

# The Social ROI of Watershed's Imperatives

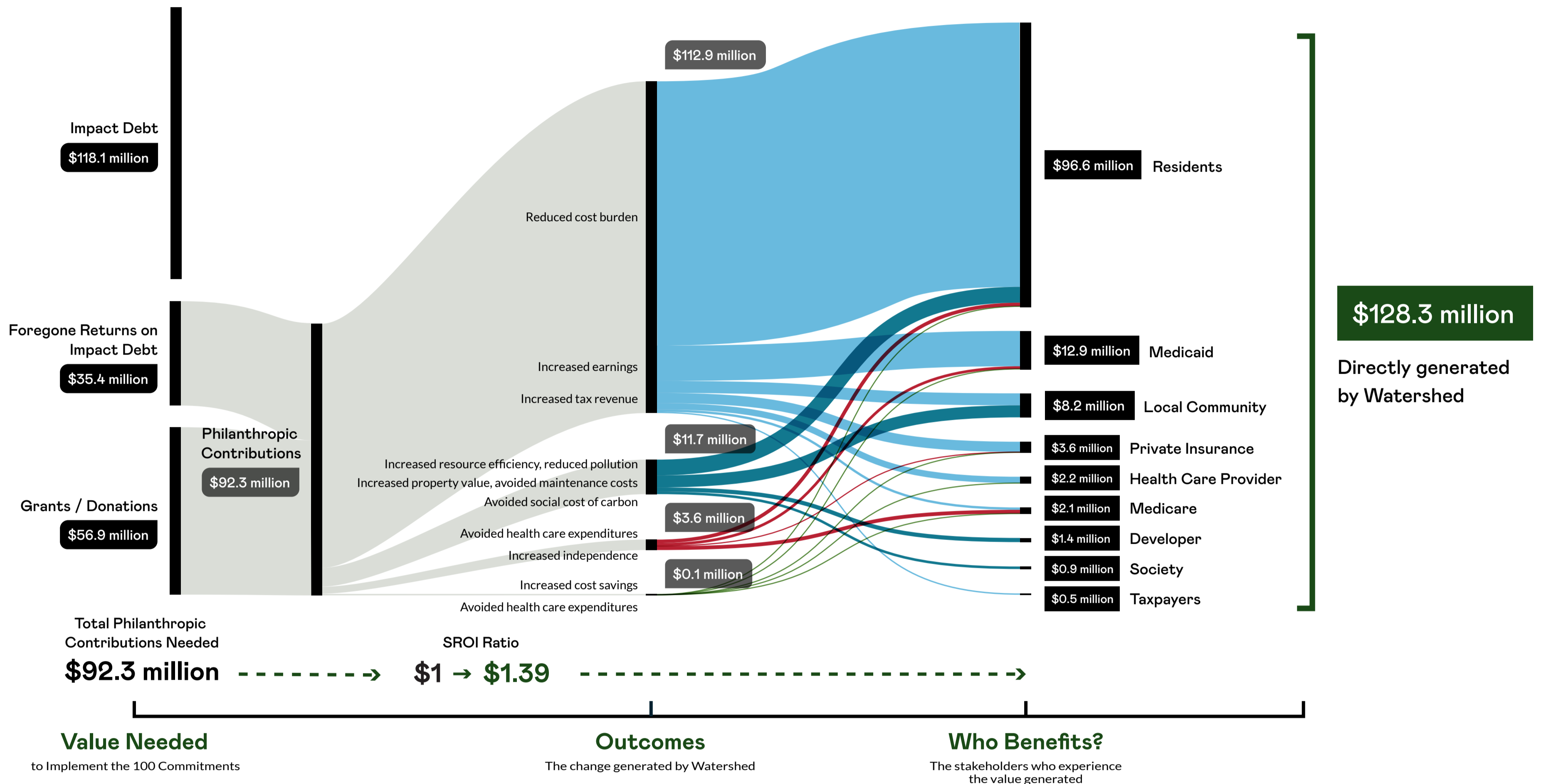
## \$244 million in social and environmental value projected

Watershed's 5 imperatives and 100 commitments are projected to directly generate \$128 million in social and environmental impact. That translates to a philanthropic SROI of \$1.39 - for every \$1 in philanthropic contributions, \$1.39 in impact is generated by Watershed.

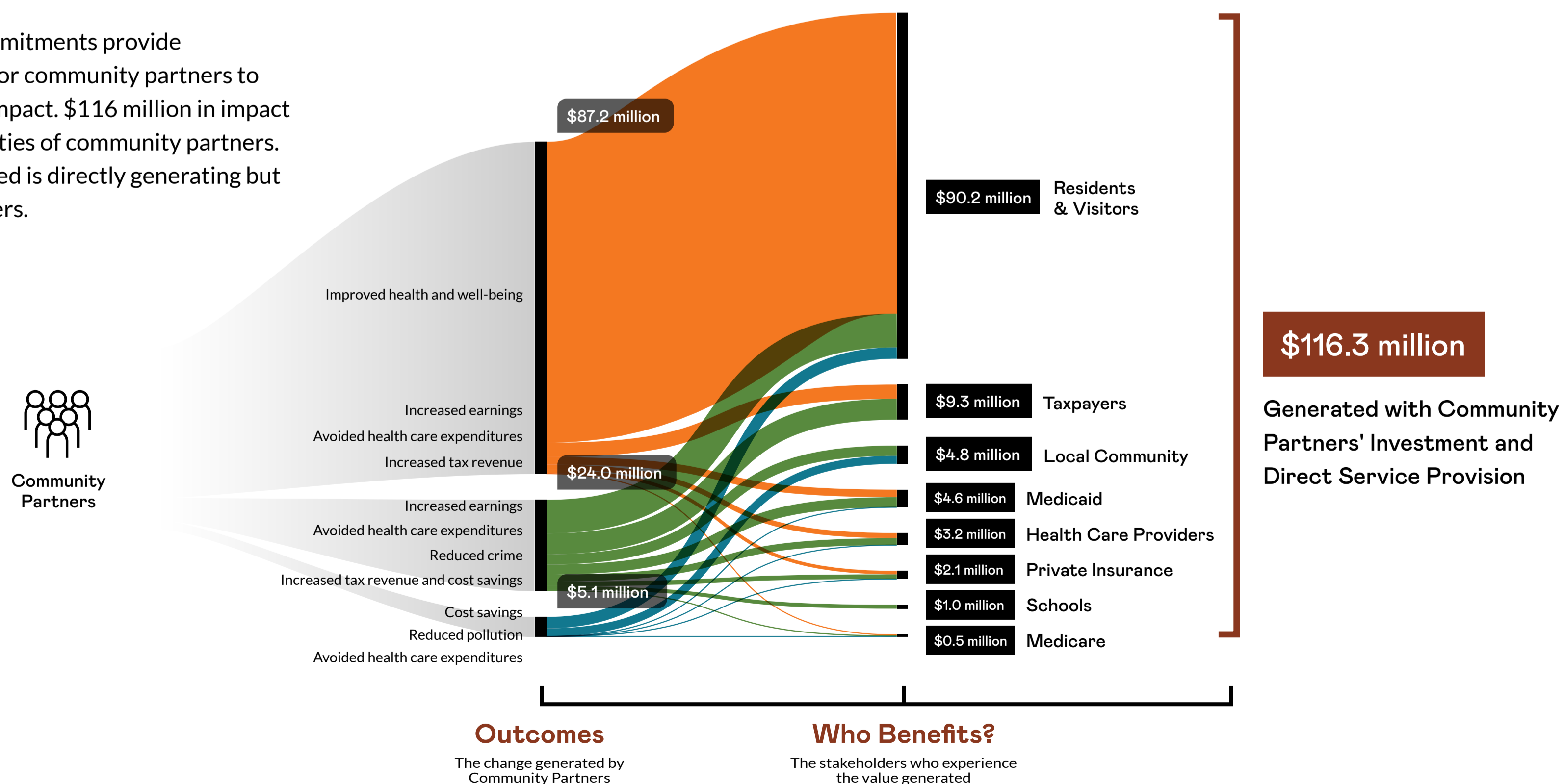
Philanthropic contributions will also help unlock \$116 million in impact through commitments that require community partners' co-investment. In total, \$244 million in impact is projected. This is impact beyond what a typical market-rate mixed-use housing development would achieve.

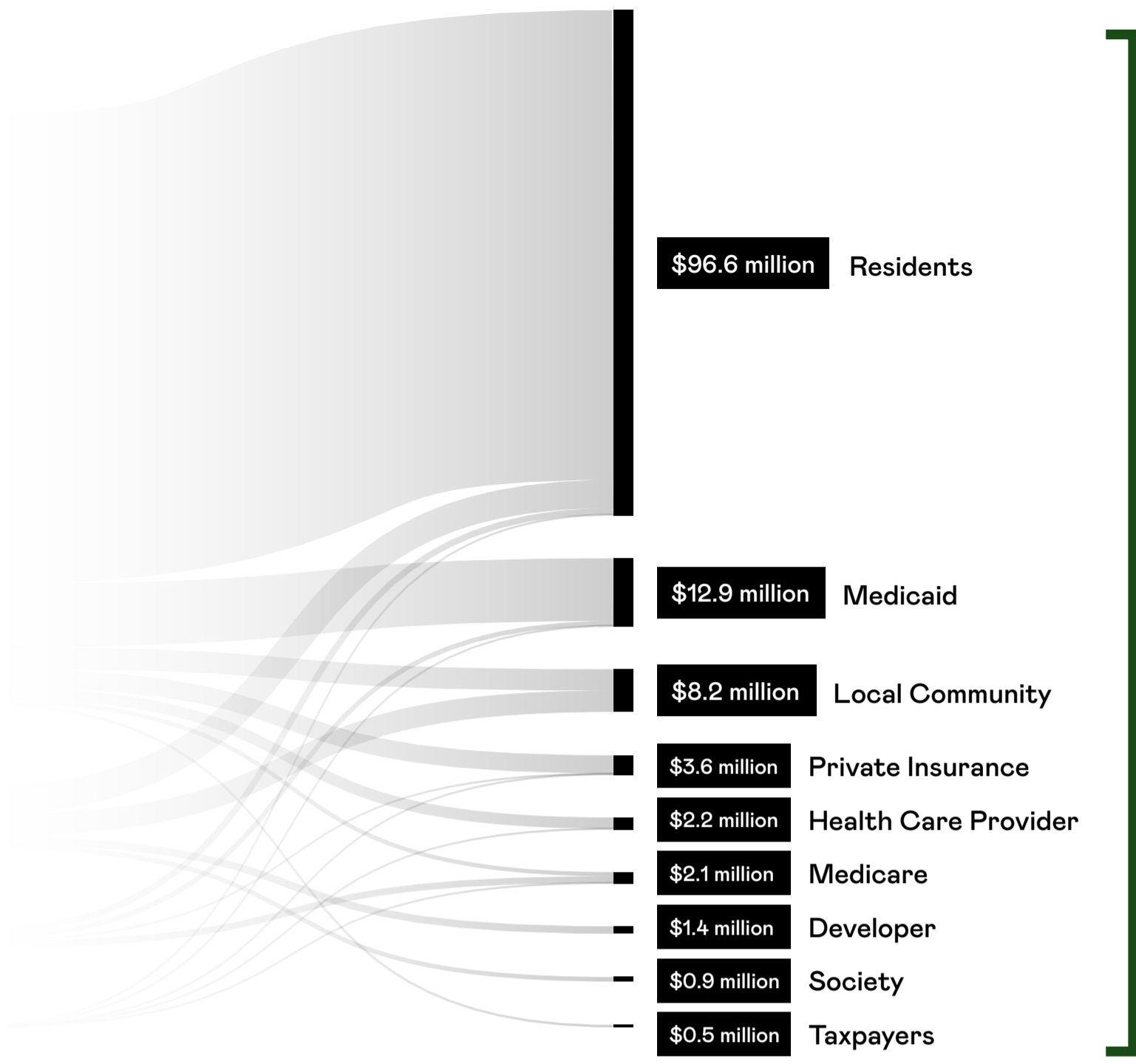
### The 5 Imperatives:

- Affordable Spaces
- Environment and Stewardship
- Art as Convener
- Diverse and Inclusive Community
- Liveable Neighborhood



Numerous Watershed commitments provide supportive infrastructure for community partners to utilize in their delivery of impact. \$116 million in impact is projected from the activities of community partners. This is not impact Watershed is directly generating but is supporting via the partners.

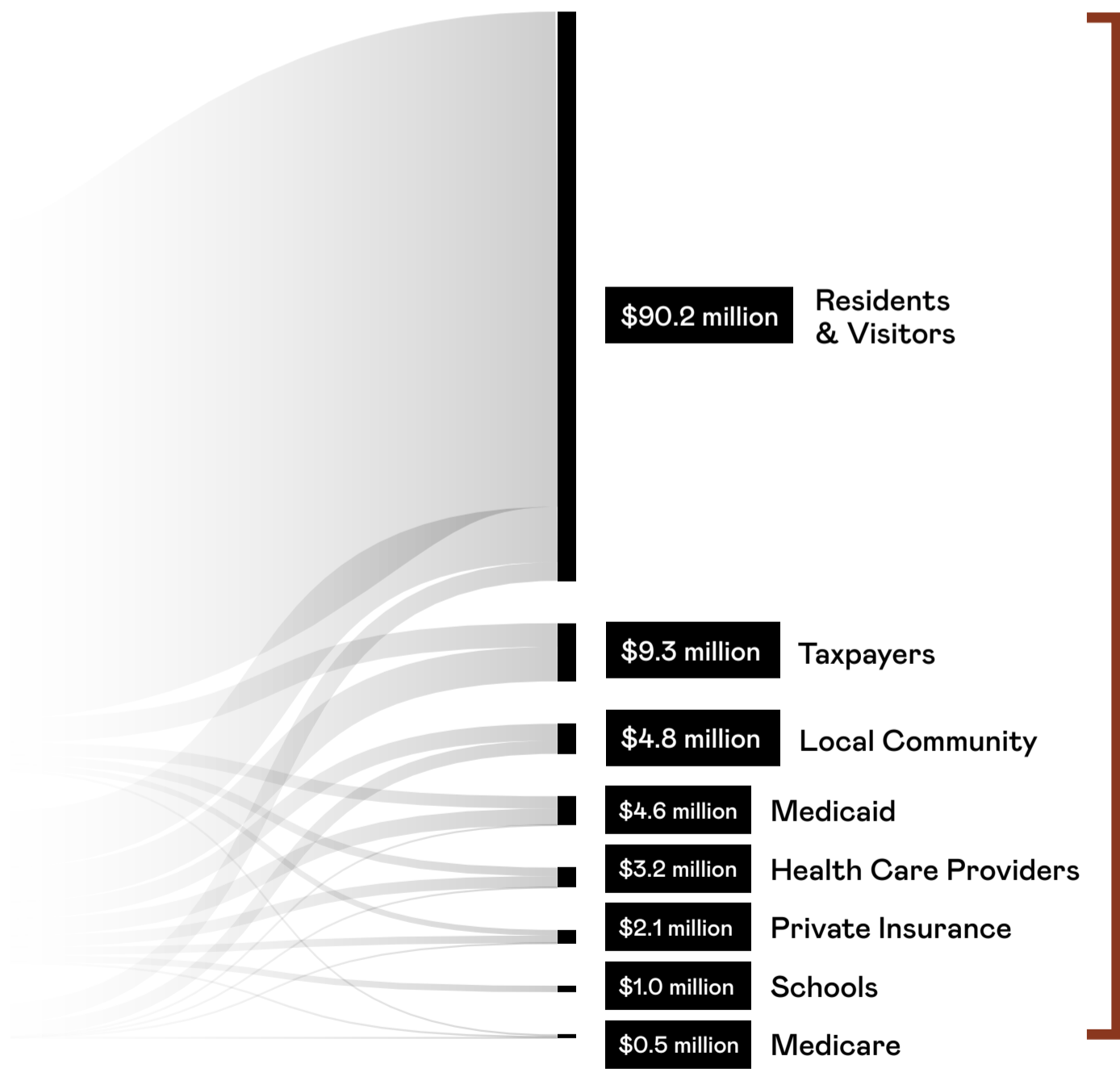




**\$128.3 million**

Directly generated by Watershed

+



**\$116.3 million**

Generated with Community Partners' Investment and Direct Service Provision

**\$244.6 million**

in total social and environmental impact supported by Watershed's development of the Bend