

## How SPCA Creates Nearly \$1 Billion in Social Good for New Zealand

### A Public Summary of the May 2025 SROI Report

#### \$989.2 million in value every year

In 2023–24, SPCA generated \$989.2 million in social, economic, and community value, **with \$10.50 in benefit for every \$1 invested**.

This independent Social Return on Investment (SROI) analysis by Infometrics shows that SPCA is not only protecting animals but also improving people's lives, supporting communities, and safeguarding New Zealand's environment at an exceptional scale.

#### What the report measures

This SROI report goes beyond counting the number of animals SPCA helps. It also measures the broader value our work creates for people, communities, and the environment such as improved mental health, stronger community connections, reduced violence, and healthier, more resilient biodiversity.

#### Main ways SPCA makes a difference - Annual social value breakdown

Impact Area	Impact Description	Annual Social Value
<b>Adoptions Improve Lives</b>	People who adopt and foster animals from SPCA gain companionship, better mental and physical health, and reduced loneliness.	\$350.9m
<b>Preventing Cruelty</b>	By responding to over 25,000 abuse, neglect and other cases/situations every year, SPCA protects animals and helps prevent violence in homes.	\$328.5m
<b>Desexing Prevents Suffering</b>	SPCA desexed over 33,000 animals last year. This stopped tens of thousands of unwanted births and reduced suffering, abandonment, and euthanasia.	\$111.7m
<b>Desexing Supports Biodiversity</b>	SPCA desexing helps protect New Zealand's native wildlife from predation by stray cats especially in peri-urban and urban environments.	\$9.6m
<b>Desexing Lowers Aggression</b>	Reduced dog bites through SPCA desexing	\$1.4m
<b>Op Shops Save Op Shops Save People Money</b>	SPCA's Op Shops save whānau/families money by retailing donated items at significantly reduced prices.	\$8.6m
<b>Op Shops Reduce Landfill</b>	SPCA's Op Shops divert around 2,900 tonnes of clothing and other items from landfill each year.	\$0.9m
<b>Free Animal Food</b>	SPCA Pet Pantries at supermarkets receive donations which are distributed to people in need.	\$5.0m
<b>Volunteers Gain Skills and Jobs</b>	Volunteering at SPCA is a social benefit and a pathway to employment especially for young people, migrants, and those with disabilities.	\$137.3m
<b>Vaccinations Protect Public Health</b>	SPCA vaccinates nearly 25,000 animals each year, reducing the risk of diseases.	\$0.1m
<b>Humane Education Creates Kinder Kids</b>	SPCA's education programmes are used in nearly half of New Zealand's primary schools. These helps build lifelong empathy and reduce bullying, cruelty, and aggression.	\$35.2m
	<b>Total Annual Social Value:</b>	<b>\$989.2 million</b>

## Our return on investment

- **Total Cost** (cash + value of volunteer contribution): **\$94 million**
  - **Return:** For every \$1 spent, SPCA delivers **\$10.50 in value**.
  - Even under cautious assumptions, the return is \$7.30 for every \$1; with less restrictive assumptions, \$12.50 is plausible.
  - By comparison, many respected social programmes report returns between 2:1 and 6:1 placing SPCA among New Zealand's most impactful organisations.
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## Benefits beyond the numbers

SPCA's work also includes many other benefits that are harder to measure, but just as important:

- **Emergency rescues** during floods, fires, and earthquakes
  - **Support for pet owners** fleeing violence or homelessness
  - **Public Leadership** (advocacy) in national animal welfare laws and reforms
  - **Long-term effects** of humane education on community wellbeing
  - **Deterring future cruelty** through our visible Inspectorate presence
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## Final word

SPCA's work touches **homes, schools, communities, and ecosystems** across New Zealand. In 2023–24 alone, we created **\$989.2 million** in value, helping to build a **kinder, safer, and stronger New Zealand for animals and people alike**.

Thank you for making this possible.

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*This summary is based on the independent Social Return on Investment Report prepared by Infometrics for SPCA in May 2025.*

*[Infometrics](#) is an economics consultancy based in Wellington with clients across Aotearoa New Zealand. Their team comprises economists and IT specialists with expertise in quantitative economic analysis, econometric modelling and forecasting, environmental scans, demographic and population projections, spatial economics, and interactive dashboard design.*