

# Understanding Impact Measurement: An ACCP Summit

## Key Themes

- Consumer expectations are demanding more accountability from corporations to not just measure inputs and outputs but rather “outcomes” or “impacts” – these three together will help measure the economy, efficiency, and effectiveness of programs and build the full narrative of total impact.
- Understanding the motivation behind an organization’s giving is key to building a measurement system – measuring everything may not be possible and this will help determine exactly what is important to measure.
- Ensure your evaluation practices are equitable, including understanding if nonprofit partners have the means (funds and expertise) available to measure what is requested of them.
- Traditional measurement no longer works to prove to the public and senior management the true ROI of CSR programs. Impact measurement can help hone purpose, increase credibility and accountability, and prove value.
- In figuring out what exactly are “outcomes,” ask yourself this question when looking at outputs - “that’s great, and then what?”
- Inputs are the resources a company provides to support a community activity and include how contributions are made, why they are made, what are the issue areas they are supporting, and where are they going to support (geographically).
- Outputs are what happens and include a combination of who or what benefitted in the community, stakeholders reached, and additional contributions that the organizations helped leverage, or that happened because of the company activity.
- Impact is the changes that happen because of the activity and consider depths that things are “better off” from the organization’s investment. This can be measured in social, business, or environmental impacts. Examples includes ways behavior/attitude, skills, or quality of life changed or improved, and the degree to which they change: connections, improvements, or transformations.
- Social impact teams can leverage their networks of community leaders, trust amongst stakeholders, ability to express company purpose, and a new view on performance excellence to create value for their company.
- Studies from Impact ROI show that those that focus on 3-5 core issues, are accountable and consistent with ESG priorities, and have longer term goals (amongst other good practices) generally improve their share price, sales, productivity, and market value, while reducing risk and employee turnover; as well as outperform their peers.

## Resources

- ACCP: [The Business ROI of Social Investments](#)
- B4SI:
  - [2021 Global Annual Review](#)
  - [Business for Societal Impact Guidance Manual](#)
- Equitable Evaluation Initiative: [Equitable Evaluation Framing Paper](#)
- Independent Sector: [Value of Volunteer Time](#)
- Taproot Foundation: [Pro Bono Valuation](#)
- True Impact:
  - [Measuring the Impact of Racial Equity Programs](#)
  - [How do I complete the beneficiary section if we don’t collect demographic data?](#)
  - [Calculating the Social Value of Volunteerism](#)

*“Not everything that can be counted counts, and not everything that counts can be counted.” - [William Bruce Cameron](#)*