

A CASE STUDY

5% AND THE ROI

THE PREQUEL

With an estimated 1-in-5 suffering from mental illness (we hear that lately it's closer to 1-in-3), your company's bottom line is likely affected in some way, shape, or form.

Directly, your employees may be missing days (41 is the average for someone suffering from mental illness), which costs financially, but also puts a strain on your other employees and productivity overall. And indirectly, your potential consumer may be off work and unable to afford to purchase your goods.



5 EMPLOYEES

Assuming after tax figures.

Company Sales Revenue	\$1,000,000
CEO Salary	-\$250,000
Employee Salaries <small>4 employees at \$100,000 in salary</small>	-\$500,000
Cost of Missed Days <small>Based on salary, approx \$400 per day x 41 days.</small>	-\$16,400
Company Net Revenue	\$233,600

NOT-SO-FINE PRINT

We have not factored in larger costs: financial/emotional strain on family members/friends, additional strain/pressure put on other employees, healthcare costs (to both you and the system), etcetera. We also realize the above numbers are for illustration purposes only, and that the investment may not have an immediate ROI (despite some claims, no one can fix mental illness overnight). But if you can picture a world without it, it's great ROI for everyone.

5% FOR MENTAL HEALTH

Assuming a healthy workforce.

Company Sales Revenue	\$1,000,000
Salaries	-\$750,000
Cost of Missed Days	\$0
Revenue	\$250,000
5% of Revenue	-\$12,500
Company Net Revenue	\$237,500