

2021 Impact Measurement Summit Takeaways

Now that you've attended ACCP's 2021 Impact Measurement Summit, here are items to consider as you look to build upon your measurement tactics to demonstrate your company's social impact.

The Measurement Landscape

- Measurement helps companies understand what they are putting into the community and what the community and business get out of it.
- Various measurement models, like B4SI, exist to help companies articulate and measure the impact they have on the world.
- Other methods, like the Business ROI for Social Investments (BROI), exist to help companies demonstrate the business benefits of their CSR work.

Communicating Your Results

- The conversation is changing from communicating inputs (i.e., here's what we gave) to demonstrating success (i.e., communicating what was achieved by the giving, highlighting the community benefit, etc.).
- Companies are being held accountable for what they do AND do not say and do - [Corporate Racial Equity Tracker](#) & [Black Dollar Index](#).

Equity in Measurement

- There are several different approaches to addressing equity; however your organization chooses to address it, it is vital to incorporate equity into your measurement practices.
- To do so, requires organizations to understand the power-dynamic between funders and community partners, organizations to [challenge their beliefs around evaluative practices](#), willingness to examine current approaches to measurement, and openness to incorporate participatory measurement practices.
 - Are you asking your grantees or community partners what success looks like?
 - While we are asking grantees about their practices, strategies, leadership demographics, etc. are we taking the time to evaluate ourselves internally as well?
 - Does what you are measuring/evaluating of primary benefit to your organization, or does it show the true impact of the work/impact in the community itself?
 - Are you accounting for community perspective, historical context, and structural drivers of your results or merely generalized results/findings?
 - Who decided the criteria to determine who is a "good" subject matter expert to evaluate the data?
 - Have you built budget and time to support relationship building and participatory planning of evaluation and data collection?
- Equity can be incorporated into measurement practices by including those with lived experiences, disaggregating the data, communicating openly and transparently, calibrating outcomes, and centering equity in social impact strategies.
- [Centering Racial Equity in Measurement and Evaluation](#)

- [CEP: A Shared Use for Demographic Data](#)
- [Chicago Beyond: Why Am I Always Being Researched?](#)
- [Equitable Evaluation Framework](#)
- [Measure4Change Performance Measurement Playbook](#)
- [PACE: Building Equitable Evidence of Social Impact](#)
- [Participatory Evaluation](#)
- [We All Count's Data Equity Framework](#)

Business for Societal Impact (B4SI)

- B4SI is a simple model that lists what companies should measure, how they should measure it, and links the contributions a business makes to the impact created.
- Key to this model is being able to link an investment aimed at supporting communities, be it through community partnerships or through core business operations, to what happened with that and what changed as a result, while being confident about what to include and what not to and which data points to plan for.
- Inputs + Outputs = Impacts
 - What's contributed - Inputs are the resources a company provides to support a community activity.
 - What happens - Outputs are the activities delivered, numbers reached, funds raised and business-related activity resulting from the contributions made.
 - What changes – Impacts are the changes that happen to individuals, organizations, and the company, in the short or long-term, because of the activity.
- [Community Investment](#)
- [Business Investment for Societal Impact](#)

Business Benefits of CSR Work

- CSR helps drive financial and competitive business returns IF it is done well.
- The more you align your programs with the needs of your community, the more opportunity you have to generate business value.
- [Business ROI of Social Investing](#)
- [Impact ROI](#)
- If you would like to receive a copy of the slides for this section, please reach out to Steve Rochlin – srochlin@impactroiglobal.com.

Key Questions to Consider

- Where is your organization at on the "Spectrum of Assessment" versus where you want/need to be? And what steps can you take to progress forward?
- What do you currently measure (either methods of measurement or items measured) that may contribute to reinforcing systemic inequities?
- Who is involved in determining your measurement practices and who is missing?
- What is the problem you are trying to solve and how can your measurement practices demonstrate progress?
- How can you better demonstrate the depth of the impact (the degree to which beneficiaries are better off because of an activity) of your CSR work and where improvements need to be made to improve the depth of impact?
- What do you need to measure to better demonstrate how your CSR work supports your company's business strategy?