



IMPACT GENOME
PROJECT®

Cracking the Code on Measurement

How Standardizing Data Can Transform Philanthropy,
Government and Health Sectors

MISSION 
MEASUREMENT

\$10K - Which Would You Choose?



Health : Patient and Family Support

Ronald McDonald House

Serving families of seriously ill children since

Option A

Rating (FYE 12/2005)

Overall Rating



Organizational Efficiency

Program Expenses	62.7%
Administrative Expenses	11.3%
Fundraising Expenses	25.8%
Fundraising Efficiency	\$0.25

Efficiency Rating

0 Stars
(21.27)

Organizational Capacity

Primary Revenue Growth	-2.3%
Program Expenses Growth	21.0%
Working Capital Ratio (years)	5.23

Capacity Rating

3 stars
(21.41)

Charts

Expenses Breakdown



Program Expenses
Administrative Expenses
Fundraising Expenses

Revenue/Expenses Trend



Health : Patient and Family Support

Ronald McDonald House

The house that love built

Option B

Rating (FYE 12/2005)

Overall Rating



Organizational Efficiency

Program Expenses	81.8%
Administrative Expenses	8.9%
Fundraising Expenses	9.1%
Fundraising Efficiency	\$0.08

Efficiency Rating

4 stars
(38.18)

Organizational Capacity

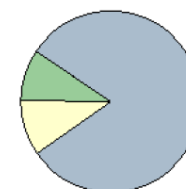
Primary Revenue Growth	7.5%
Program Expenses Growth	3.7%
Working Capital Ratio (years)	5.30

Capacity Rating

4 stars
(23.70)

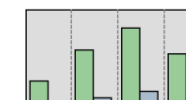
Charts

Expenses Breakdown



Program Expenses
Administrative Expenses
Fundraising Expenses

Revenue/Expenses Trend



Still?

Option A

- Just completed capital campaign
- Utilization: 100%
- Client Satisfaction: 95%
- Economic impact: \$50M
- Outcomes: 90% children have shorter length of stay/heal faster

Option B

- Only 4 months' operating reserve
- Utilization: 40%
- Client Satisfaction: 30%
- Economic impact: \$2M
- Outcomes: 15% children have shorter length of stay/heal faster

\$20Bn

The amount companies are expected to donate to charity in 2017

Three Questions We Can't Answer

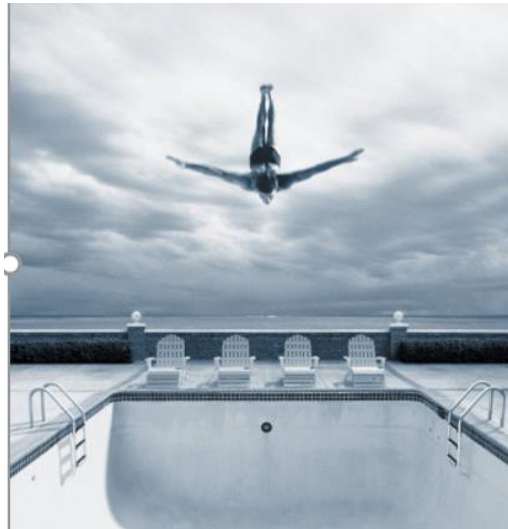
1

Which Charity is Better?



2

What Return Can We Expect?



3

What ROI Did We Get?

Tech Stocks and long term stock performance trends
Amazon, Apple, Microsoft and Yahoo

	10-year stock performance	5-year stock performance	1-year stock performance	2012 YTD Performance
amazon.com	+1295%	+254%	+14%	+29%
Apple	+4708%	+460%	+60%	+39%
Google	+451%	+27%	+10%	-7%
Microsoft	+25%	+1%	+20%	+19%
Y!	+105%	-51%	-14%	-6%

Source: author analysis, Based on data provided by Google finance, as of May 4th 2012.

The Price We Pay for “I Don’t Know”

MONEYBOX

A BLOG ABOUT BUSINESS AND ECONOMICS.

MARCH 16 2017 5:03 PM

Watch Trump’s Budget Director Say That Meals on Wheels “Sounds Great” but Doesn’t “Work”

By Jordan Weissmann

  
44.3k 418 452



This guy!

Chip Somodevilla/Getty Images

The Crux of the Problem – We Can't Measure



'1000 Flowers Blooming'

- No common outcomes
- No common data
- No benchmarks
- No evidence

The Solution - Standardization

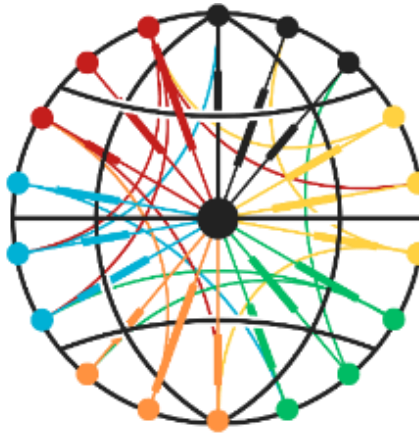


Standardization

- Common outcomes
- Common data
- Common reporting
- Benchmarks
- Universal Evidence

Cracking the Code

The Impact Genome® Standardizes Data Across 132
Common Outcomes To Identify What Works



IMPACT GENOME
P R O J E C T®

What's the Secret Behind the Genome?












- 132 common outcomes from over 77,000 evidence-based data points
- The sector's first standardized outcomes taxonomy

Impact Genome Project® Outcomes Taxonomy

Code	Outcome
B04.08.04 - 004a	Develop knowledge and skills for individuals - general/other
B04.08.04 - 004b	Develop knowledge and skills for individuals - 21st century skills
B04.08.04 - 020e	Develop health outcomes - physical fitness
N01 - 003a	Raise awareness of an issue - general/other
N01 - 004a	Develop knowledge and skills for individuals - general/other
N01 - 004i	Develop knowledge and skills for individuals - life skills
N01 - 004m	Develop knowledge and skills for individuals - positive youth development
N01 - 005a	Strengthen management and organizational capacity - general/other
N01 - 015	Increase student engagement
N01 - 016	Increase student retention/reduce dropout rate
N01 - 020a	Develop health outcomes - general/other
N01 - 020e	Develop health outcomes - physical fitness
N01 - 023	Increase adoption of healthy behaviors

What Outcomes Does the Genome Cover?

The Genome Covers 132 Social and Health Outcomes, Across 11 Genomes

- | | | |
|---|---------------------------------------|---|
|  | 1 Education | Early Childhood, STEM, Literacy, & more |
|  | 2 Economic Development | Employability, Financial Lit, & more |
|  | 3 Public Health | Anti-Obesity, Smoking Cessation, & more |
|  | 4 Youth Development | Civic Engagement, Empowerment, Leadership, & more |
|  | 5 International Development | Financial Inclusion, Employability, WASH, & more |
|  | 6 Human Services | Housing, Food Security, Healthcare Access, & more |
|  | 7 Criminal Justice | Workforce Re-entry, Recidivism, Public Safety, & more |
|  | 8 Environmental Sustainability | Biodiversity, Conservation, Energy, Policy, & more |
|  | 9 Science & Technology | Tech Literacy, Research Access, Innovation, & more |
|  | 10 Arts | Education, Performance, Culture, & more |
|  | 11 Culture & Identity | Ethnic / Racial, Religious, Sexuality, Disability, & more |

Partnership with GuideStar



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Better world.**

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WHAT WE DO

GuideStar is the world's largest source of information on nonprofit organizations.

We envision a nonprofit sector strong enough to tackle the great challenges of our time. GuideStar's Nonprofit Profiles provide you with the information you need to make smart decisions.

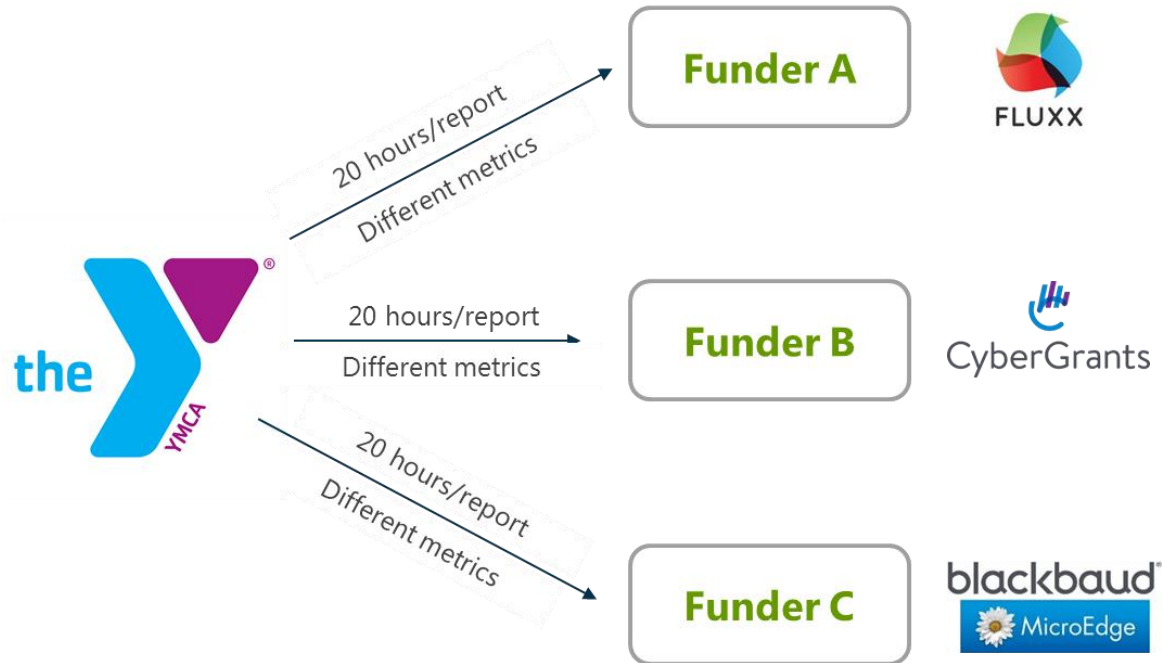


Final Reporting Costs Charities \$1.3Bn



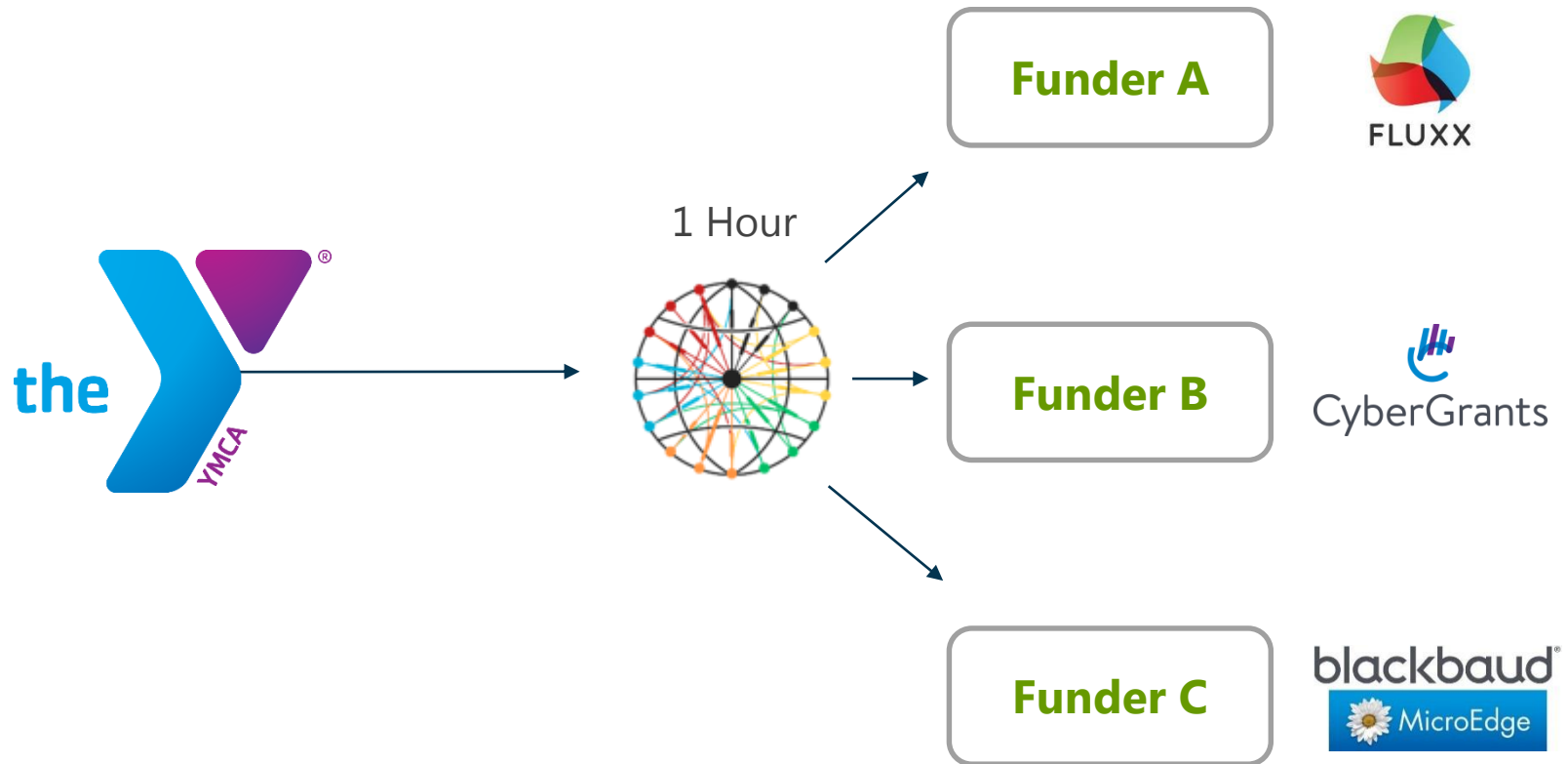
Source: 2012 Foundation Center data; CEP data; MM Analysis

Final Reporting Today...



Policymaking, philanthropy and social investing cannot function efficiently without a cumulative knowledge base of what works, and why.

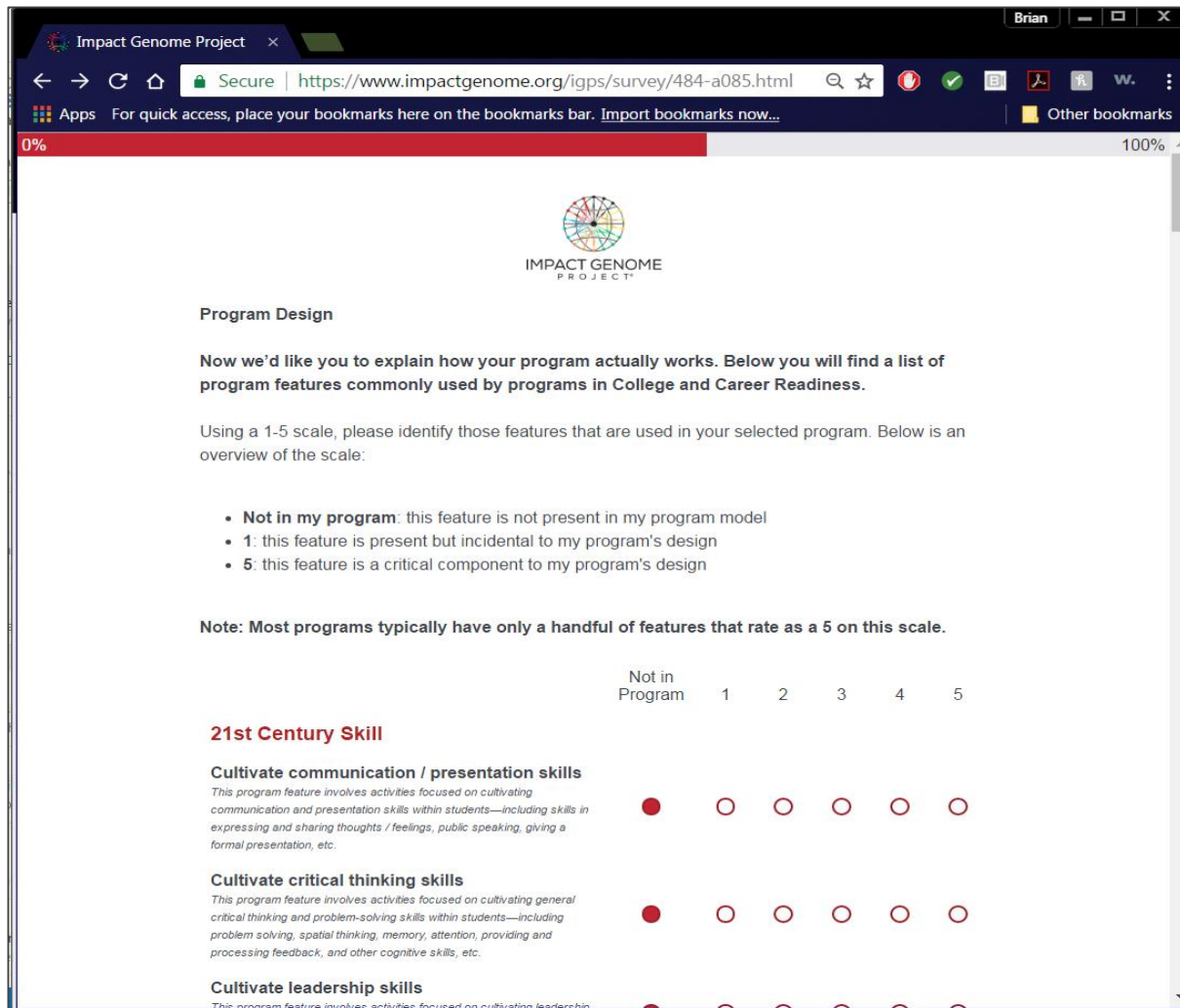
Final Reporting Via The Impact Genome



Source: <http://effectivephilanthropy.org/wp-content/uploads/2014/01/HelpfulReportingEvaluation.pdf>

[DOCUMENT NAME] | [DATE]

One Survey, One Hour, One Final Report...



Impact Genome Project

Secure | <https://www.impactgenome.org/igps/survey/484-a085.html>

0% 100%

IMPACT GENOME PROJECT

Program Design

Now we'd like you to explain how your program actually works. Below you will find a list of program features commonly used by programs in College and Career Readiness.

Using a 1-5 scale, please identify those features that are used in your selected program. Below is an overview of the scale:

- **Not in my program:** this feature is not present in my program model
- **1:** this feature is present but incidental to my program's design
- **5:** this feature is a critical component to my program's design

Note: Most programs typically have only a handful of features that rate as a 5 on this scale.

	Not in Program	1	2	3	4	5
21st Century Skill						
Cultivate communication / presentation skills <i>This program feature involves activities focused on cultivating communication and presentation skills within students—including skills in expressing and sharing thoughts / feelings, public speaking, giving a formal presentation, etc.</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultivate critical thinking skills <i>This program feature involves activities focused on cultivating general critical thinking and problem-solving skills within students—including problem solving, spatial thinking, memory, attention, providing and processing feedback, and other cognitive skills, etc.</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultivate leadership skills <i>This program feature involves activities focused on cultivation leadership</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What Charities Get

Impact Genome Scorecard®

The Kitchen Community: Learning Garden Program

Universal Outcomes

Organization Overview

Organization Name The Kitchen Community

Genome Food Security

Org. Founded 2011

Program Overview

Program Name Learning Garden Program

Program Type Direct Service

Program Founded 2013

Program Budget \$1,360,000

Description

TKC teaches schools to plant, grow, and harvest a productive edible Learning Garden through workshops and facilitated planting and harvest days with the goal of getting students to eat healthy food that they grow themselves. They provide teacher trainings for their nutrition & health & food literacy curriculum tracks, host webinars on teaching in the garden, and provide access to a virtual garden lesson library. These tool helps teachers bring existing lesson plans to life in the Learning Garden.

Outcomes

Primary Outcome: Healthy Food Consumption/Behavior

This outcome is satisfied if an individual has been able to:

- Identify proper nutrition and dietary needs
- Adopt healthy eating behaviors
- Demonstrate consistent patterns of healthy food consumption for

Secondary Outcome(s): Improved Learning Skills, Engaging Classrooms Teacher Effectiveness

Standard Metrics

Self-Reported Data

81%

Efficacy Rate

% participants achieving a positive outcome

95,413

Program Reach

of participants served

77,285

Actual Outcomes

Total # participants achieving a positive outcome

\$18

Cost per Outcome

Actual Outcomes / Budget

Level of Data Reported:

Level 1 RCT or quasi-experimental

Level 2 Pre-post or cross-sectional

Level 3 Point-in-time study

Level 4 Performance metrics / stats

Level 5 Anecdotal evidence

Efficacy rate calculated based on a point-in-time program survey with a control group to assess impact on students in 2015. Specifically, the study showed that 78% of students in the taste of veg., 89% ask the taste of fruits or veg. at home, and 76% ask the taste of veg. in the school cafeteria. Additional indicators, TKC students were

Quality of Evidence

What Funders Get

FOUNDATION X Portfolio Analysis

Portfolio Summary



Impact Snapshot



11 Grants Analyzed

1.7M Youth Reached

1.2M Youth Achieving Primary Outcome

\$2.3M

Total FOUNDATION X Grants



\$50K

Median FOUNDATION X Grant Amount

\$1.05M

Median Grant Program Budget

40 years

Median Age of Grantee Organizations

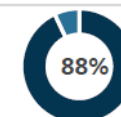
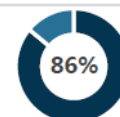
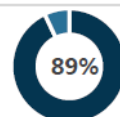
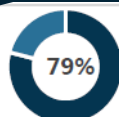


21 years

Median Age

Universal Outcomes

Standard Metrics



Benchmark Data

		Positive Youth Development	Career Skills	College Readiness
Grants Aligned to Primary Outcome		4	2	1
Median Program Budget		\$901,525	\$1,943,029	\$2,723,000
Total Reach # of youth reached in last year		17,208 youth	549,941 youth	244 youth
Median Efficacy Rate % of youth achieving primary outcome				
Total Outcomes Efficacy Rate * Reach	773,702 youth	15,573 youth	423,509 youth	
Median Cost per Outcome Program Budget / Outcomes	\$151	\$3,196	\$491	
FOUNDATION X Grant Amounts	\$1,587,500	\$148,500	\$90,000	
FOUNDATION X Outcomes Purchased	45,997	768	3,613	

What It Means for Corporate Philanthropy

- Reduce the administrative burden on charities
- Improve ability of companies to aggregate and report ROI
- Benchmarking – ability to compare charities
- Level playing field – evaluate charities by outcomes, not funding

Who's Participating



THE MOODY'S FOUNDATION



Google.org



Learn More – info@impactgenome.org



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