

# Social Return on Investment 2025 Highlights

Creating Safer Communities,  
Saving Lives and Reducing  
System Costs

The 24/7 Crisis Diversion program provides a city-wide, non-emergency crisis response service that operates **24 hours a day, 7 days a week, 365 days a year**. The program supports people experiencing crises related to homelessness, mental health challenges, substance use, and other complex social issues, while also helping reduce demand on emergency services.



From 2023-2025, a Social Return on Investment (SROI) analysis was conducted to assess the genuine value of the program. The evaluation concludes that the program is a sound investment, with evidence supporting continued and increased investment to improve outcomes for individuals, communities and public systems.



## Key Findings: \$6+ Returned for Every \$1 Invested



Total social value created

Almost

**\$42 million**



Total 2025 investment

**\$6.3 million**



Social return on investment

**At least 6:1**

– every \$1 invested generated more than \$6 in measurable social value.

# Program Impact | 2025



## 1 Supporting community members in distress

~\$40 million in social value created

through improved safety, health, stability, housing access, and well-being for community members accessing 24/7 Crisis Diversion.

Key value-generating outcomes included:

- Increased sense of safety
- Reduced assaults and victimization
- Increased ability to seek help and access supports
- Life-saving drug poisoning interventions

## 2 Diverting crises before they become emergencies

~\$2 million in savings

by reducing pressure and demand on health, justice, and emergency response systems.



228

hospital admissions avoided



1,239

emergency room visits avoided



101

ambulance callouts diverted



330

police callouts diverted

## 3 Growing demand: Demand for service continues to increase.

Dispatches increased from 20,074 (2023) to 31,695 (2025)

↑ 58%

Calls to 211 related to crisis diversion increased by an average of approximately 23% over the study period.

↑ 23%

The program expanded capacity to meet this need while maintaining strong outcomes and improving data quality, evaluation practices, policies, staff training and partnerships.

24/7 Crisis Diversion is a collaborative initiative between:



### 24/7 Crisis Diversion helps:

- ✓ Save lives
- ✓ Connect vulnerable people with supports
- ✓ Reduce pressure on emergency responders
- ✓ Improve community safety and well-being
- ✓ Generate significant social and economic value for Edmonton

Full report:



[crisdiversionedmonton.ca](https://crisdiversionedmonton.ca)