MEASURING COMMUNITY IMPACT

WHAT IMPACT TO MEASURE AND HOW TO REPORT IT

HOW DO YOU KNOW IF YOUR NONPROFIT IS MAKING A DIFFERENCE?

Impact

is the difference your nonprofit makes.

Do you have the answers…...

What does success look like?

Do you have a plan to get there?

Are you collecting information along the way?

Can you communicate what you are learning?

Do you use the lessons to improve?

Measuring outcomes is not just about attracting resources to your nonprofit…
...it's about the mission.

Looking Back At **2017**

$21.5 Million in Assets • **145** Funds
850 Grants and Scholarships Totaling **$2.75 Million**

Educational Attainment

KERN FUTURES

$620,620 awarded to Kern students
334 scholars (231 renewal awards)

- Over 750 New & Renewal Applications
- 91 Volunteer Evaluators
- 5 Student Workshops - reaching 4,000+ Kern County high school seniors
- 261 Students receiving academic, career and financial aid counseling
- 74% of recipients are first-in-family to attend college
- 82% of last year's recipients are staying in school full-time, earning at least a 2.00 GPA

FAFSA Completion Challenge
Increasing the number of completed FAFSA applications within the Kern High School District by 8%

Kern CAN!

Kern Pledge
- Connecting every level of education (K-16) in Kern County
- Committed to raising Kern's educational attainment

Kern REDPIN
- Bringing together Kern's influential civic, education and business leaders to build a stronger workforce
- KCF is just 1 of 9 community foundations nationwide participating in REDPIN

Nonprofit Strengthening

Visibility
Community Giving Guide

20 full-color pages
201 Registered Nonprofits
Published in the Dec. 2017 issue of Bakersfield Life Magazine

Philanthropy on Tap Speaker Series

11 nonprofits showcased publicly to up-and-coming philanthropists

kernfoundation.org

New, fully redesigned, mobile-responsive website featuring a Nonprofit Search engine and new Donor Portal

Capacity and Sustainability
Give Big Kern

GIVE Big KERN

24 hours
101 Participating Nonprofits
8 Training Opportunities
1,500 Engaged community members
13 Sponsors

- Raising **$147,839** in unrestricted funds and **14,844** volunteer hours for participating nonprofit organizations
- CSUB Marketing Students providing valuable resources
- 100% Board Engagement Challenge
- Social Media skills embedded in every training

KERN COMMUNITY FOUNDATION | Growing community. Growing philanthropy.

Impact: How do we measure it?

WHAT

...are we trying to change?

HOW

...are we going to do it?

...are we going to measure it?

AGENDA

1. Purpose & Intent
- Determine purpose of the organization/project
- Define intended impact

2. Outcomes & Indicators
- Identify Outcomes that Demonstrate Impact
- Outline Key Impact Indicators

3. Tracking Indicators Over Time
- No measurement, no point

Determine Your Purpose
- What is the long term goal?
- What need in society drove the creation of this organization?
- What would need to happen for us to (successfully) go out of business?

Define *Intended Impact*
- How do you define success in your organization?
- What does success look like for your organization?
- Who benefits from your organization?

Identify outcomes that demonstrate impact
- What specific change/outcomes will demonstrate the success you outlined above?

Outline key *Impact Indicators*
- What indicators will you use to measure those specific changes?

Create ***Impact Indicators*** that are:
- Specific
- Measurable
- Understandable
- Relevant
- Time bound
- Valid
- Actionable

Choose the methods you'll use to track each indicator:

- Qualitative (how good), quantitative (how many), survey, online engagement measures via Google Analytics, third-party audit, etc.

How often will you measure each indicator?

- Daily – weekly – monthly – annually

Who is responsible for collecting/measuring these indicators on a consistent basis?

- Data analyst, consultants, department, program team

How do you bring this into your organization?

Listen. Start with sending an impact survey to staff and stakeholders to see how they view and define core questions about your organization.

Synthesize. Gather responses and aggregate points of consensus to see where people agree and where they may be confused. Condense the answers noting how many people had something similar, while noting any important divergent opinions. IE: do people think you should go a mile deep, spending lots of time with fewer people or a mile wide, spending less time with more people?

Deliberate and Define. Consider using a staff retreat or a series of executive meetings with the goal of defining a single answer for each critical question while building consensus.

Create some paper. Build this into a logic model and plan for your programs. A common approach is to create a larger Theory of Change, but don't forget the supporting document of how and what you will be measuring.

Theory of Change

A Theory of Change should answer the following questions:
- Who is the target population you are trying to reach and help?
- What are the short and long-term results?
- When will these results be accomplished?
- How will these results be accomplished?

Detail on the activities and strategies that will be used.

Note additional resources or teams members that will help.
- What is the environment and context of where this work will take place?
- Why will this approach work?

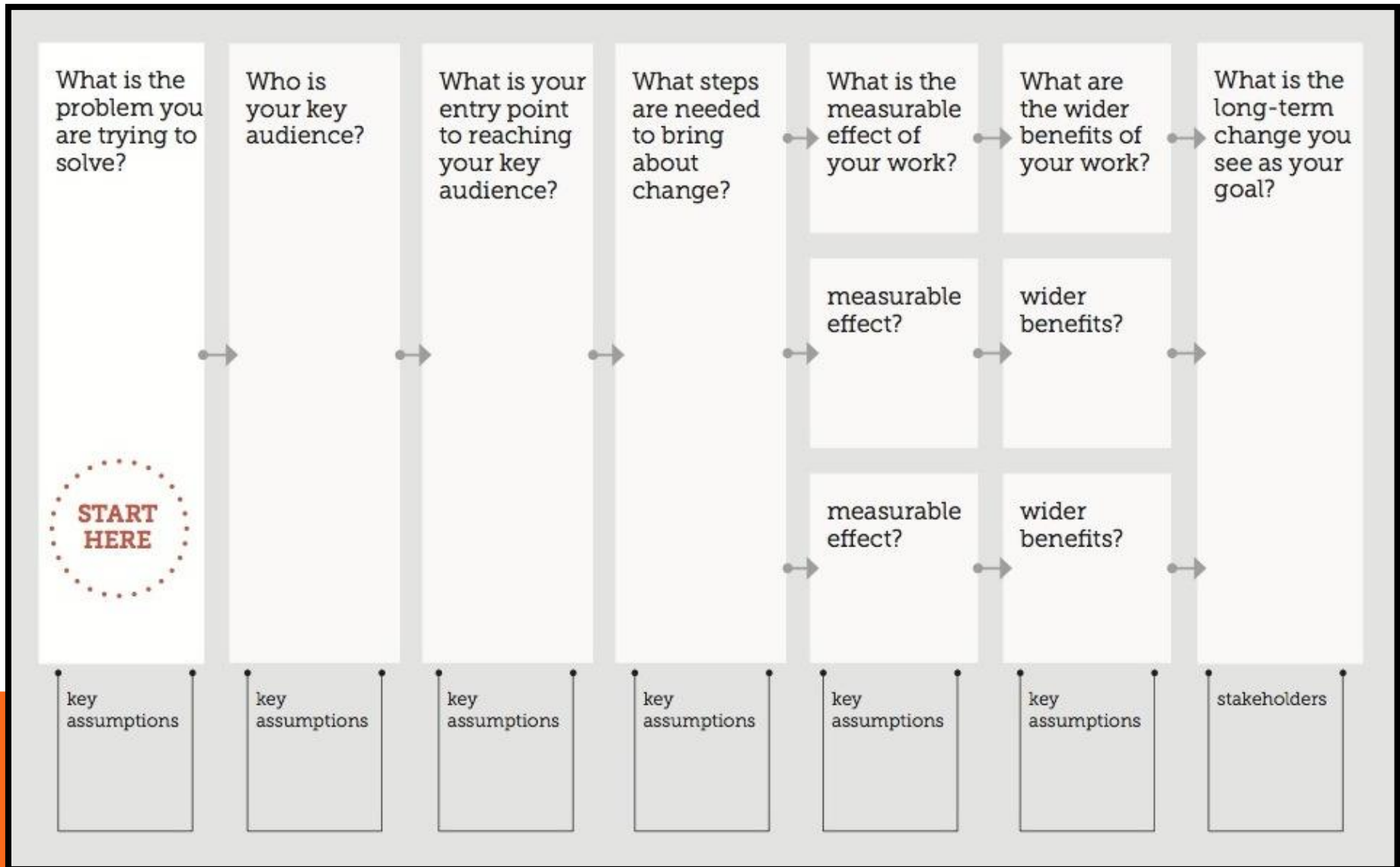Acknowledge the assumptions being made in the model

Use external research- find related external research that supports your approach.

BHAG (Big Huge Ambitious Goal)	Power Poetry leverages technology and poetry to create an empowered generation through creative expression, social engagement and literacy.		
Programmatic Goals	**Creative Expression** • Enlarge body of work • Build engaged poets • Improve poetry skills • Increase poetic confidence • Build an audience appreciative of poetry	**Social engagement** • Engage with issues beyond poems • Engage with personal challenges through poetry • Learn about new issues • Learn about new perspective on issues	**Literacy** • Improve writing ability • Improve reading & comprehension • Improve excitement about reading & writing • Improve speaking ability • Improve digital and media literacy
Digital Goals	• Get teens to become members • Build a poetry community where poets actively share and comment on poems	• Produce engaging action guides	• Become the Wikipedia of literary terms • Increase high quality poem submissions
Measurable Metrics	• Number of new poets • Number of new poems • Number of comments • Number of responses to comments	• Time spent on action guide pages	• Time spent on glossary pages • Time spent editing poems

Theory of Change Template

What is the problem you are trying to solve?	Who is your key audience?	What is your entry point to reaching your key audience?	What steps are needed to bring about change?	What is the measurable effect of your work?	What are the wider benefits of your work?	What is the long-term change you see as your goal?
				measurable effect?	wider benefits?	
START HERE				measurable effect?	wider benefits?	
key assumptions	key assumptions	key assumptions	key assumptions	key assumptions	key assumptions	stakeholders

Additional Resources

https://www.wholewhale.com/tips/impact/

http://leapofreason.org/

https://learn.guidestar.org/hubfs/GuideStar_Common_Results_Catalog.pdf

http://www.bethkanter.org/impact-measure/

http://diytoolkit.org/tools/theory-of-change/