



Measuring Your Impact

HawaiiCommunityFoundation.org

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Hawai'i Community Foundation

- Statewide community foundation
- Established in 1916
- Public charity - 501(c)(3)
- Offices on Oahu, Maui, Kaua'i, and Hawai'i Island



What We Do

In 2013 ...

- Steward for 650+ funds
- Administered \$572M in assets
- Awarded \$43M in grants and contracts in the community
- Distributed over \$4M in scholarships to 1,400 students





What impact are we having?

What difference are we making?

How do we know?

How do we communicate this to donors and the community?

Intended Results for this Webinar

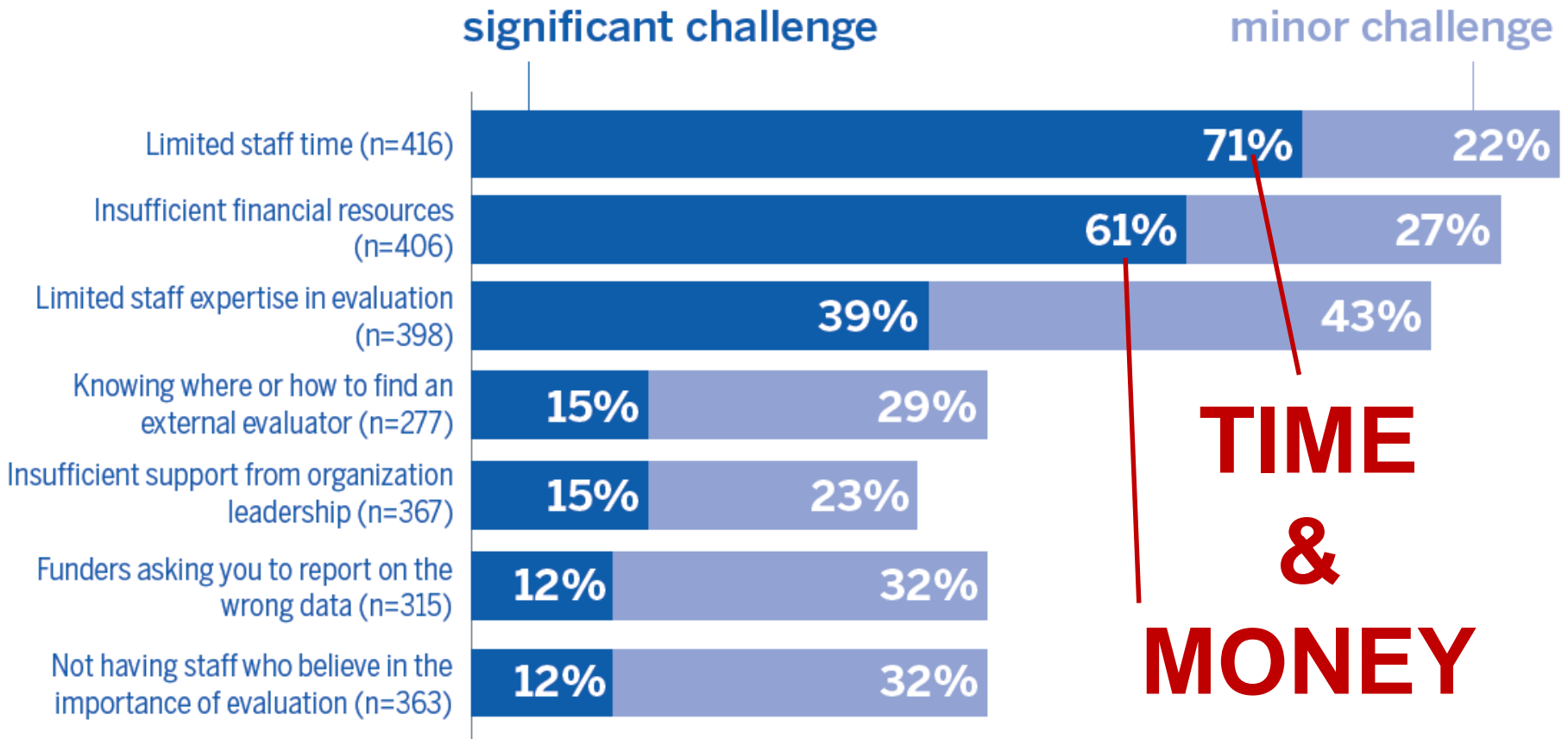
- Viewers understand the importance of measuring and communicating their impact—and know how to talk about this with their staff and donors
- Viewers know some starting steps to defining their impact and answering the question: What difference are we making?
- Viewers know where to find some good examples and tools to begin

“Despite all the right intentions, the vast majority of nonprofits do not have the benefit of good information and tools to determine where they’re headed, chart a logical course, and course-correct when they’re off. They’re navigating with little more than intuition and anecdotes. Only a fortunate few have a reliable way to know whether they’re doing meaningful, measurable good for those they serve.”

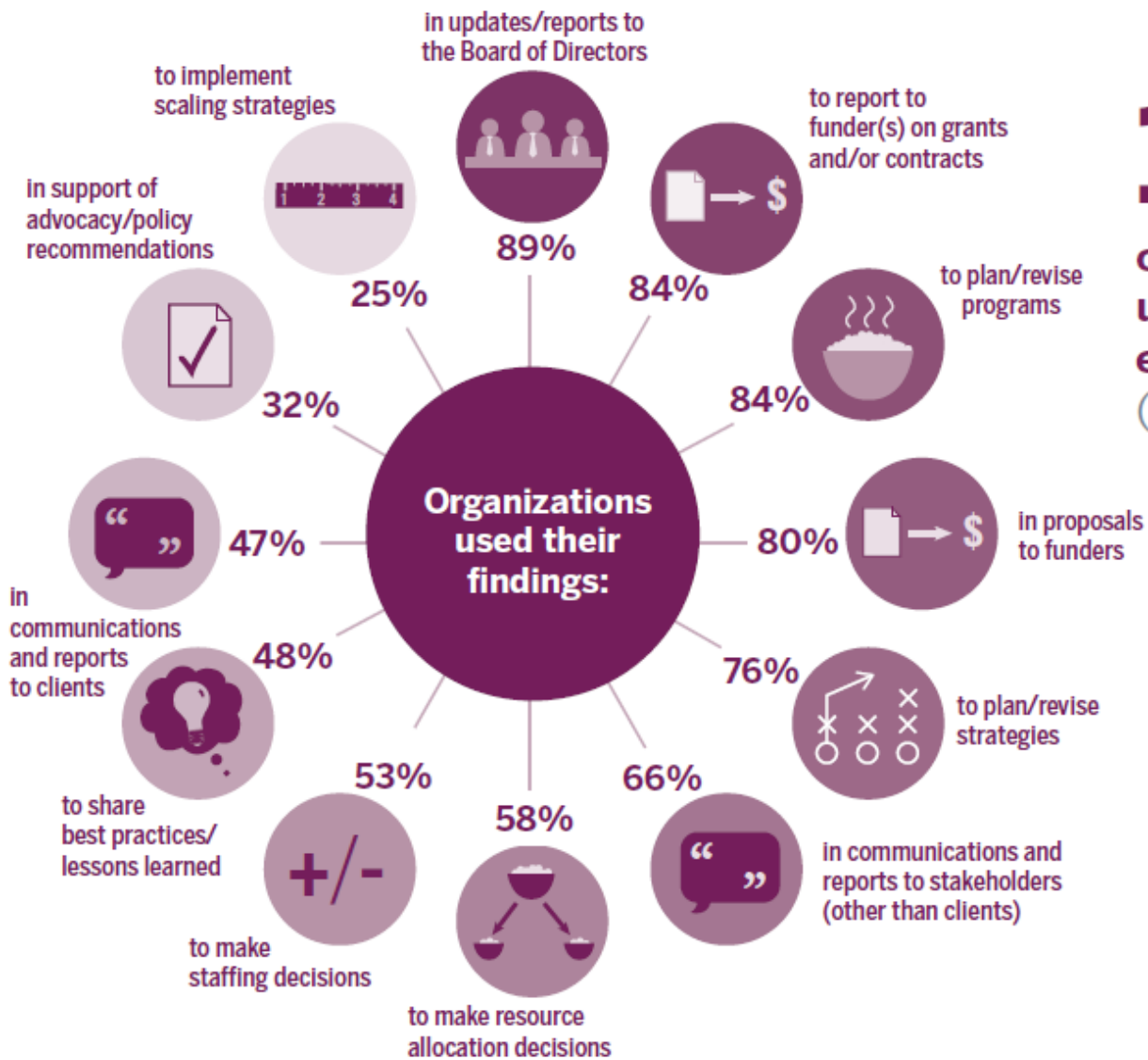
**The problem is not new,
but it is growing in
urgency.**

Mario Morino

Barriers to Evaluation

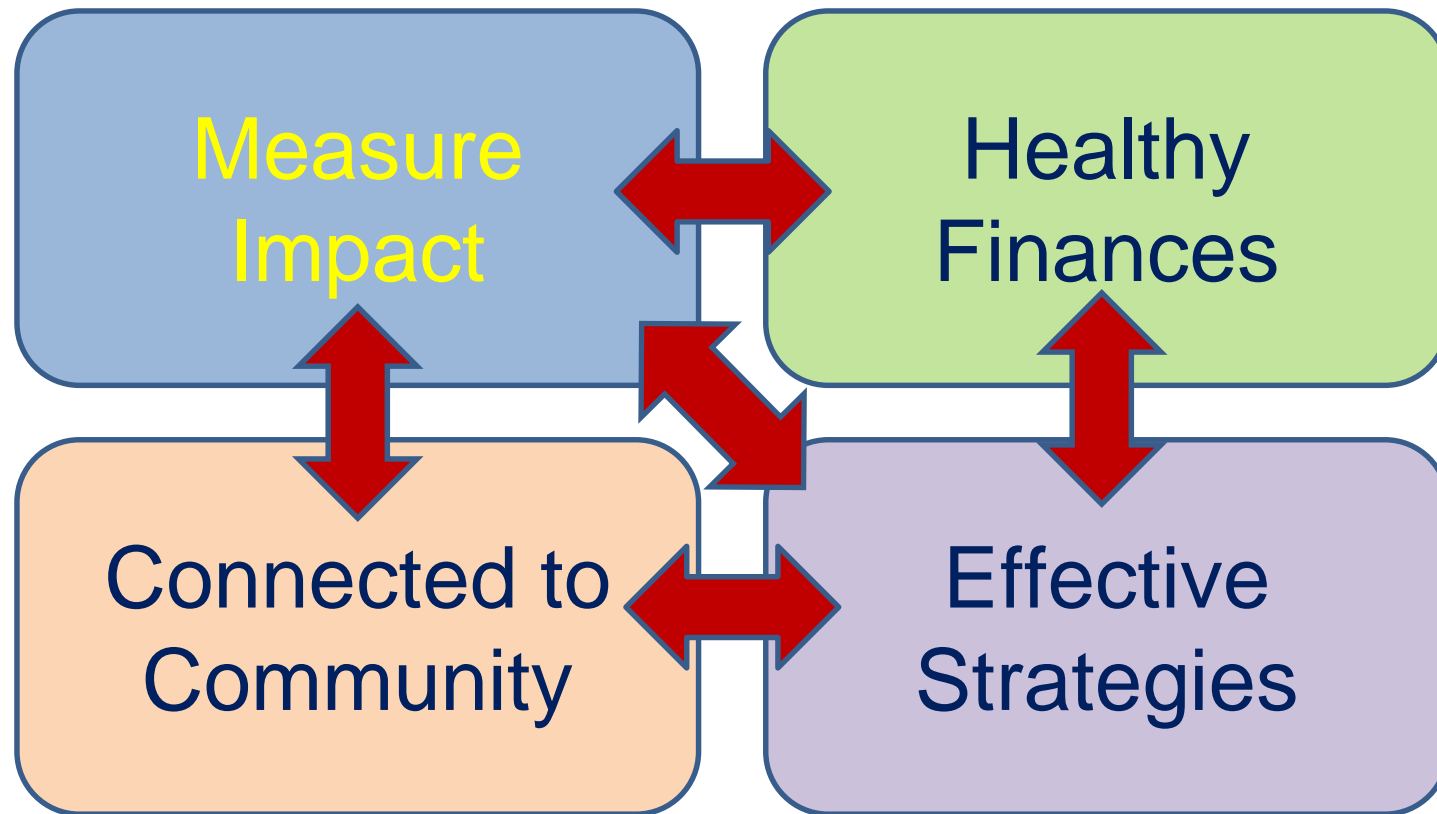


Audience & Use



100%
of organizations
used their
evaluation findings
(n=450)

High-Performing Organizations



No stories without data

No data without stories



Greater Cleveland Food Bank

Watch the video

(copy link or click here):

[http://leapofreason.org/
video-gallery/video-
stories-substitutes-
facts/](http://leapofreason.org/video-gallery/video-stories-substitutes-facts/)

“Stories substituting for facts is not an acceptable thing; it’s like fingernails on a chalkboard.”

—Anne Goodman, Greater Cleveland Food Bank

Answer Three Questions

1. How much did we do? (Quantity)

2. How well did we do it? (Quality)

3. What difference did we make? (Impact)

...in the lives or conditions of people, communities, environments, and/or places?

HOW MUCH DID WE DO?

**Participants, clients, customers, end users,
environment...REACHED, SERVED, SERVICED,
HELPED**

- # of individuals, families
- # of staff, # of organizations
- # of acres, # of square miles, # of gallons

Activities

- # of activities conducted or completed

HOW MUCH DID WE DO?

- 35 families served in Q1, including 62 children
- 412 individuals reached (80% of target)
- 16 acres restored (20% of area needing restoration)
- 135 cultural visitors in June 2014; 67 were first time visitors
- 12 teacher training sessions implemented with 102 teachers attending and 65 teachers attending all sessions

HOW MUCH DID WE DO?



Things to consider

- # of _____
 - How are we counting/recording?
 - Special groups to count separately (*like males vs females, kama'āina vs visitors*)
- Totals and unduplicated counts
 - *Count each person or acre only once even if served more than once*
- % of target or goal, % of need
- Timeframe...over what time period

HOW WELL DID WE DO?

Measures of Quality

- Timeliness** - % of referrals completed in 24 hours
 - Attendance** - % clients at all activities, % new audience members
 - Satisfaction** - % clients satisfied with service
 - Costs per unit** - \$ per acre cleared (or costs savings, volunteer labor)
 - Standards** - Industry measure, comparison to peer organizations (e.g., youth per worker ratio, % staff with certification, % programs meeting cultural preservation standards)
- (TASCS)**

HOW WELL DID WE DO?

What is unique about the way your organization delivers services? What do your clients/community tell you? 75% of our clients tell us that our organization is the only one that consistently treats them with respect and makes them feel welcome

How do you know your clients/community think your organization does high quality work? 80% of our participants come from word-of-mouth referrals

Are there data that you already collect that we can use?

Is there a report available from an organization like mine?

WHAT DIFFERENCE DID WE MAKE?

Who (or what) is better off?

CHANGES IN:

- **B**ehavior
- **A**ttitude, **A**ppreciation
- **C**ircumstances, **C**onditions
- **K**nowledge
- **S**kills

(BACKS)

WHAT DIFFERENCE DID WE MAKE?

ARTS & CULTURE	ENVIRONMENT
<p>Skills in performance, participation & creation</p> <p>New audience members</p> <p>Exposure to new art/experience</p> <p>Value, enjoyment, engagement (<i>as reported by audience, participants</i>)</p> <p>Preservation of historic culture & art</p>	<p>Changes in the conditions of land/air/water/flora/place</p> <p>Changes in the people that live and visit that place</p> <p>Preservation of place and natural resources</p>
COMMUNITY & CIVIC ENGAGEMENT	
<p>Engagement and civic involvement (e.g., voting, voter registration, participation, volunteerism)</p> <p>Increase in local/resident/youth leadership of issues and actions</p> <p>Community understanding and support for key issues</p> <p>Ability of community groups to organize and respond to key threats/opportunities</p> <p>Community representation and voice in deliberation and decisionmaking</p>	

WHAT DIFFERENCE DID WE MAKE?

Some examples:

- % families in permanent housing
- % students who understand basics of music composition and % who can compose their own song at the end of classes
- % returning audience members (from community, visitors)
- Area/volume of land/water now meeting clean/safe standards
- Reduction in % area children exposed to environmental toxins/unsafe conditions
- **NO CHANGE**— #/% cultural and environmental assets were preserved

WHAT DIFFERENCE DID WE MAKE?

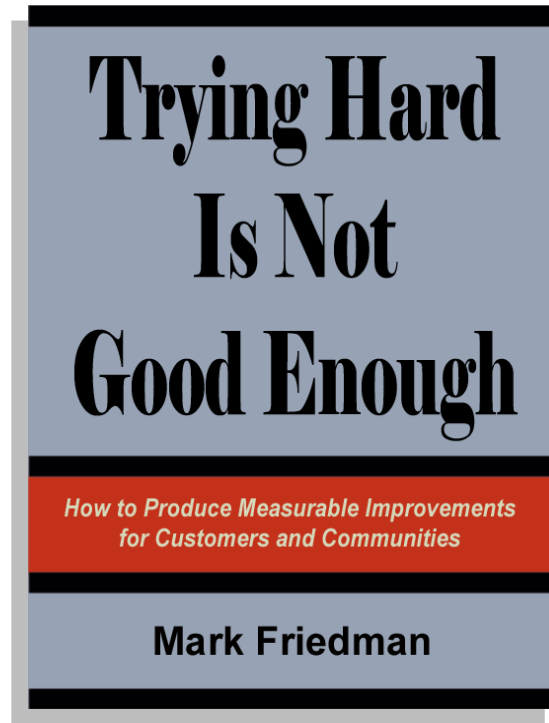
- Focus on a few measures—Communicate the most important ones
- Different measures may be needed for different programs
- Funders often ask for specific result measures—do they match the data you have? Can you negotiate/offer up options?
- Sometimes you only have data that is close but not exactly on target—a proxy or intermediate measure
 - For example—*In my family asset building program, I don't know the exact increase in income of my clients but I know that 45% of our clients opened new savings accounts*

Some Advice

- Listen to your community...how do they describe the impact and effect of your organization's work
- Assess and measure to learn and improve...be an organization that learns
- Be practical – there's no reason to do (or measure) everything



to help you get started



Results Based Accountability

RAGuide.org

LeapofReason.org

“A MUST-READ FOR NONPROFIT LEADERS.”

—GEOFFREY CANADA, FOUNDER, HARLEM CHILDREN'S ZONE

LEAP OF REASON

MANAGING TO OUTCOMES IN AN ERA OF SCARCITY

Mario Morino

WITH ESSAYS BY EXPERTS AND PRACTITIONERS “WALKING THE TALK”

A VENTURE PHILANTHROPY PARTNERS PUBLICATION



FREE

“ This vitally important book picks up where
Leap of Reason left off. ”

— Phil Buchanan, Center for Effective Philanthropy

Working Hard & Working WELL

A Practical Guide to

PERFORMANCE MANAGEMENT

FOR LEADERS SERVING
CHILDREN, ADULTS, AND FAMILIES

David E. K. Hunter

A SLEEVES-ROLLED-UP COMPANION TO *LEAP OF REASON*

Conducting a Community Assessment

Delivering Training and Technical Assistance

Designing and Managing a Subaward Program

Going Virtual

Identifying and Promoting Effective Practices

Leading a Nonprofit

Managing Crisis

Managing Public Grants

Measuring Outcomes

Partnerships

Sustainability

Working with Consultants

Strengthening Nonprofits

“Developing a Plan for Outcome Measurement”

E-learning videos: strengtheningnonprofits.org

and click on *Measuring Outcomes*





Point K
Learning Center

innonet.org/resources/

Click on

[Program Evaluation](#)

or

Browse These Resources

Additional Resources

Arts & Culture

- *Arts and Culture: A Framework for Measurement*

http://www.urban.org/UploadedPDF/311008_framework_for_measurement.pdf

- *Getting Started in Evaluation: A Guide for Arts Organizations* Georgia Council on the Arts

http://www.nasaa-arts.org/Member-Files/Evaluation_Guide.pdf

- AnimatingDemocracy.org

Additional Resources

Evaluating environmental work

- environmentalevaluators.net
- enviroeval.com

Evaluating policy, advocacy & civic engagement

- Innonet.org/advocacy
- Orsimpact.com/resources-section

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Help us improve our future webinars by taking a short survey:

<https://www.surveymonkey.com/s/HTA-WebinarEvaluation>

Mahalo!

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