

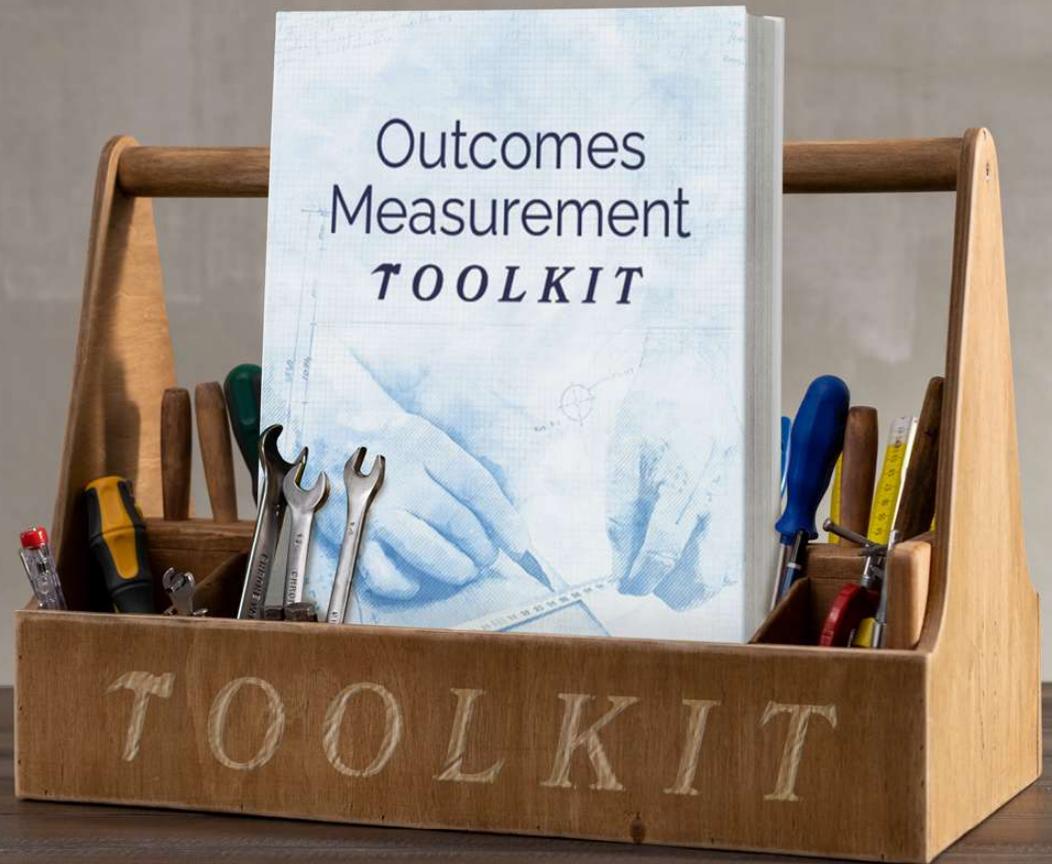
# Measuring What Matters



Detailed guidance  
and tools to measure  
long-lasting results.

***Exclusive to Members.***

 **TRUE CHARITY**  
— NETWORK —



# What are outcomes?

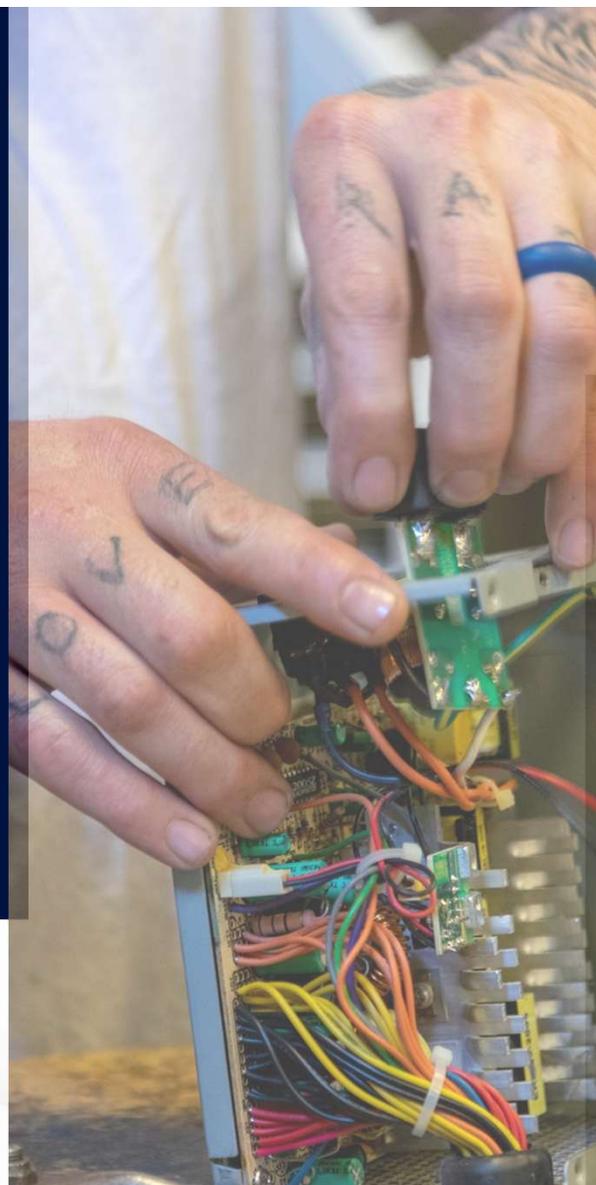


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# What are outcomes?

## **Formal Definition:**

Meaningful changes for those served by a program, generally changes in knowledge, skills, attitudes, behavior, condition, or status.



Our working definition:

What we hope for in the long run.

# Things you can measure



## Financials

Donations, expenses, donor retention rate



## Demographics

Client age, employment status, family size, education levels



## Inputs

Number of volunteer shifts filled, number of classrooms needed



## Outputs (Activity)

Number of clients completing courses, meals served, nights of shelter



## Outcomes (Results)

Number of clients who obtained full-time work, number of clients who retained the work after six months



**Gives supporters a reason to support**

**Ensures our programs work**



**Encourages client personal growth**

# Does data replace stories?

## Review summary



"Good **price**, good **food**, ample serving size, very friendly **service**."



"I ordered a pulled **chicken sandwich**, **chicken** was tough and not very flavorful."



"**Potato salad**, **beans**, and cookies were great the **ribs** were dry and tasted old"

[Write a review](#)



## Whole Hog Café

4.4 ★★★★★ 1,283 reviews · \$\$  
Barbecue restaurant



Directions



Save



Nearby



Send to your phone



Share

[ORDER ONLINE](#)

Outpost of a local BBQ chain dishing out ribs, brisket & other standards in a laid-back atmosphere. >

✓ Dine-in · ✓ Drive-through · ✓ Delivery

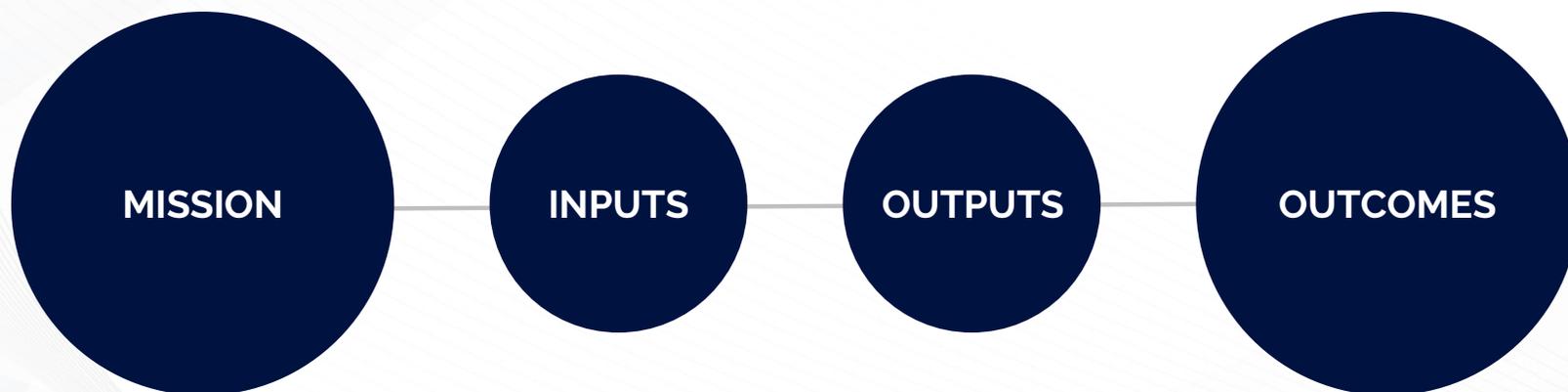
# What is a logic model?



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# The Logic Model

CONNECTING THE DOTS



# The Logic Model

<b>Q: Why do we exist?</b> <b>A: Mission Statement</b>	<b>Q: What's required?</b> <b>A: Inputs</b>	<b>Q: What do we provide?</b> <b>A: Outputs</b>	<b>Q: What matters in the long run?</b> <b>A: Outcomes</b>
We exist to help people find fulfilling employment.	<ul style="list-style-type: none"> <li>• Classroom</li> <li>• Curriculum</li> <li>• Teachers/Coaches</li> <li>• Partner employers</li> </ul>	<ul style="list-style-type: none"> <li>• Work Readiness Training</li> <li>• Internships</li> <li>• Job hunt coaching</li> <li>• Job fairs</li> </ul>	<ul style="list-style-type: none"> <li>• Stable employment</li> <li>• Job satisfaction</li> </ul>
<b>Measurements (Indicators)</b>			
	<ul style="list-style-type: none"> <li>• Volunteer coaching slots filled</li> </ul>	<ul style="list-style-type: none"> <li>• Number of people attending class</li> <li>• Graduation rates</li> <li>• Number of employers at job fairs</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrated increase in job search knowledge</li> <li>• Percent of clients getting jobs</li> <li>• Percent of clients maintaining jobs for six months</li> <li>• Average client-reported increase in job satisfaction</li> </ul>

# Logic model walkthrough

Example organization:  
The Employment Emporium

**We exist to help people find  
fulfilling employment.**



# The Logic Model

**Mission Statement:** Your organization's one-sentence statement that declares your purpose

Q:	Q:	Q:	Q:
A: Mission	A:	A:	A:

**Q: Why do we exist?**

**A: Mission Statement**

[Your organization's mission statement]

We exist to help people find fulfilling employment

# The Logic Model

**Inputs:** The resources required to run your programs

Q: A: Mission	Q: A: Inputs	Q: A:	Q: A:



**Q: What's required?**

**A: Inputs**

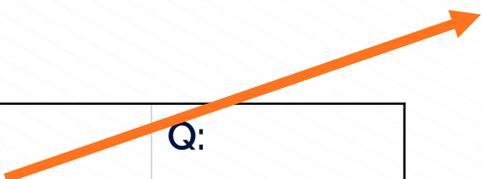
[Your organization's inputs]

- Classroom
- Curriculum
- Teachers/Coaches
- Partner employers

# The Logic Model

**Outputs:** Your program activities

Q: A: Mission	Q: A: Inputs	Q: A: Outputs	Q: A:



**Q: What do we provide?**

**A: Outputs**

[Your organization's outputs]

- Work training
- Internships
- Job hunt coaching
- Job fairs

# The Logic Model

**Outcomes:** What we hope for in the long run for our clients

Q: A: Mission	Q: A: Inputs	Q: A: Outputs	Q: A: Outcomes



**Q: What matters in the long run?**

**A: Outcomes**

[Your organization's outcomes]

- Stable Employment
- Job Satisfaction

# The Logic Model

<b>Q: Why do we exist?</b> <b>A: Mission Statement</b>	<b>Q: What's required?</b> <b>A: Inputs</b>	<b>Q: What do we provide?</b> <b>A: Outputs</b>	<b>Q: What matters in the long run?</b> <b>A: Outcomes</b>
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# OUTCOMES VS. OUTPUTS

# Can you tell the difference?

**OutreachCenter**  
Watered Gardens

**1**  
14,635  
NIGHTS OF SHELTER FOR 526 DIFFERENT INDIVIDUALS

**2**  
110  
BAPTISMS & CONVERSIONS

**3**  
1,697  
FOOD BOXES PROVIDED TO 486 UNIQUE PARTNERS

**4**  
55%  
OF RESIDENTS FOUND EMPLOYMENT

**5**  
87%  
OF GOALS MET BY SHELTER GUESTS

**6**  
558 OTHER MEANINGFUL CONNECTIONS TO CHURCH, FAMILY, OR MENTORS

*I appreciate the program here. I'm getting my feet back under me, and they keep me focused on what I need to be doing.*  
Phillip, former guest

Outreach Center  
531 Kentucky Ave  
Joplin, MO 64801

"Way more than meals and a mattress"



# OutreachCenter

Watered Gardens



- 

**14,635**

NIGHTS OF SHELTER FOR 526 DIFFERENT INDIVIDUALS
- 

**110**

BAPTISMS & CONVERSIONS
- 

**1,697**

FOOD BOXES PROVIDED TO 486 UNIQUE PARTNERS
- 

**55**
- 

**57**



DISCUSS





# DISCUSS

**INDIVIDUALS**

**4**



**55%**

**OF RESIDENTS FOUND EMPLOYMENT**

**5**



**87%**

**OF GOALS MET BY SHELTER GUESTS**

**6**

**558** OTHER MEANINGFUL CONNECTIONS TO CHURCH, FAMILY, OR MENTORS



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*"Way more than meals and a mattress"*

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# How to measure outcomes



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# 1. Identify and group your outcomes

- Stable employment
- Improved income
- Increased net worth
- Elimination of chemical addictions
- Healthy lifestyle
- Close friends and family
- Volunteerism

# 1. Identify and group your outcomes

<b>1) Financial Stability</b>	Stable employment; Improved income; Increased net worth
<b>2) Wellness</b>	Elimination of chemical addictions; Healthy lifestyles; Close friends & family; Volunteerism
<b>1) Personal Freedom</b>	Increased income; Increased net worth; Elimination of chemical addictions; Healthy lifestyles
<b>2) Connectedness</b>	Stable employment; Close friends & family; Volunteerism

# Brainstorming basics

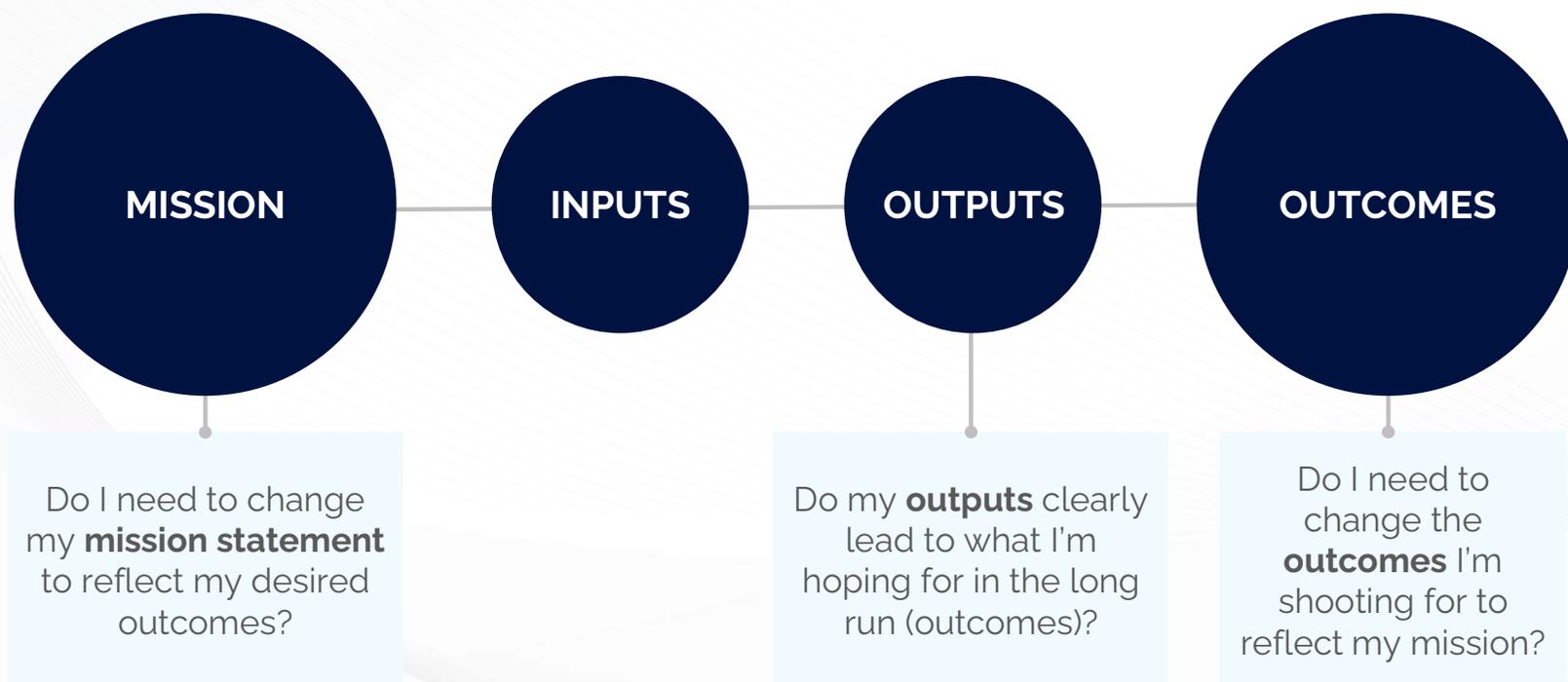
## AFFINITY DIAGRAM



## Check out the most common

Possible Outcome Domains	Specific Outcomes	Possible Outcome Indicators
Employment	Employment readiness	Does client have license, Social Security card, birth certificate?
	Stable employment	Weeks of unbroken employment
	Advancement rate	Is advancement possible?
	Income level	Hourly wage
	Small business start/success rates	Percent of graduates who start a business
Financial Stability	Financial literacy/knowledge	Using a monthly budget?
	Debt reduction	Total debt
	Savings growth	Size of emergency fund
	Welfare independence	Total government benefits
Housing	Stable housing	Does client own home?
	Independent housing	Is client's housing subsidized?
	Adequate/safe housing	Square feet per occupant
	Maintaining home	Can client adequately maintain home? (Self or evaluator assessment)
Education	Literacy	Reading proficiency test (available online)
	Education level	Self-reported question or verified with diploma/certificate
	Trade certifications	Self-reported question or verified with diploma/certificate
	Technology skills	Technology proficiency test (available online)
English proficiency	English proficiency	Verbal and written proficiency tests (available online)
	Community involvement	Participation in civic organizations (PTA, Neighborhood association, etc.)
	Social capital	Social capital self assessments
Social Networks	Volunteerism	Frequency of volunteering
	Marriage	Marriage strength assessment (available online)
Stable Families	Family connectivity	Number of renewed connections to family
	Parenting skills	Knowledge levels of core parenting skills (pre/post test)

## 2. Ensure your existing mission, outputs, and outcomes connect



## Change your mission (if needed)

**Current Mission Statement:** “We exist to eliminate hunger and hardship in our community through the distribution of food.”

**Desired Outcomes Domains:** Career Development, Financial Stability, Social Connectedness

**More Suitable Mission Statement:** “We address root causes of hunger and hardship in our community by empowering people through relationships and opportunities.”

**OR**

“We empower the hungry and hurting through relationship and opportunity”

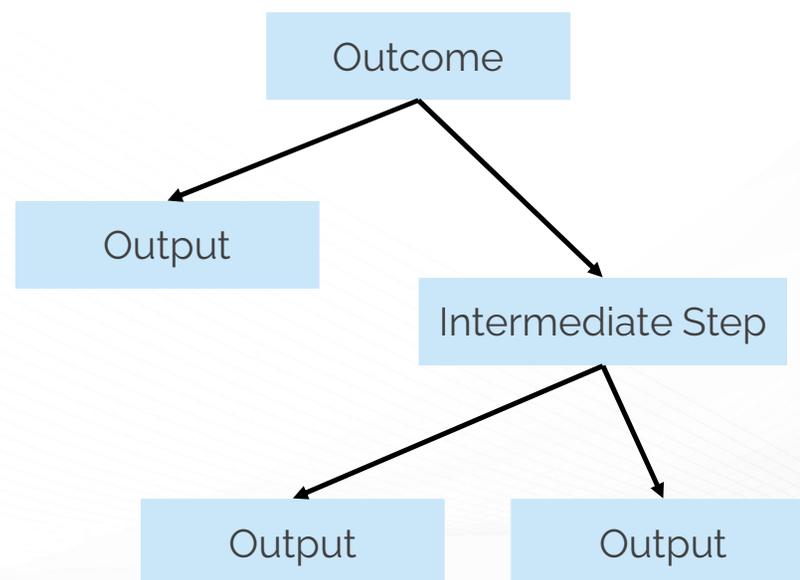
# Choose suitable outputs



<b>Q: Why do we exist?</b> <b>A: Mission Statement</b>	<b>Q: What's required?</b> <b>A: Inputs</b>	<b>Q: What do we provide?</b> <b>A: Outputs</b>	<b>Q: What matters in the long run?</b> <b>A: Outcomes</b>
Empower people in need to own and maintain reliable vehicles.	<ul style="list-style-type: none"> <li>• Auto shop</li> <li>• Tools</li> <li>• Parts</li> <li>• Labor</li> </ul>	100% free car repairs, no questions asked.	Improved vehicle stewardship

# Choose suitable outputs

- Start with outcomes
- Ask “what’s required for that to happen?”
- Work backwards to outputs



### 3. Determine how to measure

#### **Example Outcome: Debt Reduction (in a broader domain like “Financial Security”)**

- Self-reported amount of total debt
- Self-reported debt as a percent of income
- A survey that asks how indebted they are on a scale of 1-5
- A verified credit score
- Number of payday/title/unsecured loans outstanding
- The pre and post intervention score on a financial literacy quiz about debt related knowledge

## Check out the most common

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# Best practices for indicators

## Measure:

- directly if possible, indirectly if necessary
- objective indicators (facts) if possible, subjective indicators (feelings) if necessary
- primarily quantitative indicators (numbers) and some qualitative indicators (descriptions)
- verifiable indicators if possible, self-reported indicators if necessary
- for 100% of your clients when possible, a random sample when necessary

## 4. Collect your indicators

- How to measure
- How often to measure
- Post program measurement
- Protecting data

### Health:

- (1) Very poor. I have major health issues that severely limit me.
- (2) Poor. I have some moderate health problems that limit me occasionally.
- (3) Fair. I have a few health problems, but they are generally under control.
- (4) Good. I have no health problems, but I'm not in the best shape.
- (5) Excellent. I have no health problems, and I'm in good shape.

### Sobriety:

- (1) I am currently addicted to drugs or alcohol
- (2) I am trying to become free from drugs and alcohol, but I relapse frequently
- (3) I have had a relapse in the past year, but am currently sober
- (4) I have been addicted to drugs or alcohol but I have a good support system have not relapsed in the past year
- (5) I have not been addicted to drugs or alcohol in the past ten years

### Tobacco:

- (1) I currently smoke 10+ cigarettes a day
- (2) I currently smoke 1-10 cigarettes a day
- (3) I smoke cigarettes a several times a month or use other tobacco products
- (4) I currently vape or use tobacco-free nicotine replacement products
- (5) I am tobacco free

### Stress/Anxiety:

- (1) My stress level/anxiety is extremely high
- (2) My stress level/anxiety is high
- (3) My stress level/anxiety is manageable
- (4) My stress level/anxiety is generally low
- (5) My stress level/anxiety is very low

### Emotions:

- (1) I feel like my emotions are often out of control
- (2) I feel like my emotions are sometimes out of control
- (3) I do not share my emotions and I keep them under control
- (4) I can share my emotions fairly well and they are rarely out of control
- (5) I can manage and share my emotions effectively

### Fulfillment:

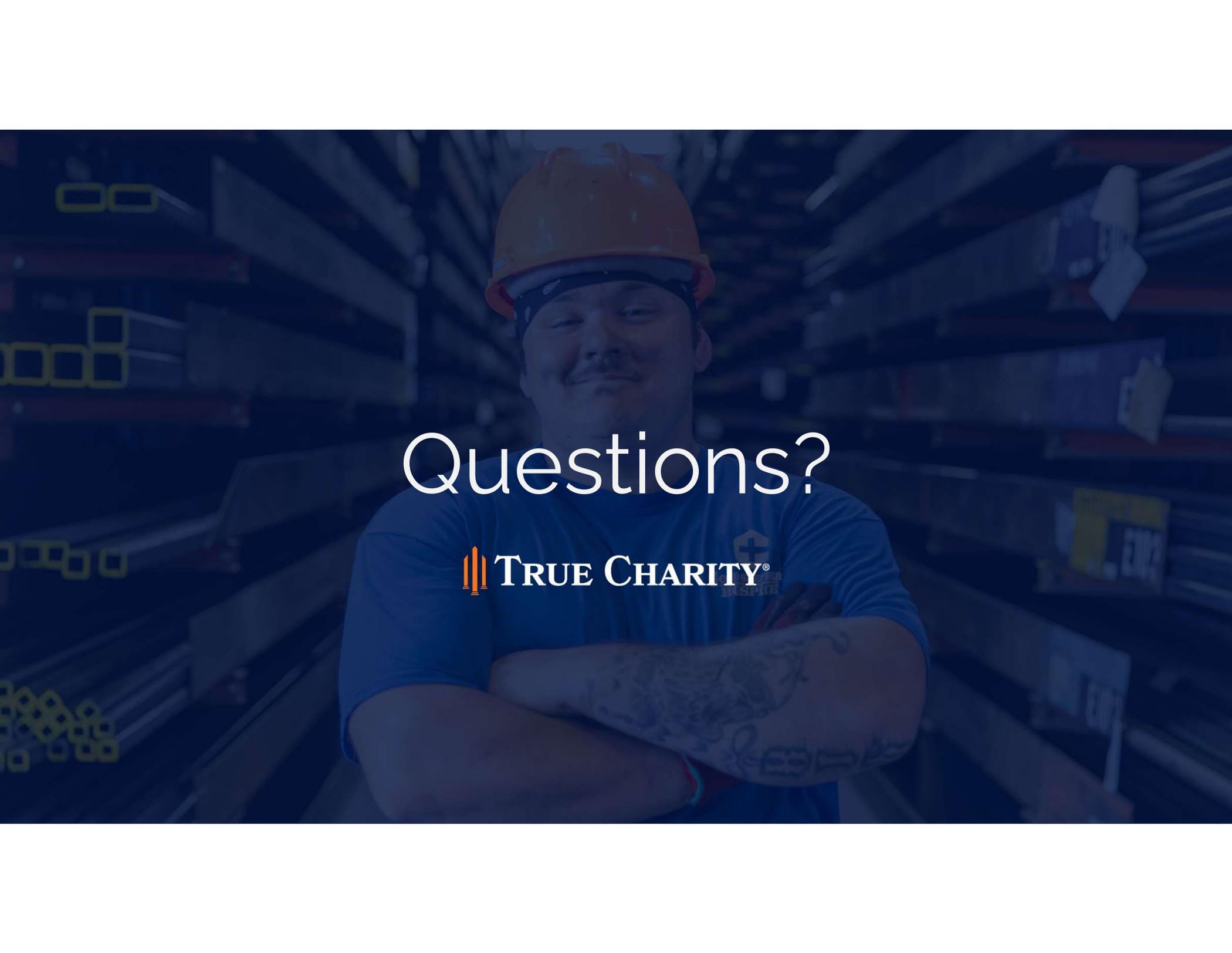
- (1) I don't think I have any talents/special abilities
- (2) I am becoming aware of some talents/special abilities
- (3) I know my talents/special abilities, but I rarely get to use them
- (4) I know my talents/special abilities, and I sometimes get to use them
- (5) I know my talents/special abilities, and I use them frequently

# What now?

START MEASURING SOMETHING

**1 COMMIT** to measuring more than just output

**2 KNOW** outcome measurement is a long-term process



# Questions?

 TRUE CHARITY®

# Connect with True Charity!

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-  [info@truecharity.us](mailto:info@truecharity.us)
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