Defining, Measuring and Communicating Your Impact

Jason Saul, Keynote
Who So Expensive?

Cost Per $100 Raised

- Obama
- Romney
- Corporations
- Nonprofits

$0
$5
$10
$15
$20
$25
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?

Supply

Outcomes

What outcomes can you deliver?

Demand

Funding

What benefit do funders expect?
Funders Are Demanding Outcomes

“Resources are allocated based on how **effectively** a program or service achieves established goals and objectives rather than historical funding levels”
Ultimately, We Will See A Social Capital Market
An Outcomes Market Already Exists in the UK

**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:

<table>
<thead>
<tr>
<th>Nature of Outcome</th>
<th>Maximum Price of Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved attitude towards school</td>
<td>£700</td>
</tr>
<tr>
<td>Improved behaviour</td>
<td>£1300</td>
</tr>
<tr>
<td>Improved attendance</td>
<td>£1400</td>
</tr>
<tr>
<td>Entry Level Qualification</td>
<td>£900</td>
</tr>
<tr>
<td>NVQ level 1 or equivalent</td>
<td>£1100</td>
</tr>
</tbody>
</table>
### Funders Asking Different Questions

<table>
<thead>
<tr>
<th>Accountability</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did you do what you said you were going to do?</td>
<td>What outcomes can you deliver?</td>
</tr>
<tr>
<td>What outputs did you produce?</td>
<td>What’s your ‘bang for the buck’?</td>
</tr>
<tr>
<td>Was your program evaluated?</td>
<td>How do you compare to other programs?</td>
</tr>
</tbody>
</table>
How Can You Win?
Three Steps

1. Standardize Outcomes
   - What “known” outcomes do we produce?

2. Measure Impact
   - How much can you move the needle on an outcome?

3. Benchmark & Improve
   - How can we learn from each other?
Activities vs. Outcomes
Translating Activities to Outcomes

**Activities**  
*What we do*

- Provide Informational Resources
- Advocacy
- Partnerships
- Fund Research

**Outcomes**  
*Why we do it*

- Educate Patients
- Increase Access to Care
- Expand the Continuum of Care
- 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**

<table>
<thead>
<tr>
<th>High-Level Program Classification</th>
<th>Specific Program Typology</th>
<th>Program Type Index</th>
<th>Standardized Outcome Classification</th>
<th>Standardized Sub Outcome Classification</th>
<th>Standardized Beneficiary Classification</th>
<th>Outcomes Indexed By Program Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Early Childhood Education</td>
<td>B03.02</td>
<td>Improve academic achievement</td>
<td>General/other</td>
<td>Pre-kindergarten</td>
<td>B03.02 – 007a</td>
</tr>
<tr>
<td>Education</td>
<td>Early Childhood Education</td>
<td>B03.02</td>
<td>Improve school quality</td>
<td>School curriculum</td>
<td>Pre-kindergarten</td>
<td>B03.02 – 009d</td>
</tr>
<tr>
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<td>Early Childhood Education</td>
<td>B03.02</td>
<td>Improve school quality</td>
<td>Teacher effectiveness</td>
<td>Pre-kindergarten</td>
<td>B03.02 – 009e</td>
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<td>Pre-kindergarten</td>
<td>B03.02 – 010a</td>
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</table>
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

BBB
ACCREDED CHARITY

GiveWell
REAL CHANGE FOR YOUR DOLLAR

GREAT Nonprofits
Real people. Real reviews about nonprofits.
### Only Metrics That Matter…

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
<th>Example</th>
</tr>
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<tbody>
<tr>
<td>Efficacy</td>
<td>Percent of participants that achieve a positive outcome</td>
<td>e.g. 60%</td>
</tr>
<tr>
<td>Reach</td>
<td>Total participants served</td>
<td>e.g. 1000</td>
</tr>
<tr>
<td>Cost per Outcome</td>
<td>Cost to produce a positive outcome</td>
<td>e.g. $1,667</td>
</tr>
<tr>
<td>Quality of Evidence</td>
<td>Amount and strength of evidence</td>
<td>e.g. [1 – 5]</td>
</tr>
</tbody>
</table>
Other Sectors Have Common Measures, Why Can’t We?

Credit Scores

The Human Genome Project™

Measures financial outcomes

Measures health outcomes

Measures entertainment outcomes
The Impact Genome Project® (IGP) creates a universal evidence base that allows funders, practitioners and policymakers to measure and predict common outcomes.
Twelve Social Genome Areas
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
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?
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