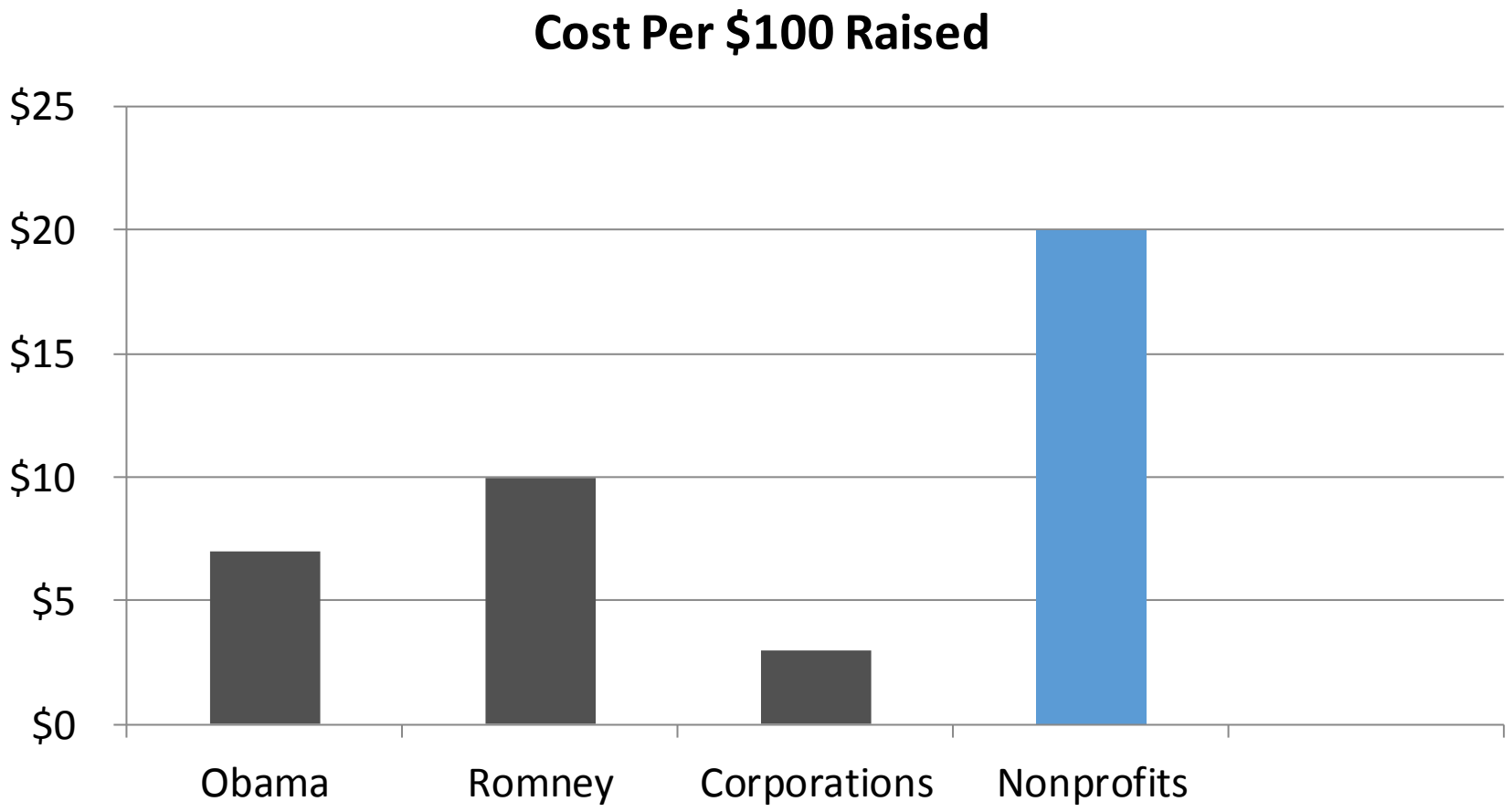
Defining, Measuring and Communicating Your Impact

MISSION MEASUREMENT

Jason Saul, Keynote

Who So Expensive?



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We Have No Leverage

Moment Of Grand Irony…

"There are no market forces, there are no competitors to take market share away, there are no customers that are going to shop someplace else…creating this kind of protected zone for philanthropy."

Tom Tierney, chairman and cofounder of the Bridgespan Group

Which Outcomes Does the Market Want to Buy?

Outcomes

What outcomes can you deliver?

Supply

Demand

What benefit do funders expect?

$

Funding

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Funders Are Demanding Outcomes

Governments

BUDGETING FOR RESULTS
Governor Pat Quinn

*"Resources are allocated based on how **effectively** a program or service achieves established goals and objectives rather than historical funding levels"*

Corporations

STEM Science, Technology, Engineering, Mathematics

Impact Investors

GIIN
GLOBAL IMPACT INVESTI

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Ultimately, We Will See A Social Capital Market

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An Outcomes Market Already Exists in the UK

HM Government

DWP Rate Card

DWP pays for one or more outcomes per participant which can be linked to improved employability. A definitive list of outcomes and maximum prices DWP was willing to pay for Round 2 is as follows:

Nature of Outcome	Maximum Price of Outcome
Improved attitude towards school	£700
Improved behaviour	£1300
Improved attendance	£1400
Entry Level Qualification	£900
NVQ level 1 or equivalent	£1100

Funders Asking Different Questions

Accountability	Value
Did you do what you said you were going to do?	What outcomes can you deliver?
What outputs did you produce?	What's your 'bang for the buck'?
Was your program evaluated?	How do you compare to other programs?

How Can You Win?

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Three Steps

What "known" outcomes do we produce?

How much can you move the needle on an outcome?

How can we learn from each other?

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Activities vs. Outcomes

Translating Activities to Outcomes

Activities *What we do*		**Outcomes** *Why we do it*
Provide Informational Resources	→	Educate Patients
Advocacy	→	Increase Access to Care
Partnerships	→	Expand the Continuum of Care
Fund Research	→	Accelerate New Treatments

Outcome: Desired change in **status, condition or behavior** *that results from* particular set of programs or activities.

Are There "Common" Outcomes?

In Fact, There Are 132 Common Outcomes

High-Level Program Classification	Specific Program Typology	Program Type Index	Standardized Outcome Classification	Standardized Sub Outcome Classification	Standardized Beneficiary Classification	Outcomes Indexed By Program Types
Education	Early Childhood Education	B03.02	**Improve academic achievement**	**General/other**	Pre-kindergarten	B03.02 – 007a
Education	Early Childhood Education	B03.02	**Improve school quality**	**School curriculum**	Pre-kindergarten	B03.02 – 009d
Education	Early Childhood Education	B03.02	**Improve school quality**	**Teacher effectiveness**	Pre-kindergarten	B03.02 – 009e
Education	Early Childhood Education	B03.02	**Increase access to education**	**General/other**	Pre-kindergarten	B03.02 – 010a

What Are Our Common Outcomes?

- Provide local support services to sufferers of disease and families
- Increase funding for and awareness of disease research through advocacy
- Provide information to sufferers of disease and families
- Become a trusted source for disease-related questions
- Provide preventative health guidance through published information
- Empower patients and their families to lead fuller lives through compassionate care and support
- Prevent disease, save lives through research, education, service
- Increase access to disease care for under- and un-insured Americans
- Educate lawmakers, policymakers and the public as part of advocacy effort for improving health outcomes
- Fund research that advances understanding of and treatment/cure for disease
- Advocate for laws that improve and protect quality of life for sufferers of disease
- Lead the fight to cure diseases through global research and nationwide advocacy
- Improve the quality of life of patients through education, advocacy and research
- Bring innovative ideas, products and services to advance health, well-being of people

Measure or Be Measured…

CHARITY NAVIGATOR
Your Guide To Intelligent Giving

GiveWell
REAL CHANGE FOR YOUR DOLLAR

GREAT Nonprofits
Real people. Real reviews about nonprofits.

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Only Metrics That Matter…

Efficacy

Percent of participants that achieve a positive outcome

e.g. 60%

Reach

Total participants served

e.g. 1000

Cost per Outcome

Cost to produce a positive outcome

e.g. $1,667

Quality of Evidence

Amount and strength of evidence

e.g. [1 – 5]

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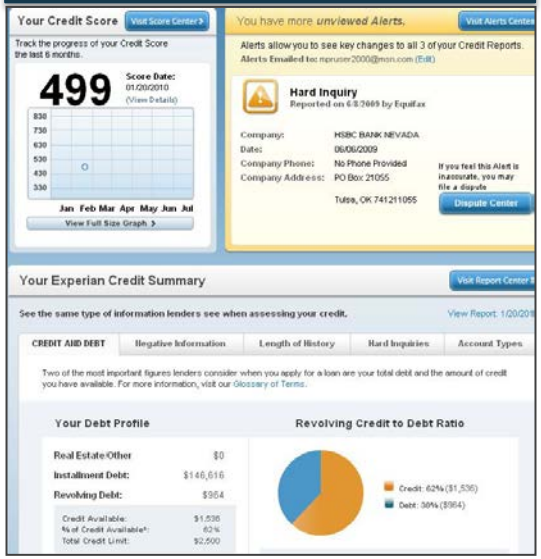
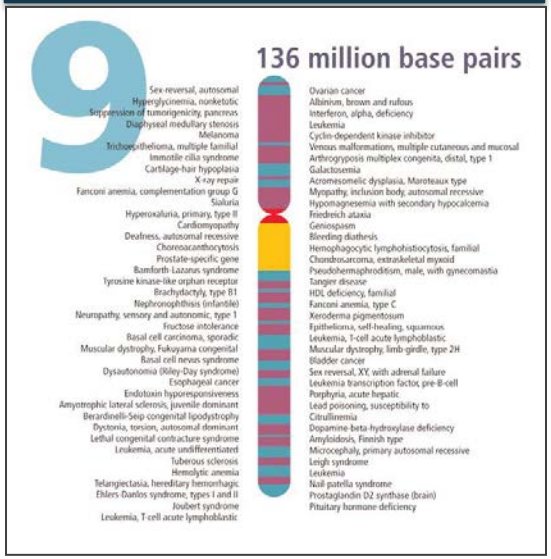
Other Sectors Have Common Measures, Why Can't We?

Credit Scores



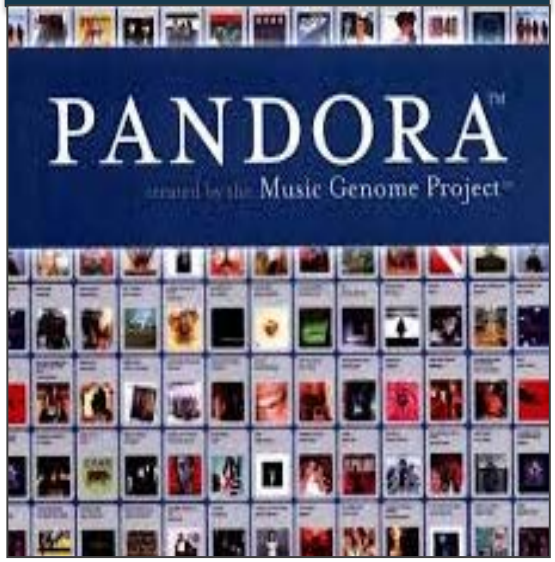
Measures financial outcomes

The Human Genome Project™



Measures health outcomes

The Music Genome Project™



Measures entertainment outcomes

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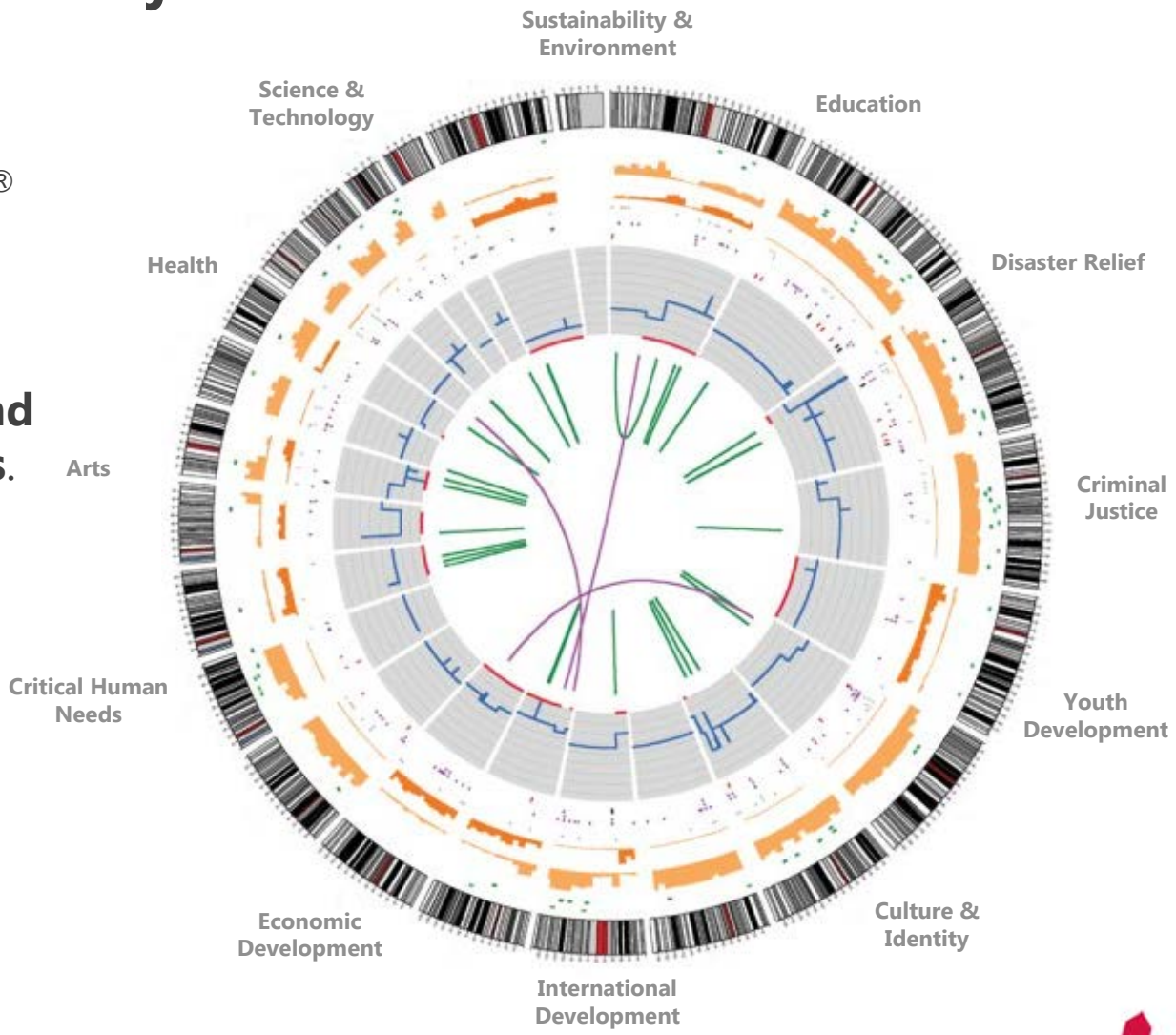
The Impact Genome Project®

The Impact Genome Project® (IGP) **creates a universal evidence base** that allows funders, practitioners and policymakers to **measure and predict common outcomes**.



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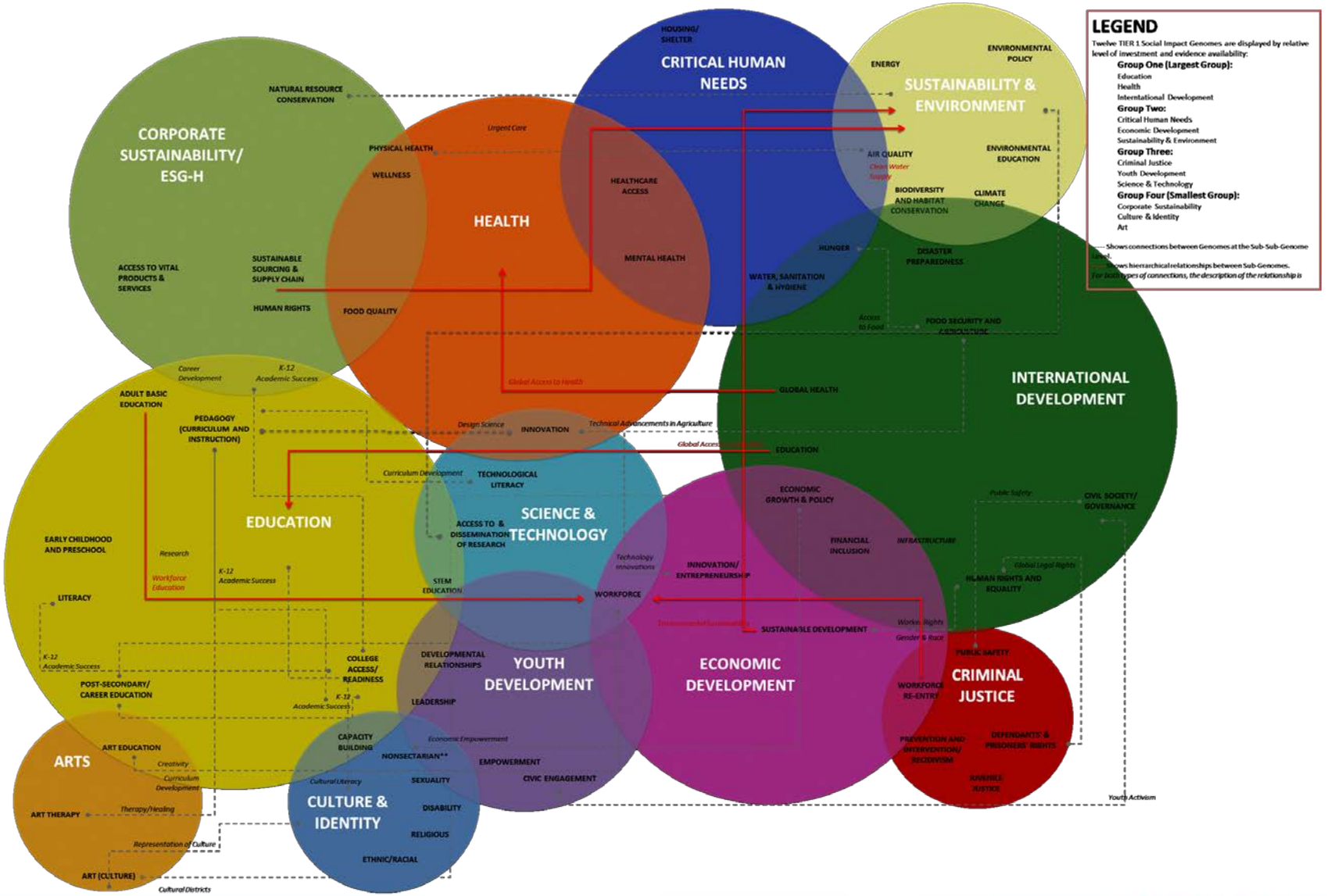
Twelve Social Genome Areas



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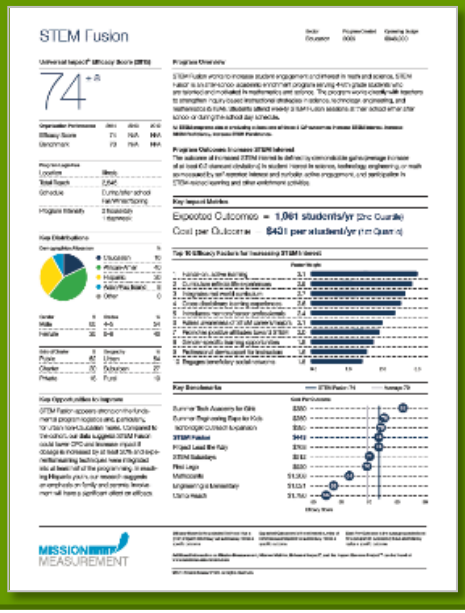
How Do We Create a Patient Health Genome?

Universal Evidence Base

Coded bibliography of studies, evaluations, and impact reports

Common Metrics & Benchmarking

Program scorecards, benchmarking and analytics



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The Food Security Genome:

The R&D efforts of the **Food Security Genome** are supported by the **Food Security Genome Consortium,** leading organizations who fund and implement programs related to domestic food security. These consortium members provide support by becoming charter subscribers and/or providing program research and field expertise. They include:

What Can We Do?

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Call to Action

1

Standardize Outcomes

Create a common language across all of our programs

2

Create Universal Evidence Base

Scan, tag and decode hundreds of program evaluations

3

Benchmark & Improve Programs

Identify the "genes" that drive desired health outcomes

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