



**Sharing Impact In  
Ways That Generate  
Income & Interest**



## **There Are No Dumb Questions**





Having a strong  
effect on someone or  
something

# Why is reporting impact so important?

social, economic,  
organizational, programmatic

# Because it answers the question: **So what?**

What difference did this program make?



People don't want to  
fund your existence.

They want to fund your impact. – Beth Brodovsky



## 2015 Save Them All® Grant Application

Proposed projects **MUST demonstrate a direct impact** on saving lives and/or leading to a reduction in shelter deaths.



Here's your chance to ...



By donating cash instead of food, we will **S-T-R-E-T-C-H** your contribution.

Through Second Harvest Food Bank, we can turn a **\$5.92** donation into **\$219.04** and a **\$4.32** donation into **\$116.54!**

A donation of \$5.92 allows us to purchase 37 jars of peanut butter. A donation of \$4.32 allows us to purchase 27 boxes of cereal.

## Key Components to Impact Reporting

### What is the problem?

- ▶ Positive/Negative Change
- ▶ Increases/Decreases
- ▶ Capacity
- ▶ Community Partners
- ▶ 3<sup>rd</sup> party reporting
- ▶ Number served
- ▶ Number engaged\*
- ▶ Number impacted
- ▶ Measurable outcomes
- ▶ Demographics

EVALUATE BEFORE YOU CREATE



## Checklist: What should you evaluate?

- ▶ Who are you reporting to?
- ▶ What are you reporting about?
- ▶ When does it have to be, tracked?
- ▶ Who is responsible for collecting data?
- ▶ re-evaluate data being collected/tracked for necessity,
- ▶ consider things you might need to track for future funding/impact

## Service vs. Engagement vs. Impact *'our definition'*

**Service** - delivery of programs or goods (tangible or non-tangible).

**Engagement** - Interact and/or introduce an audience/individual to an organization/mission/cause without specific delivery of program/goods.

**Impact** - Having a strong effect on someone or something.

## Measurable Outcomes - General (what is the donor hoping you achieve?)

- ▶ # served
- ▶ # visits and for what (services provided)
- ▶ Demographic Breakdown (breed, age, condition, etc.)
- ▶ Increase in knowledge/awareness
- ▶ Change in behavior
- ▶ Achievement of specific goals

## Measurable Outcomes - Specific (what is the donor hoping you achieve?)

- ▶ TNR numbers monthly/annually
- ▶ Vaccination clinics
- ▶ Spay/neuters performed
- ▶ Products provided (houses, leashes, collars)
- ▶ Meals served
- ▶ Microchip Clinics
- ▶ # Euthanized
- ▶ Foster Placement
- ▶ New Foster Families
- ▶ Adoptions
- ▶ # Rescued

#GIVINGTUESDAY™



#GivingTuesday is a global day of giving observed on the Tuesday following Thanksgiving (in the U.S.)

Every 40 seconds someone dies from cardiovascular disease. And chances are, you know someone — a friend or family member — who has been among them. But this Giving Tuesday, [please donate and help us reduce that number](#).

[Imagine saving 431 lives today through your donation](#). Because of supporters like you, we are on track to reduce the number of deaths from cardiovascular disease by 20% by 2020. It may be a child born with congenital heart disease. A grandfather who might not see the next holiday. A mother with a newborn because of a stroke. Through your support, we can continue to improve prevention, diagnosis and treatment — and save those lives today.

This Giving Tuesday, we are relying on the power of your heart. [Please donate](#)— because after all, "Life is Why".

## Charity:Water

### ► Health

Diseases from dirty water kill more people every year than all forms of violence, including war.

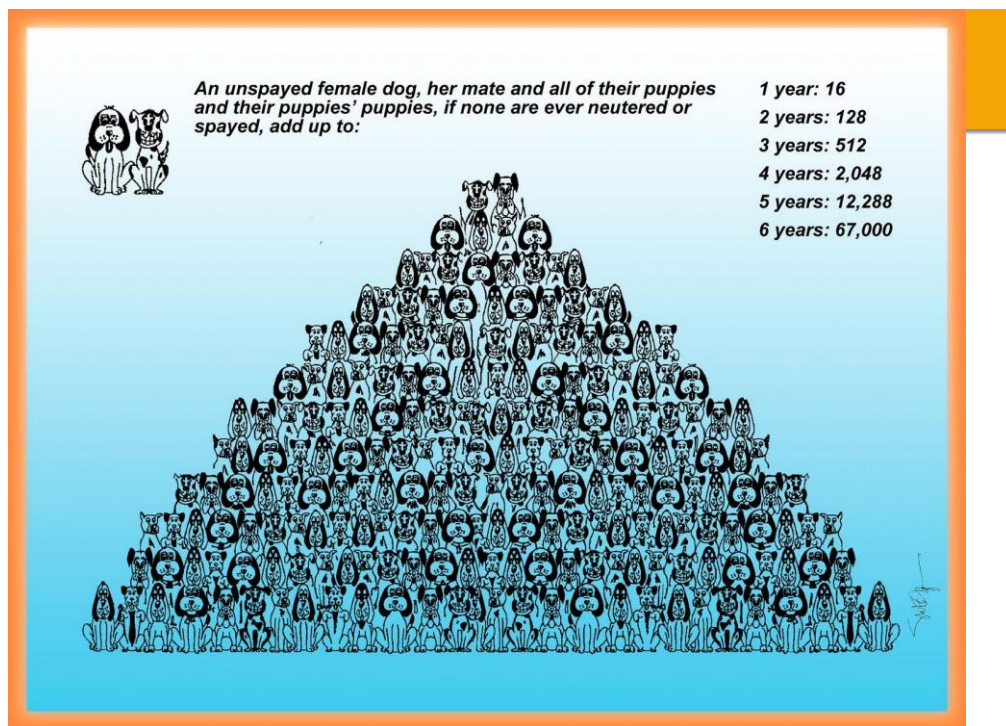
*43% of those deaths are children under five years old. Access to clean water and basic sanitation can save around 16,000 lives every week.*

### ► How do we tackle the water crisis?

We work with local experts and community members to find the best sustainable solution in each place where we work, whether it's a well, a piped system, a BioSand Filter, or a system for harvesting rainwater.

With every water point we fund, our partners coordinate sanitation and hygiene training, and establish a local Water Committee to help keep water flowing for years to come.





## Examples of Impact from Grants

1. Spay/Neuter - \$500 would fund 5 spay surgeries. In our experience, a female street dog has 2 litters of approximately 6 puppies twice a year, which means she has 96 puppies over her lifetime. Thanks to this grant, 480 puppies will not be facing life on the street (and this number does not include the offspring of those puppies!).
2. Bridging the Gap is currently the only after-school program in the county that exists specifically to serve the 1,150 Hispanic students enrolled in our schools.
3. Last year, elementary students in the Opening Doors Program achieved an average increase of 10.53 points in reading skills and 8.35 points in math skills among students tracked.

## Put It Into Practice



## Tools for Sharing Impact

- ▶ Mission Moments
- ▶ Wow Factor Stats
- ▶ The power of your dollar
- ▶ Press Releases, Human Interest Stories, Radio
- ▶ Newsletters, Direct Mail, Generosity Reports



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**[www.fundingforgood.org](http://www.fundingforgood.org)**

