

Introduction

At Umano impact, accountability, and transparency are central to our focus as a critical component of our [RISE model](#). We seek to help organizations build their capacity to more effectively measure and demonstrate their impact.

Umano views our collaborators as exactly that - we seek to foster open communication and transparency in our work with each other so we can continuously learn to do better together. *We want to know the actual results, good and bad, so we can make evidence based decisions.*

We encourage you to consult with the current or intended beneficiaries of the program first to measure what they find valuable. Having discussions with your stakeholders also ensures a firm understanding of the issue and underlying root causes before program implementation.

This guide is designed to help organizations develop and implement basic impact measurement for their programs, and includes the following topics:

- Developing an Impact Statement
- Developing a Framework
- Developing Data Collection and Measurement Tools
- Reporting
- Citations/Suggested Resources

Developing an Impact Statement

Prior to thinking about how to measure your impact, it is helpful to develop an impact statement. An Impact Statement identifies the issue you seek to address and how you will address it to create the intended impact. An Impact Statement for an organization as a whole is often derived from the mission and vision but you can also develop one for a specific program.

What Is Impact?

- Impact is the ultimate change which occurs as a result of an intervention. It is the final result of behaviors (outcomes) that are generated by the program.

Questions to Ask:

- What is the issue you are seeking to address?
- How do you intend to address this issue?
- What is the intended end state of your efforts?

How to Formulate an Impact Statement:

- If we <insert action> by <insert action> then <outcome>
- For example: If we <increase the amount of green space> by <developing parks> then <people will spend more time outside>. *This impact statement can then feed into the logical framework

Developing a Framework

Umano has a [template](#) to help you build your framework. Additionally, we have provided some guidelines below on how to fill out the template with examples of indicators.

Impact/Goal: What measurable change are you trying to achieve in the long-term?

- Build and maintain a green space for local residents so they can spend more time outside in turn improving their overall health and wellbeing. *This is your impact statement

Example Indicators

- Health: % of program beneficiaries with improved health and wellbeing scores as noted in a survey
- Education: number of students with improved test scores, increase in number of graduates
- Environmental: improved water quality, improved air quality

Outcomes: What measurable change are you trying to achieve in the medium-term that demonstrates progress toward your goal?

Example Indicators

- People become more empathic (as measured by surveys) /Number of people who feel impacted by empathy training (example survey question)
- Empathy Quotient (number of people who benefit from those that took the empathy training)
- Less animals are harmed
- Less trash is collected to clear a beach

- People gain self-sufficiency or the ability to care for their land
- Knowledge is shared with other non-profits/stakeholders
- Number of similar initiatives/actions/projects replicated by others

Outputs: What short-term tangible measurements can you report immediately once complete?

Example Indicators

- How many people participated in holistic empathy building exercises?
- How many people benefit from your program?
- How many workshops/hours of training are given?
- How many animals are supported by your program?
- How many trees are planted?
- How many square feet of land is saved/planted on/protected from poachers?
- How much trash is collected?

Activities: What activities or actions are required to run the program?

Example Indicators

- Number of Empathy workshops/trainings given
- What events take place at what frequency?
- Enrolling program participants
- Providing continuous support to program participants

Inputs: What resources (staff, money, technology, etc.) does the program require in order to achieve your goal?

Example Indicators

- Volunteer hours donated
- Staff hours
- Funding from each source
- In-kind donations
- Management resources

General Guidelines for Developing SMART Indicators

When developing indicators the SMART acronym helps ensure the indicators are as useful and informative as possible. You should ensure that all your indicators meet the SMART criteria below:

- S - Specific
- M - Measurable
- A - Achievable
- R - Relevant
- T - Time-Bound

The more your data is disaggregated, for example by gender, race/ethnicity, income, location, age etc., the more information and insights you are able to pull from it. We encourage you to disaggregate your data where possible and collect this information when conducting surveys, focus groups, interviews etc.

Developing Data Collection and Measurement Tools

Once you have established what it is that you want to measure, you should determine how you will measure it and at what frequency. There are a variety of ways to measure your program impact and record those measurements.

Quantitative Measurements

Umano recommends tracking any quantitative measurements in a spreadsheet. Spreadsheets allow you to easily track data for a workshop including demographic information such as names, ages, gender, location, etc. and sum up and visualize the data in a clear and concise way. In addition to what you gather from your program you could also use online calculators to demonstrate your impact.

- Carbon Footprint Calculator: <https://www3.epa.gov/carbon-footprint-calculator/>
- Disability Adjusted Life Year Calculator <http://ghcearegistry.org/orchard/daly-calculator>
- Vegan Calculator <https://thevegancalculator.com>

Qualitative Measurements

There are many ways to capture [qualitative data](#) including:

- Surveys (Please see our Survey Questions which our Impact Fund Recipients administer)
- Focus Groups
- Interviews

Qualitative data can also be aggregated in a spreadsheet and compiled into graphs, tables, etc. for effective visualization.

Reporting

Umano works with our collaborators to determine the reporting frequency. It is dependent on the length, scale, and type of project. We seek to measure as frequently as possible so as to ensure our programs are having the intended effect without placing an undue burden on collaborators. We use our Program Monitoring Matrix as a tool to help our collaborators report their impact.

If you are looking to determine the frequency of reporting for your programs, we suggest looking at the funders you are interested in working with and aligning your reporting with their standards.

Citations/Suggested Resources

<https://learning.candid.org/resources/blog/impact-measurement-how-to-measure-your-nonprofits-impact/>

<https://www.councilofnonprofits.org/tools-resources/evaluation-and-measurement-of-outcomes>

<https://nlctb.org/tips/communicating-nonprofit-impact/>

<https://ies.ed.gov/ncee/wwc/>

<https://proposalsforngos.com/whats-the-difference-project-outputs-vs-outcomes/>

<https://www.schusterman.org/playbooks/data/what-data-to-collect/measurement-purpose/>

<https://donorbox.org/nonprofit-blog/measuring-nonprofit-social-impact/>

<https://www.business.qld.gov.au/starting-business/planning/market-customer-research/researching-customers/surveys-focus-groups>