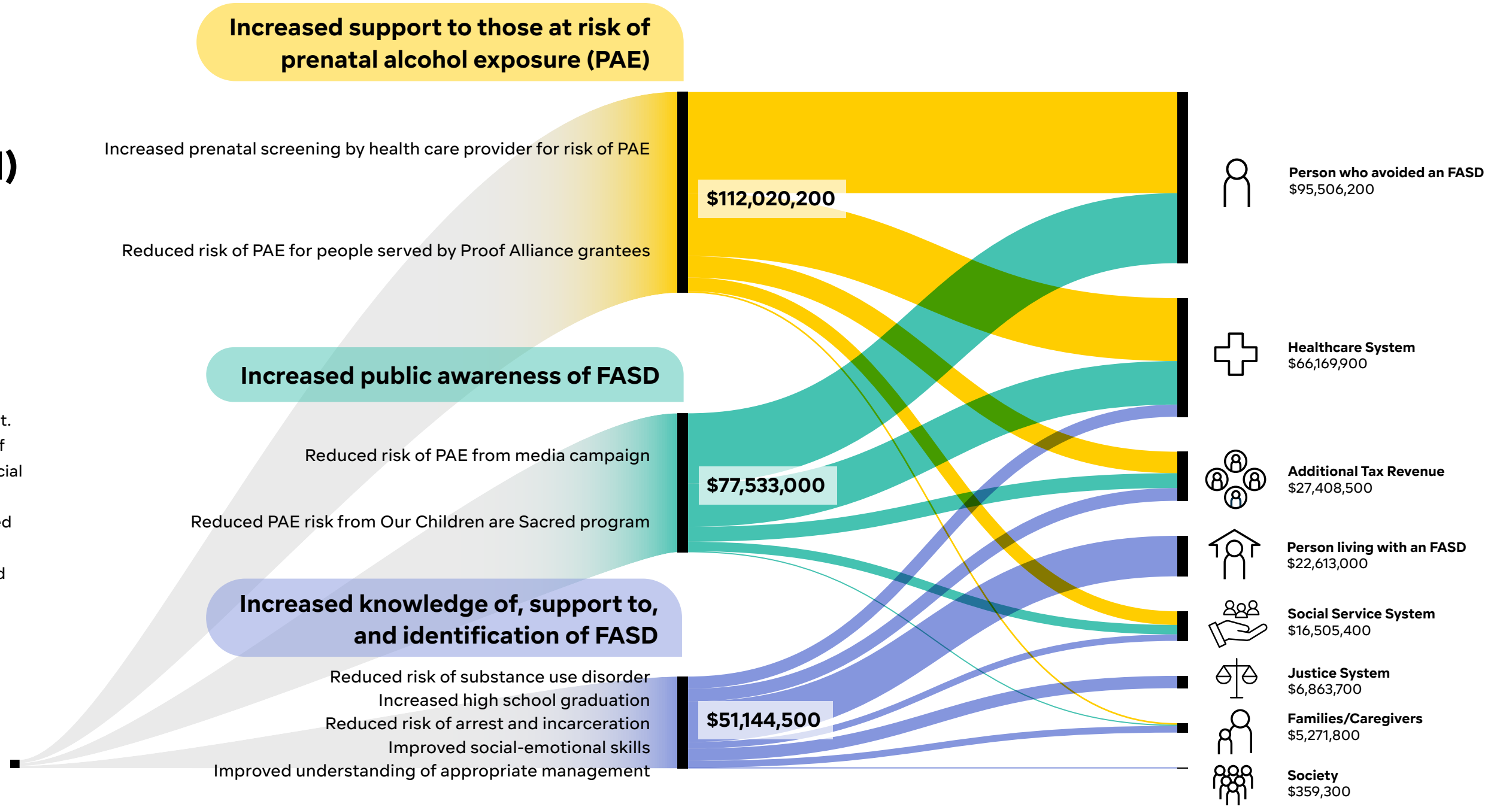
United Nations Sustainable Development Goals addressed by Proof Alliance:



Proof Alliance's 2023 Estimated Social Return on Investment (SROI)

\$1 → \$55.70

This impact value map shows the total expenditures of Proof Alliance in 2023, and the benefits estimated from that investment. For every \$1 dollar spent to deliver the Proof Alliance programs, there is an estimated social return of \$55.70. This value is being realized through increased lifetime earnings, reduced substance use disorders, improved mental health, improved social-emotional skills, and avoided cases of FASD.



Proof Alliance 2023 Total Expenditures

\$4,323,939

Estimated SROI

\$1 → \$55.70

Estimated Return on Investment in 2023

\$240,805,120

Investment

The dollar value used to generate impact

Impacts

The value realized as a result of the investment

Stakeholder Value

The total benefits shared by stakeholders



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Intro

SROI Overview

Theory of Change

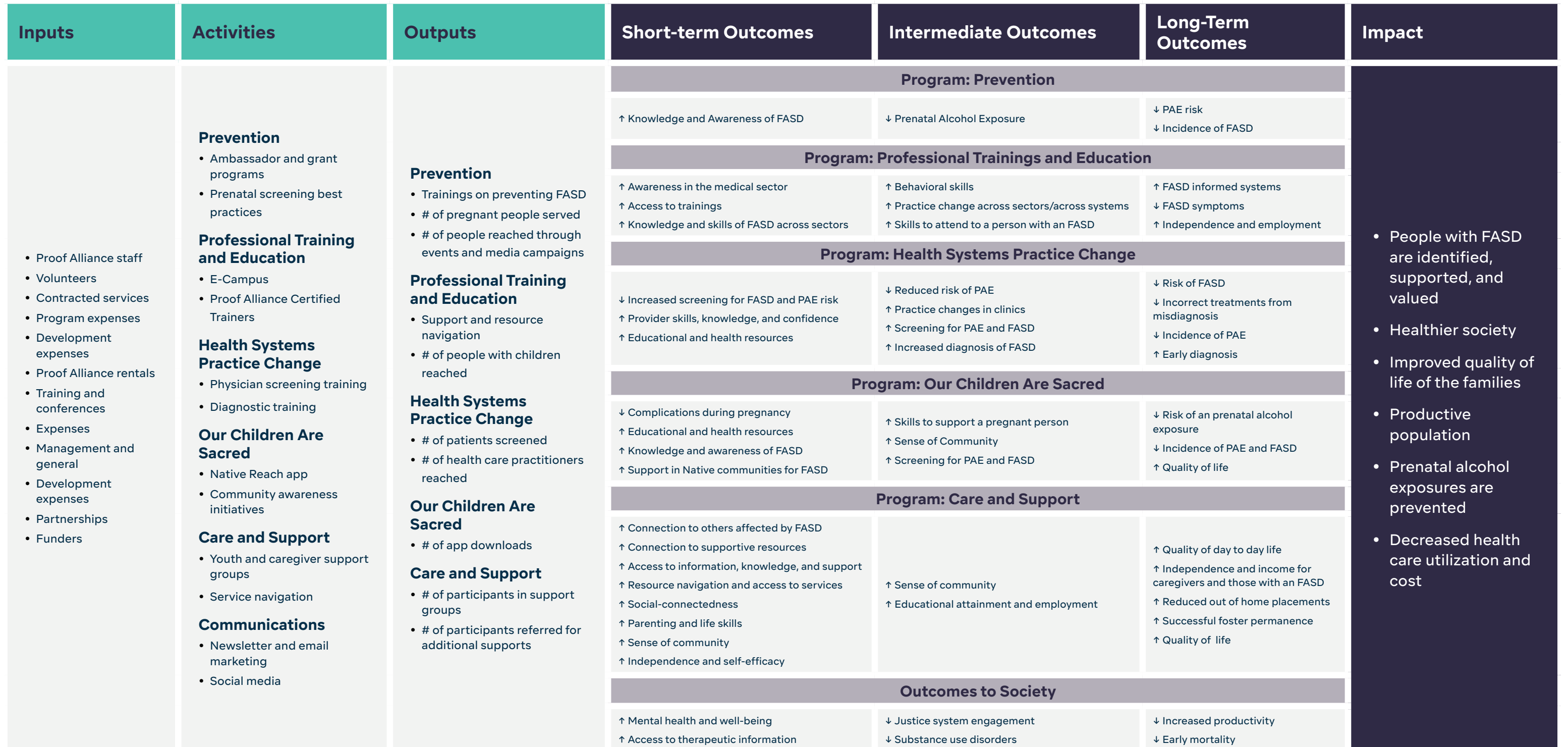
Impact Metrics

Stories

Theory of Change

To prevent prenatal alcohol exposure and to support all impacted by FASD throughout Minnesota and beyond by bringing awareness, research, trainings and direct services to those affected by an FASD and the systems they interact with most.

Logic Model



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Key Performance Indicators (KPIs)

Scale KPIs	Quality KPIs
<ul style="list-style-type: none"> • # of people reached in child-bearing years via media campaigns, events, grantees, etc. • # of patients newly screened and potentially diagnosed with an FASD • # of youth • # of caregivers • # of health care professionals trained on PAE screening • # of pregnant people served • # of support group participants each year disaggregated by youth, caregivers, etc. 	<ul style="list-style-type: none"> • % of caregivers reporting improved mental health • % of caregivers reporting youth with FASD have improved behavioral regulation • % of health care professionals screening more youth for FASD and pregnant people for PAE risk • % of diagnostic clinic patients that are newly diagnosed • % of people who report changing drinking behavior while pregnant

Proof Alliance's Five Dimensions of Impact

WHAT: Proof Alliance is a nonprofit working to prevent instances of prenatal alcohol exposure and support those already affected by FASD. This leads to social and economic impacts including improved lifetime well-being, educational attainment, employment and reduced justice system involvement, special education, and health care utilization/costs.

WHO: Individuals affected and/or individuals who may become affected by FASD. This includes youth and adults with FASD, pregnant or may become pregnant persons, and the various systems those people engage with - health, social services, education, legal, private sector, etc. Minnesota has been the historical geography of focus although Proof Alliance continues to expand throughout the U.S.

HOW MUCH: Thousands of people reached via trainings, hundreds of families/caregivers supported, millions of people reached via awareness programs every year.

CONTRIBUTION: Proof Alliance is a one of a kind organization focused on FASD and PAE. FASD is estimated to affect 1 in 20 youth in the U.S. with implications for every major system in the country - legal, justice, educational, health, human services, employment, etc. There is a tremendous need for awareness, prevention, treatment, and support and without Proof Alliance, there are no other organizations ready to take up the reins to help address this need.

IMPACT RISK MITIGATION: Proof Alliance works to engage as many stakeholder groups as possible to create a systems level shift. Proof Alliance also acknowledges the great capacity needed to effectively serve and prevent FASD, and works to train industry professionals to help reach more people than Proof Alliance would otherwise be able to reach on their own.

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**IMPACT
MANAGEMENT
PROJECT**

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Alcohol use and pregnancy is pervasive, and Proof Alliance has empowered me to promote positive changes in my pregnant patients. Knowing about the problem of prenatal alcohol exposure is important, but this training went beyond the epidemiology and taught me various skills to effectively engage with my patients surrounding the theme of prenatal alcohol use.

- Health care provider

”



“

It has been an honor and a privilege to contribute to this cause and watch the next generation of advocates continue to fight for what they believe in. I truly am reminded everyday how much of an influence these people of this organization have had throughout my life.

- Adult with an FASD

”

“Proof Alliance has had a significant importance in the life of myself and my children. They have supported us all both emotionally and mentally. Proof has also been a huge blessing to us as well.”

- Caregiver



“

I don't know what I would do without Proof Alliance. They have helped me at my lowest when I felt alone. They have supported and fought with me in the court system trying to explain my son's brain differences. They gave me hope when I had none and the service providers are excellent and are definitely for the families who are referred. Even as my children age, they still care and make referrals...one day I can give back what they gave to me...

- Caregiver

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