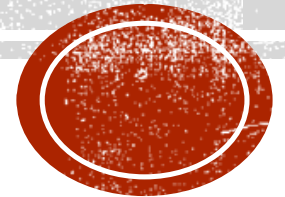


EFFECTIVELY COMMUNICATING THE IMPACT OF YOUR SERVICES

**MAKING DATA AND PROGRAMS RELEVANT AND
RELATABLE**



WHO WE ARE



Martha Mann

Director of Agency Performance Improvement Program Compliance, and Data Analysis

Claire Pluard

Data Analysis and Social Impact Manager

Who is in the room?

88% of persons receiving counseling services demonstrated an improvement in their level of functioning.

85% of our housing clients demonstrated improved levels of self-determination.

LEARNING OBJECTIVES



Create a coherent, persuasive message for why stakeholders should support our work.



Draw a story around the data to make meaning.



Empower your staff to communicate accurately.

WHAT IS IMPACT?

The force or impression of one thing on another: a significant or major effect.

MerriamWebster.com

<https://www.merriam-webster.com/dictionary>

A significant, positive change that addresses a pressing social challenge.

Michigan Ross Business School. What is Social Impact?

<https://businessimpact.umich.edu/about/wath-is-social-impact/>

A program's impact is not just about the number of people touched; it's about the improvement achieved. Few people touched deeply may be worth more than many people hardly affected.

Harvard Business Review. Calculate the Value of Impact Investing

<https://hbr.org/2019/01/calculating-the-value-of-impact-investing>

WHAT IS IMPACT?

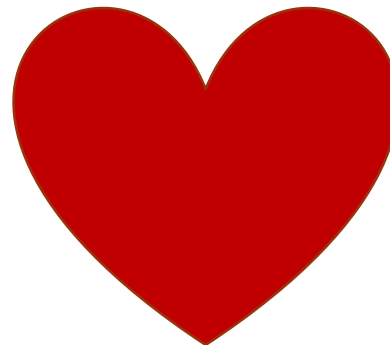
Impact is the **MEANING** behind what our programs and organizations do. It is the **story** and the **context** that tells people why they should care about and support our work.

WHY IS IMPACT IMPORTANT?

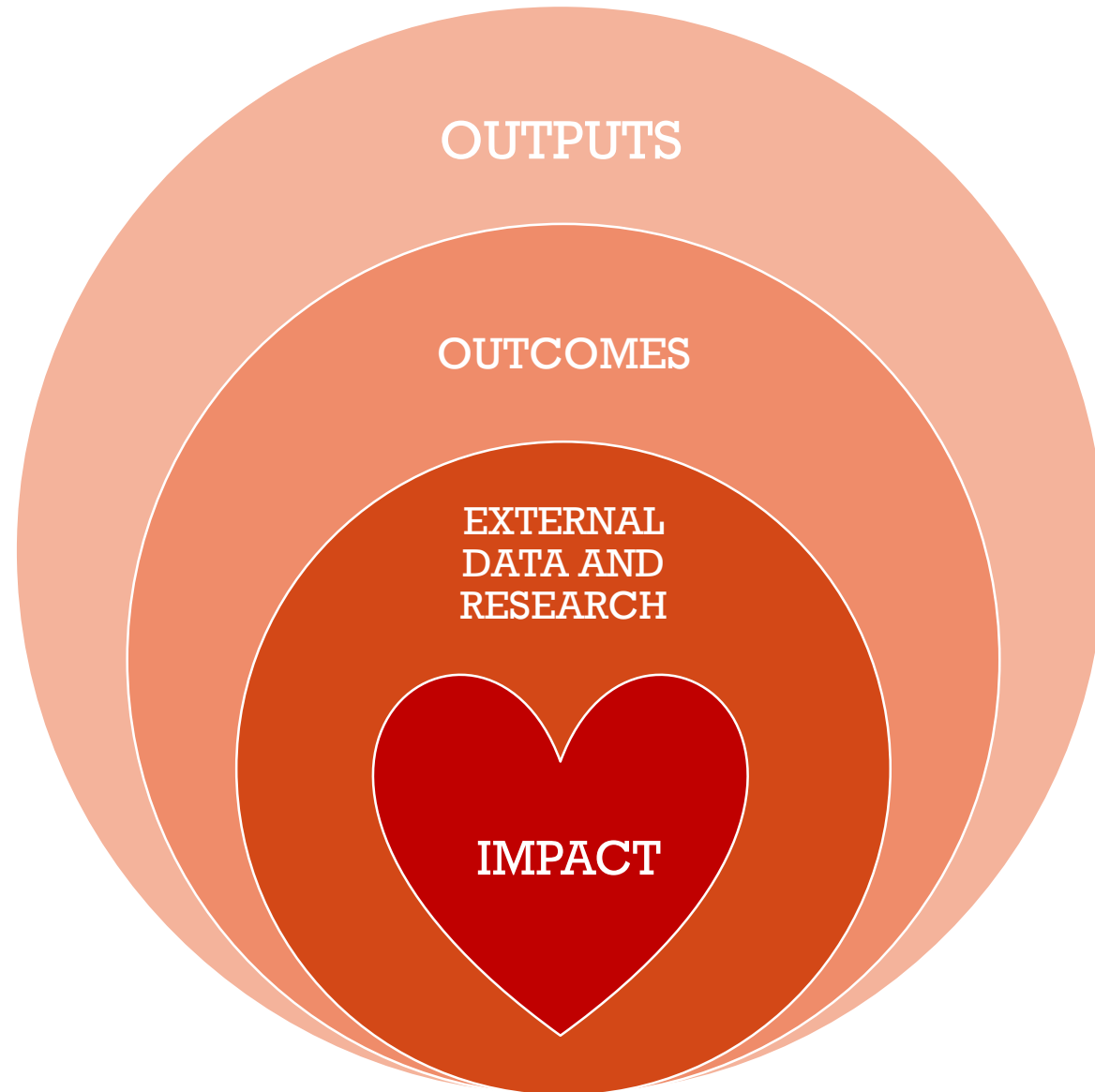
It is impossible to effectively communicate data and convince audiences of its value without telling the story around it.

“Maybe stories are just data with a soul.”

--Brene Brown



AT THE HEART OF NON-PROFIT DATA IS IMPACT



IMPACT STATEMENTS ARE:

- **A persuasive tool.**
- **Short, concise statements (stories) on why your stakeholders should care about and support your services.**

WHAT ARE NOT IMPACT STATEMENTS?

Service data/ Outputs without meaning

Catholic Charities served 130 individuals with 1,985 hours of service through its ACES program.

WHAT ARE NOT IMPACT STATEMENTS?

Outcomes without meaning

Clients demonstrated an improved level of functioning, as evidenced by an increase of greater than .03 on the Daily Living Assessment between treatment start date and treatment discharge date.

WHAT ARE NOT IMPACT STATEMENTS?

CQI Data without meaning

Our substance abuse program increased billable hours per staff member 60%.

FISCAL YEAR 2012 IMPACT PAPER

PERSONAL GROWTH AND STRENGTH AND INTERPERSONAL AND LIFE SKILLS ARE DEVELOPED AND ENHANCED TO ASSIST PERSONS TO ACHIEVE INCREASED SELF-SUFFICIENCY AND PERSONAL EFFECTIVENESS.

77%

Of persons served demonstrated an **increase in life skills and/or self-sufficiency** (Interim Housing, New Hope Apartments, St. Leo's, Streets to Home programs)

88%

Of persons receiving **counseling services** demonstrated an improvement in their level of functioning (Community Family Service Center, Holbrook Center, Community Casework and Counseling programs)

77%

Of persons receiving individual services from **Loving Outreach to Survivors of Suicide (LOSS)** Program reported experiencing a positive change in how they deal with their grieving

75%

Of **2,696** persons **successfully secured stable or increased income** through employment and/or eligible mainstream benefits (Cooke's manor, Forever Free, House Case Management, Madonna House, St. Francis, New Hope Apartments, St. Leo's, Samaritan House and Streets to

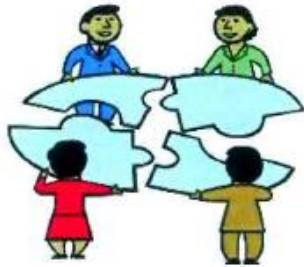
91%

Of persons presenting with an identified issue of **substance abuse** achieved and maintained sobriety (A.C.E.S, Central States DUI, Cooke's Manor, HIV/AIDS Programs)

FISCAL YEAR 2013 IMPACT PAPER

Child, Youth and Family Services

Served 6,709 Persons in FY'13



Children and Youth

were provided services to help alleviate the negative impact of traumatic experiences such as physical abuse, neglect, sexual abuse and exposure to community & domestic violence.

437

Children, Youth, and Parents received counseling services to alleviate problematic symptoms related to traumatic experiences and other issues.

73%

Of the 51 Program Outcomes



97%

of the **260 Families** served by Intact Family Services due to issues related to child abuse and neglect remained intact through the service period.

1,828

Mission Statement

Child, Youth and Family Services mission is to empower children, youth and their families to develop stability and self-reliance by enhancing their education, health, safety and connections to their community.

Support and resources were provided to strengthen families

and enhance their ability to provide a stable, nurturing family life.

57

Youth and their **23 children** participated in our Independent Living Program for wards of the State. Of those youth, over 89% who were in the program 3 months or longer attended college/ vocational program and/or were employed.

WHAT DO YOU NEED TO START?

- Impact is informed by the regular CQI Process
 - Logic Models/Theory of Change
 - Data Collection on Outputs and Outcomes
 - Data Aggregation and Analysis
- Time to think, research, and design.

AND NOW LET'S GET STARTED!

WHAT IS OUR PROCESS?

1) Understand



2) Identify



3) Pair



4) Create and Visualize



5) Share and Celebrate



6) Plan to Expand

1) Understand the audience and desired message



Who is your audience?

- Board members
- Donors
- Funders
- Elected officials
- Job seekers or volunteers
- General public (AKA potential donors and 'voters')

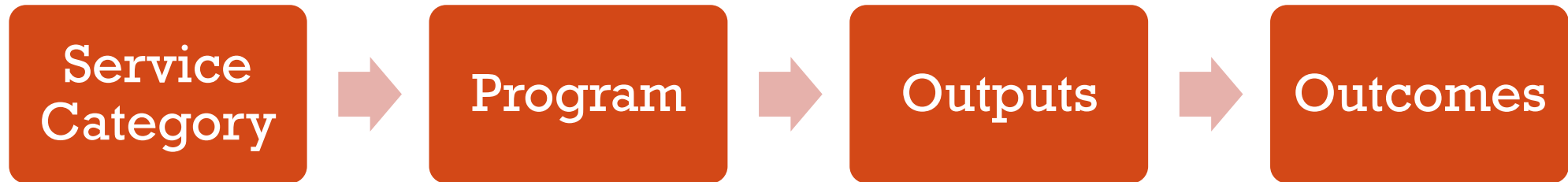
What do they care about?

- Proper management of funds
- Scale of positive impact
- Lasting effects of programs
- Root of problem vs. symptoms

2) Identify the programs and internal data



Identify your Best Fit Data



- Qualitative data
- Quantitative data
- Survey data
- Social Return on Investment

CATHOLIC CHARITIES EXAMPLE

Catholic Charities Homeless Services

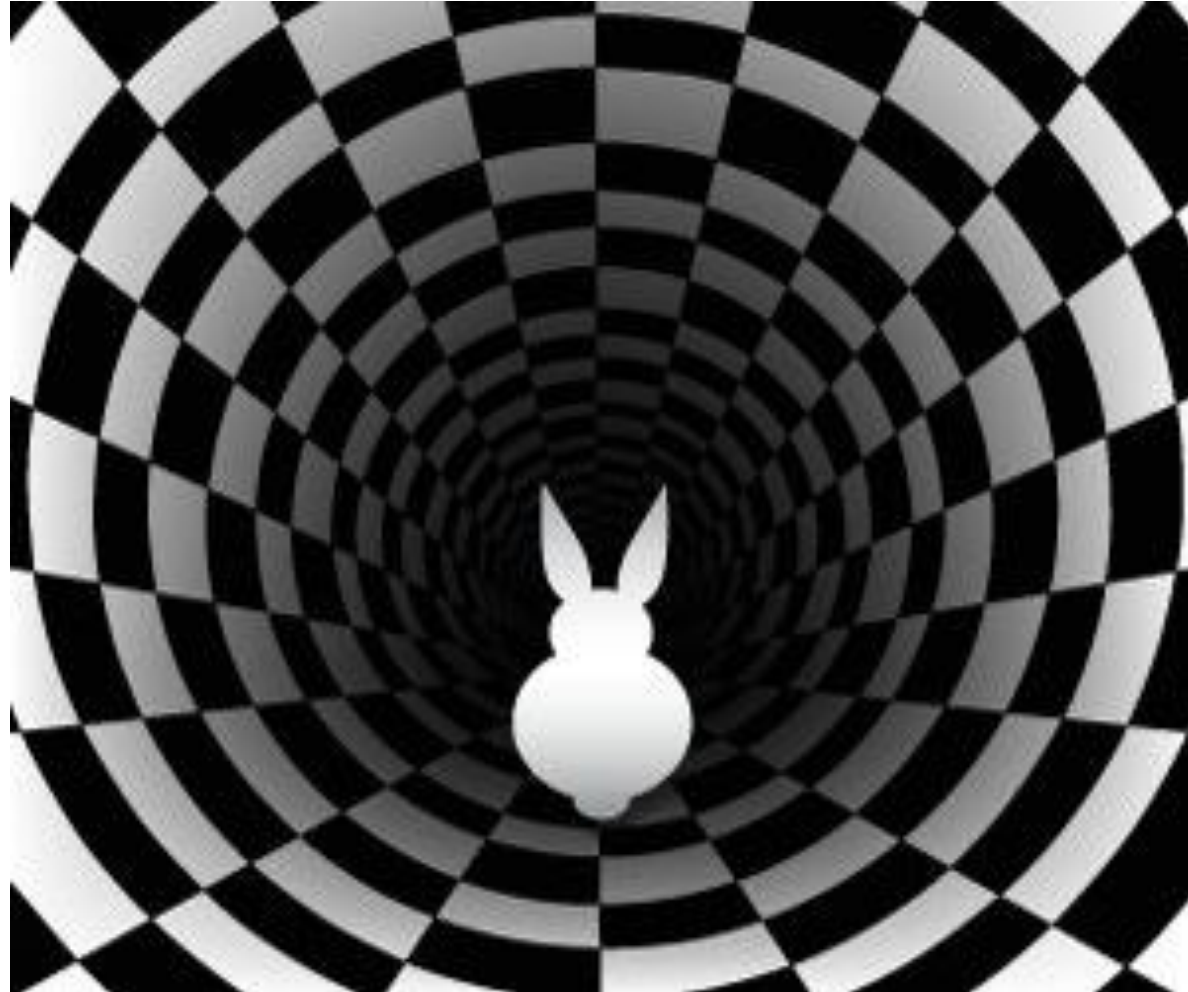
- 10,903 individuals received assistance through our Homeless Prevention Call Center.
- 2,098 individuals received financial assistance to pay their rent.

3) Pair with External Data



- **Gather information**
 - It takes time.
 - Use your network, associations, conferences, and professional development/CE to continuously accrue information.
- **Choose the right research**
 - **Contextually similar** to your population and service
 - **Reasonable timeframe**
- **Don't forget the Population data**

LOOKING FOR THE REST OF THE STORY



PAIR WITH EXTERNAL DATA

It needs to be the RIGHT research

Notre Dame LEO research on our Homeless Prevention Call Center

An individual's chance of becoming homeless within six months is reduced by 76% when provided with financial assistance at a critical moment.

And an individual who receives financial assistance is 55% less likely to engage in criminal behavior.

CREATING THE STORY

An individual's chance of becoming homeless within six months is reduced by 76% when provided with financial assistance at a critical moment.



2,098 individuals received financial assistance through our Homeless Prevention Call Center to pay their rent.



IMPACT

OUR PROCESS SO FAR

1) Understand



2) Identify



3) Pair

**LET'S PRACTICE
PAIRING INTERNAL AND
EXTERNAL DATA**

WORKSHEET ANSWERS

- | | | |
|----|---|----|
| 1. | → | d. |
| 2. | → | g. |
| 3. | → | f. |
| 4. | → | e. |
| 5. | → | a. |
| 6. | → | c. |
| 7. | → | b. |

4) Create succinct ideas and visualize information



OUR IMPACT

\$784,876

IN FINANCIAL ASSISTANCE
PROVIDED TO ASSIST
WITH RENT & MORTGAGE

2,098

INDIVIDUALS RECEIVED
FINANCIAL ASSISTANCE,
HELP, & SUPPORT BY
THROUGH OUR
CALL CENTER

79%

RETAINED HOUSING,
EMPLOYMENT, INCOME,
& LIFE SKILLS AFTER
CASE MANAGEMENT

WHY IT MATTERS

A GROUNDBREAKING STUDY ON **CATHOLIC CHARITIES HOMELESSNESS PREVENTION CALL CENTER** FOUND THAT WITH FINANCIAL ASSISTANCE,

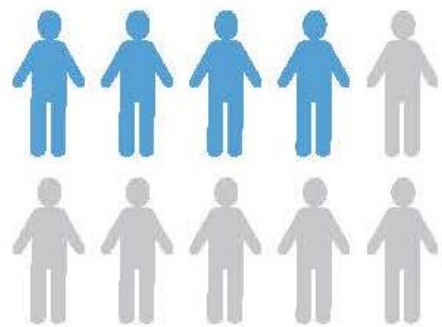
AN INDIVIDUAL'S CHANCE OF BECOMING HOMELESS WITHIN SIX MONTHS IS REDUCED BY

 **76%**

NEW RESEARCH REVEALS **CRIMINAL BEHAVIOR IS ALSO REDUCED BY 55%.**

VISUALIZATION BEST PRACTICES

THE ISSUE



4 IN 10
AMERICANS CAN'T
COVER AN UNEXPECTED
\$400 EXPENSE.



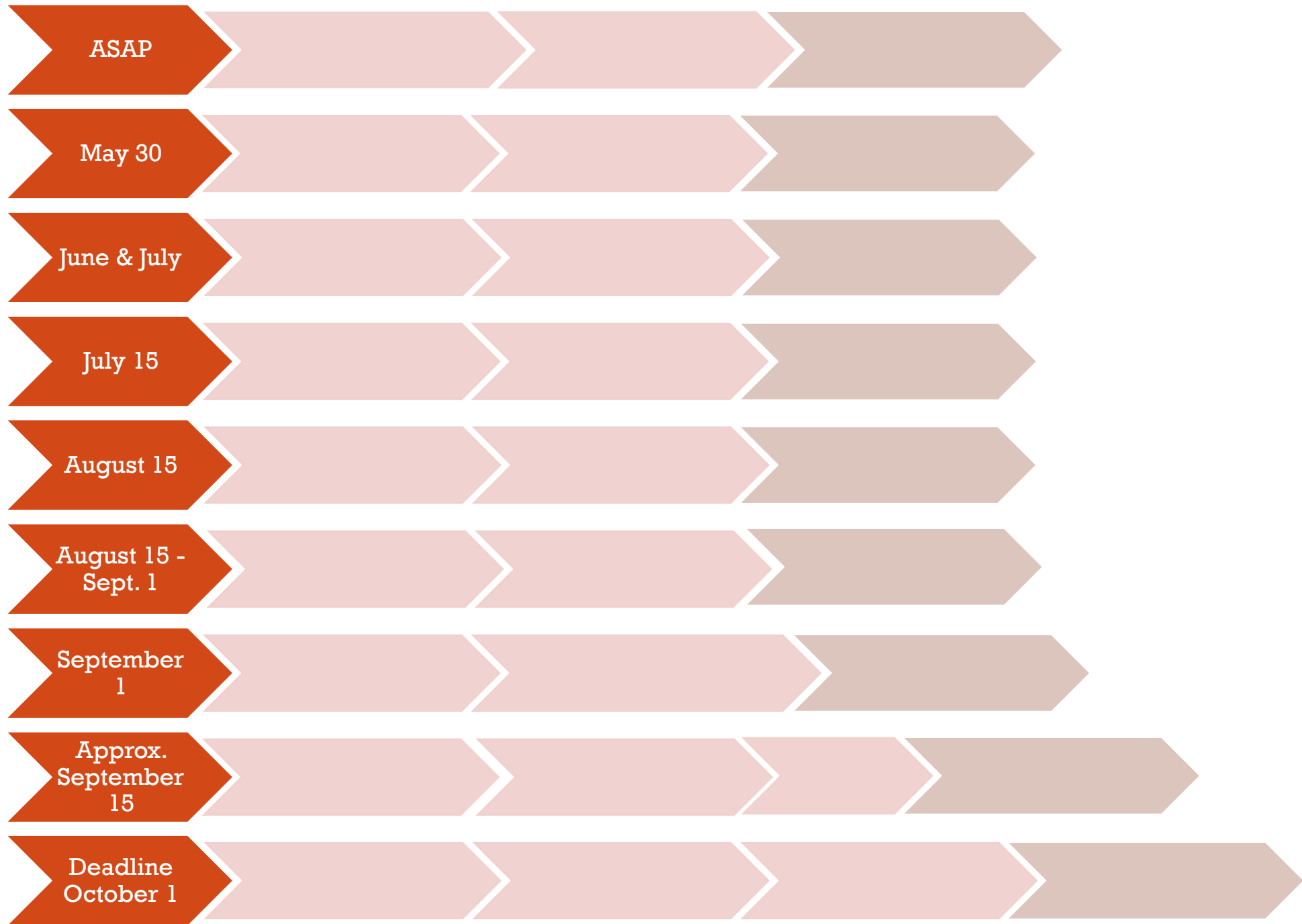
40%+
OF AMERICAN FAMILIES
**DON'T EARN ENOUGH
TO COVER BASIC NEEDS.**

MOST OF THESE
HOUSEHOLDS
WORK, BUT STILL
NEED GOVERNMENT
ASSISTANCE JUST
TO SURVIVE.

WORKING WITH YOUR INTERNAL PARTNERS

You are not alone. Solicit help from your team!

- Administration and Program Managers
- CQI staff
- Communications/Branding partners
- Data end-users (Fundraising, Board, Advocacy staff)



5) Share the story, engage the audience, and celebrate



We share our impact through every communication method.

OUR IMPACT

- Behavioral Health
- Women & Children

81%

OF CLIENTS ENGAGED IN OUR COUNSELING PROGRAMS **ACHIEVED AT LEAST ONE PERSONAL OBJECTIVE PER TREATMENT PLAN.**

WHY IT MATTERS

STUDIES SHOW INDIVIDUALS IN **COUNSELING** OFTEN GAIN:



HOPE &
EMPOWERMENT



LIFE SKILLS &
PERSONAL INSIGHT



PREVENTION OF
FUTURE DISTRESS

OUR IMPACT

94%

OF CLIENTS SERVED IN CATHOLIC CHARITIES ARTS OF LIVING HOME VISITING PROGRAM REPORTED **MORE POSITIVE INTERACTIONS WITH THEIR CHILDREN.**

- Behavioral Health

- Women & Children

WHY IT MATTERS

STUDIES SHOW **HOME VISITS** HAVE A FAVORABLE IMPACT ON



SCHOOL
READINESS

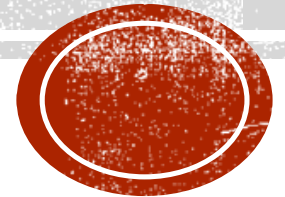


SUPPORTIVE
PARENTING PRACTICES



CHILD
DEVELOPMENT

YOUTH DEVELOPMENT



<http://buildingstrongeril.com>



meet Jamie.

She's fourteen.

Like thousands of youth
in Illinois, she goes to an
afterschool program.



We can follow the impact of the afterschool program on
Jamie, her family, and the community.

Each day, when
Jamie arrives at her
afterschool program,
she experiences...

Help with
homework

Caring
adults & friends



A safe
space

Support to make
better decisions

Investments

by government, foundations
and people who care about
youth make these experiences
possible.





So, how does
Jamie's afterschool experience
impact her?

Well...

Because she's safe after school,
Jamie's parents are able to

work more.



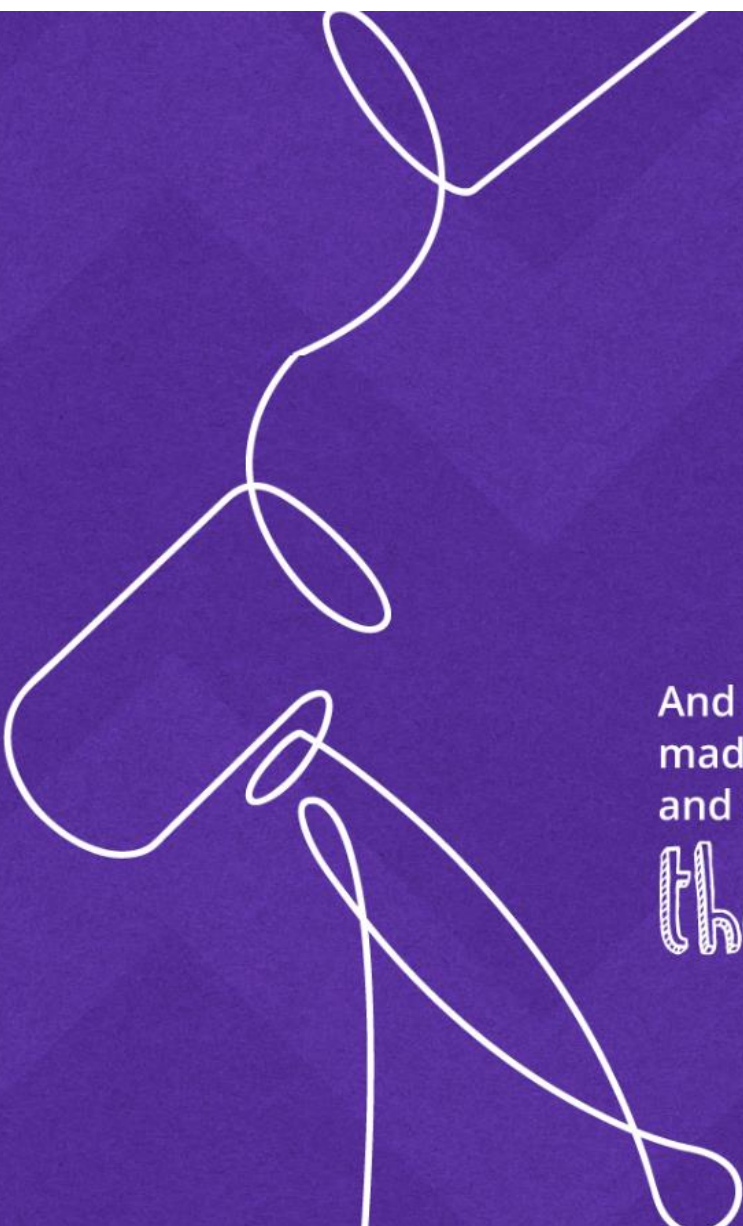


In a few years, Jamie will

graduate
high school.


She will have avoided teen
pregnancy.





And she will have
made better decisions
and avoided run-ins with

the law.



These are obviously really positive things for Jamie and her family.
But they're also super positive for the community!

Each of these positive outcomes can be ascribed a value for both



Jamie AND the community.



Because she's safe after school...

\$330

PER YEAR

Parents' additional earnings with extra time



Because she will graduate high school...

\$7,600

PER YEAR

Jamie's additional earnings
by not dropping out

\$2,600

PER YEAR

What the community gains
each year in tax revenue



By avoiding teen pregnancy...

\$10,000

PER YEAR

What Jamie avoids spending
by not having a baby early

\$30,000

PER YEAR

What the community avoids
spending on Jamie's public supports,
lost employment, dropping out,
and healthcare costs



By not having a criminal record...

\$5,607

PER YEAR

Jamie's additional earnings
when she finds a job

\$38,194

PER YEAR

What the community avoids
spending for one year of juvenile detention

When you add up these positive outcomes, and the many others that happen because of the afterschool program,

there is an impressive
accumulation of value

to Jamie, her family, and the community.



\$1 = \$45

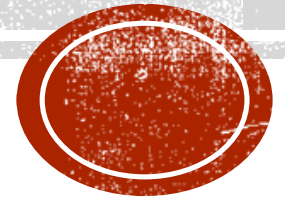
For every \$1 invested, \$45 are generated in economic and social value for youth, their families, and communities.

TALKING THROUGH THE STORY

- Who is their audience?
- What is their data?
- What other information did they pair with their data?
- What story were they trying to tell?
- Could you pull together an elevator speech with this information?

VISIONSPRING

VisionSpring works to ensure affordable access to eyewear,
everywhere.



64 million people need to have their vision corrected with glasses but cannot afford it. 90% live in lower income countries.

**This results in a
loss of \$202
BILLION to the
global economy.**

**Glasses increase
productivity by
32%, and can
increase monthly
income by as much
as 20%.**

**For every \$5 donated
to VisionSpring,
someone receives a
pair of glasses.**

**So far, VisionSpring has
created an \$1.2 Billion
economic impact.**

HERE IS ANOTHER LOOK



Corrective Eyeglasses Distributed

5.5 million



Productivity Increases up to

32%



Income Potential Increases by

20%



Economic Impact Generated

\$1.2 Billion

TALKING THROUGH THE STORY

- Who is their audience?
- What is their data?
- What other information did they pair with their data?
- What story were they trying to tell?
- Could you pull together an elevator speech with this information?

6) Plan metrics and data collection to expand future impact story telling

- Don't forget! We can always improve in the future.
- Keep up on current research (sometimes program directors know better than you what's happening in their field)
 - Practices get updated
 - Community needs evolve
 - Stakeholder interests change

CATHOLIC CHARITIES' NEXT STEPS

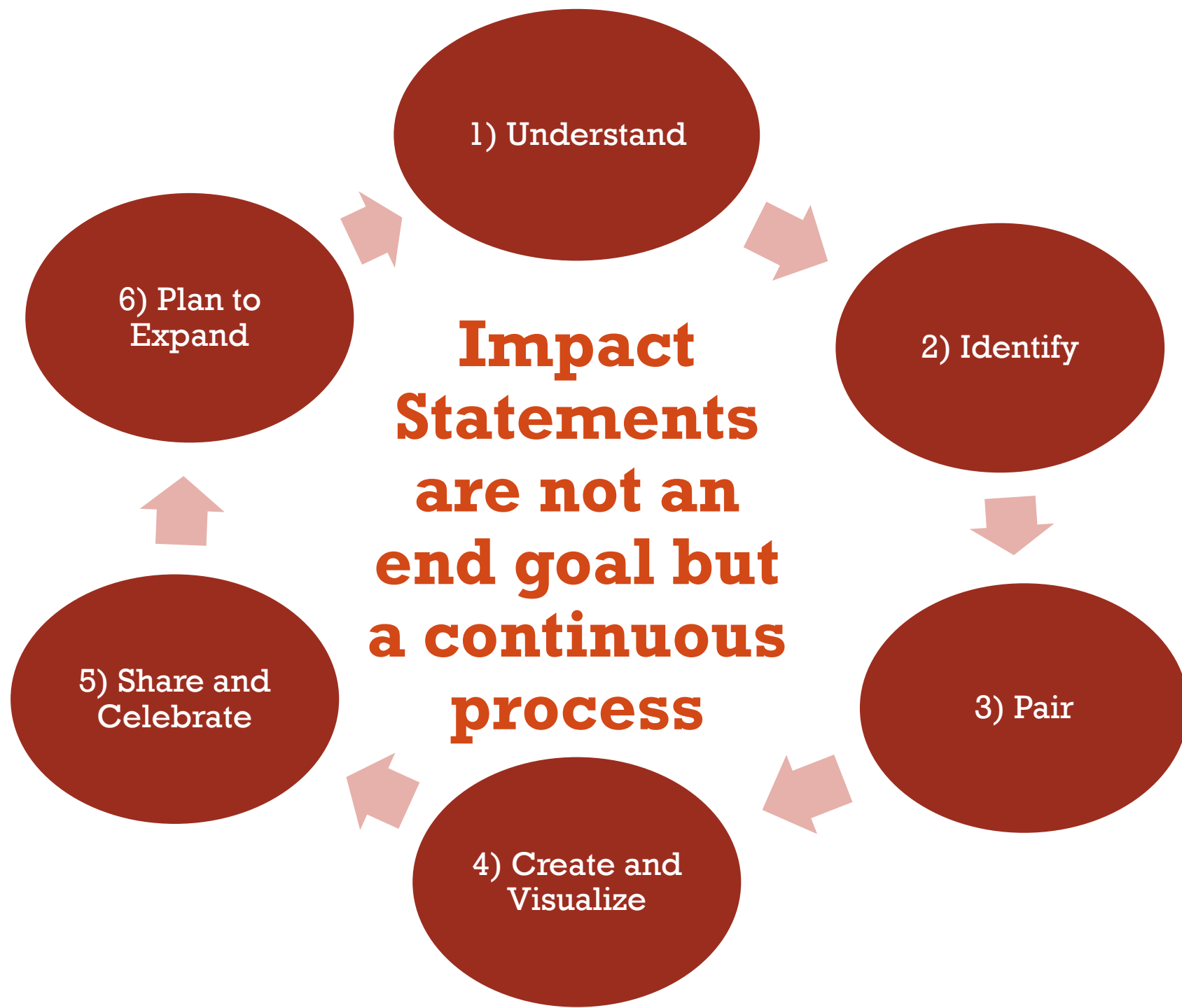
Keep up with emerging trends.

- Data Equity
- Income inequality
- Role of our Partnerships

Create a specific tie between mission and impact statements.

Design longer term impact plan to allow more planning with room to innovate.

- Maybe even a multi-year impact paper



WHY IMPACT STATEMENTS?



Create a coherent, persuasive message for why stakeholders should support our work.



Draw a story around the data to make meaning.



Empower your staff to communicate accurately.

QUESTIONS?

Thank you for your time!

Martha: mmann@catholiccharities.net

Claire: cpluard@catholiccharities.net