

# Return on Investment and Net Benefits



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# Corporate Social Responsibility Net Benefits (Example Mining Industry)

## FOR YOUTH

Increased probability of enrolment in  
Post Secondary Education

Improved Skills development in core  
areas such as *Business, Engineering,  
Science and Technology*

Ability to create companies that hire  
staff and generate wealth

Development of Global Network to help  
with Career and Business goals

## FOR YOUR ORGANIZATION

Provides measurable positive impact of  
your CSR initiatives.

Development of core skills improves  
Youth ability to find jobs in key fields  
including your Industry

Helps lower unemployment in places  
where you do business, *thus  
lowering your risk profile*

*Clearly improves image of your firm in  
Global Markets*

# Corporate Social Responsibility Cost of Failure and Ignoring Youth

## Potential Cost of Corporate Social Responsibility Failure

Types of Costs	Estimated Cost
Staffing	\$40,000 to \$150,000 US
Travel & Administration	\$15,000 to \$30,000 US
Materials	\$10,000 to \$20,000 US
Social Costs in Real Dollars	\$150,000 to \$75M US
<b>Total cost</b>	<b>\$215,000 to \$75.2M US</b>

**HOW IS YOUR TOTAL COST OF CORPORATE SOCIAL RESPONSIBILITY FAILURE BOTH FINANCIALLY AND SOCIALLY?**

*\* Estimates based on research from World Bank, Narco UK and IMF*

# Youth Marketing

## Net Benefit to Private Sector (Banking Example)

### Young Person at 16

20 Year Banking Customer

Average \$25/Month Fees

**Total Average Fees \$6,000**

16 Year Credit Card Customer

Average Yearly Interest \$1,400

**Total Average Interest Earned, \$22,400**

8 Year Home Mortgage Customer

Yearly Interest Paid, \$11,000

**Total Mortgage Interest Earned, \$88,000**

2 Year Investment Services Customer

Quarterly Load/Management Fees, \$500

**Total Fees Earned, \$2,000**

# Youth Marketing Net Benefit to Private Sector (Banking Example)

Average Total Revenue per Youth over 20 years =  
**\$118,400 US**

Assume your organization reaches obtains 5,000 young at this rate  
5,000 @ 118,400 =

**\$592 Million US over 20 Years**  
or  
**\$29.6 Million US per Year**

**HOW MUCH WOULD IT COST YOU TO DRIVE AN  
ADDDITIONAL \$29.6 MILLION/YEAR?**

# How Corporate Training firms can realize improve ROI with HigherEye

Expanded Audience due to focus on Youth

Audience will now include the; Education, Government, NGO Sectors.

Assume cost per participant to our joint seminar at \$2,500

Assume 35 participants enrol due to expanded sector focus.

Total Revenues **\$87,500 US**

**HOW MUCH MORE WOULD IT COST YOU TO DRIVE AN ADDITIONAL \$87,500 FOR YOUR EVENTS?**

# Why HigherEye for the Private Sector?



✓ Generation of **Millions** in additional revenues and sales in the Local and International Youth Market.



✓ Up to **\$60,000 US saved** by Outsourcing Community Outreach activities to HigherEye



RBC Royal Bank®

✓ Reduced Training costs by up to **\$10,000 US/employee** by training Youth/Young professionals before they enter the Workforce.

## Testimonial

*“HigherEye was able to clearly link modern trends and preferences within the Youth Market to the challenges facing our industry. Because of this we have already saved \$40,000 US this quarter in marketing program costs, and will now re-allocate those funds more activities more relevant to youth”*

*Senior Vice President, Banking - Malaysia*

# Why HigherEye in the Education Sector?



✓ Hundreds of Youth owned Small Businesses Created in Green Energy, Retail and Distribution via HigherEye Workshops

✓ Up to 3,500 new enrolments to local and international Universities and Colleges.



✓ Over \$40 million US in tuition generated

✓ Our Courses scored 98% 'extremely satisfied' by Students

LAURIER

“HigherEye opens my eyes to opportunities available to me in this world. Without their training, I would never realize my full potential.”  
– 23 year old University Student, Canada



# Why HigherEye in the Government/NGO Sector?

Canada

✓ Youth trained in International Business Development and Career Development



✓ Improved Image for Governments among local Youth

ONTARIO  
CANADA

✓ Reduced recruiting costs by up to \$2,500 US/recruit for Government Ministries & NGO's

## Testimonial

*“HigherEye practices what it preaches. They deliver training that realizes that cultural diversity in Ontario and its implication in the Global & Green Economy. The field trips to the Ontario Investment & Trade Centre for Youth, has resulted in us getting access to a bigger tool of talent as we face large amounts of retirements over the next 3-5 years”*

– Director, Government of Ontario

**Return on Youth, Return on Society,  
Return on Investment**

**HIGHER EYE**

Empower Locally • Perform Globally

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